

DISCOVER:

OKTOBERFEST IN SEPTEMBER

Though its name might suggest otherwise, Oktoberfest actually begins in September. This tradition, which dates back more than 200 years, started in Munich, Germany, as a celebration of the marriage between Crown Prince Ludwig and Princess Therese. Today, it has grown into one of the world's most recognized cultural festivals, with millions gathering each year to enjoy traditional Bavarian food, music, and of course, beer.

At its heart, Oktoberfest is a celebration of brewing excellence. The festival showcases beers crafted by some of Germany's most historic breweries, each with generations of expertise and a deep respect for tradition. From malty lagers to crisp pilsners, these beers offer something for every palate.

This month, we're highlighting the festive spirit of Oktoberfest and the enduring traditions of German brewing. Weihenstephaner, recognized as the world's oldest continuously operating brewhouse, continues to set the standard for Bavarian beer. Hofbräu and Paulaner are synonymous with Munich's Oktoberfest celebrations, while Bitburger and Köstritzer are known for their smooth, roasted malt character. Together, these breweries represent the diversity, heritage, and timeless appeal that have made German beer a favorite around the world.

Prost!

Jennifer Olivera, Master Sommelier 1, Bristol Farms Category Buyer Wine & Spirits

WEIHENSTEPHANER BREWERY FESTBIER OKTOBERFEST 6-PACK

REG \$16.99 SPECIAL \$14.99

HOFBRÄU MÜNCHEN OKTOBERFESTBIER 6-PACK

REG \$14.99 SPECIAL \$12.99

PAULANER BREWERY OKTOBERFEST 4-PACK

REG \$11.99 SPECIAL \$9.99

BITBURGER BREWERY PREMIUM PILS 6-PACK

REG \$16.99 SPECIAL \$14.99

KÖSTRITZER BREWERY SCHWARZBIER BLACK LAGER 4-PACK

REG \$11.99 SPECIAL \$9.99