



Date: July 26, 2012
Contact: Bernadette Wasdovitch, Marketing Communications Manager
Phone: 920.849.1329
Email: bwasdovitch@briess.com

New Goldpils® Vienna Malt pays tribute to Briess ancestry

CHILTON, WISCONSIN—Goldpils® Vienna Malt is the newest addition to the Briess Malt & Ingredients Co. portfolio of malts. This traditional-style malt was inspired by Briess ancestry and malting tradition which began five generations ago in Moravia, Czechoslovakia. The region was one of the richest agricultural areas of Central Europe in 1876 when Ignatius Briess, a grain trader, started malting barley there and was soon exporting it throughout the world.

Last year, to honor the company's landmark 135th anniversary, Briess staff challenged themselves to remake its standard Vienna Malt with more authentic character. The result is 2-Row Goldpils® Vienna Malt. Less modified and less sweet than Pale Ale Malt but just as light colored, it delivers rich malty flavor with hints of biscuity notes to classic Vienna, Oktoberfest and Marzen beers. Brewers who have already brewed with Goldpils® Vienna report that it finishes exceptionally clean. At 3.5° Lovibond, it contributes light golden hues.

Licensed breweries can purchase directly from Briess or from an authorized distributor. Briess malts are available to homebrew shops through authorized distributors. Visit www.BrewingWithBriess.com for a list of authorized distributors or more information about Goldpils® Vienna Malt.

Briess Malt & Ingredients Co. is North America's leading producer of specialty malts and produces more styles of specialty malts than any malting company in the world. It is the only vertically integrated malting company in North America, making brewer's grade malt extracts from its own malt.

Briess remains one of the few family-owned malting companies in the world, and is the only malting company in the world dedicated to the small batch production of specialty malts for the American craft beer industry.

- end -