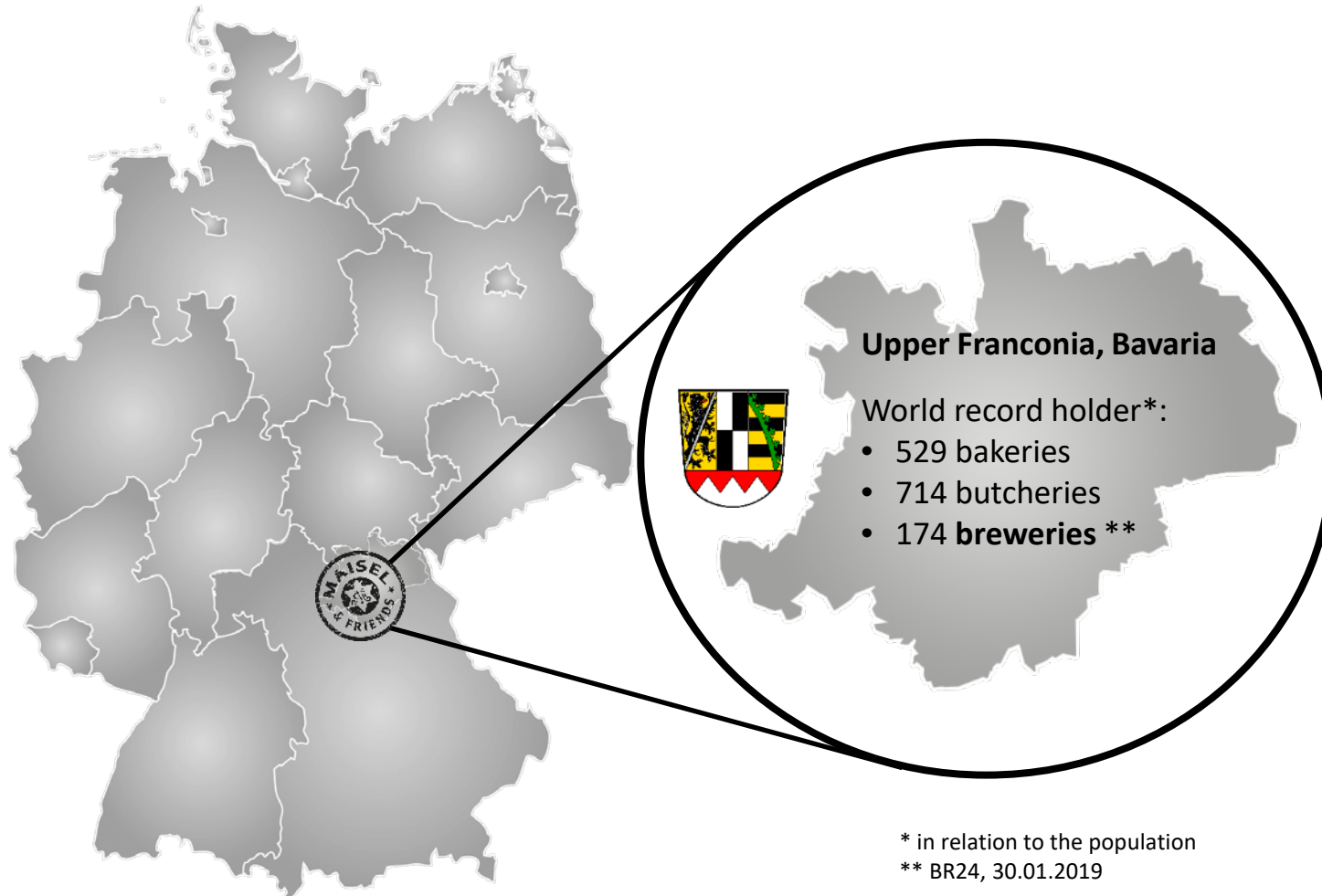




WELCOME TO MAISEL & FRIENDS IN BAYREUTH

2026

BAYREUTH AND UPPER FRANCONIA



Upper Franconia, Bavaria

World record holder*:

- 529 bakeries
- 714 butcheries
- 174 **breweries** **

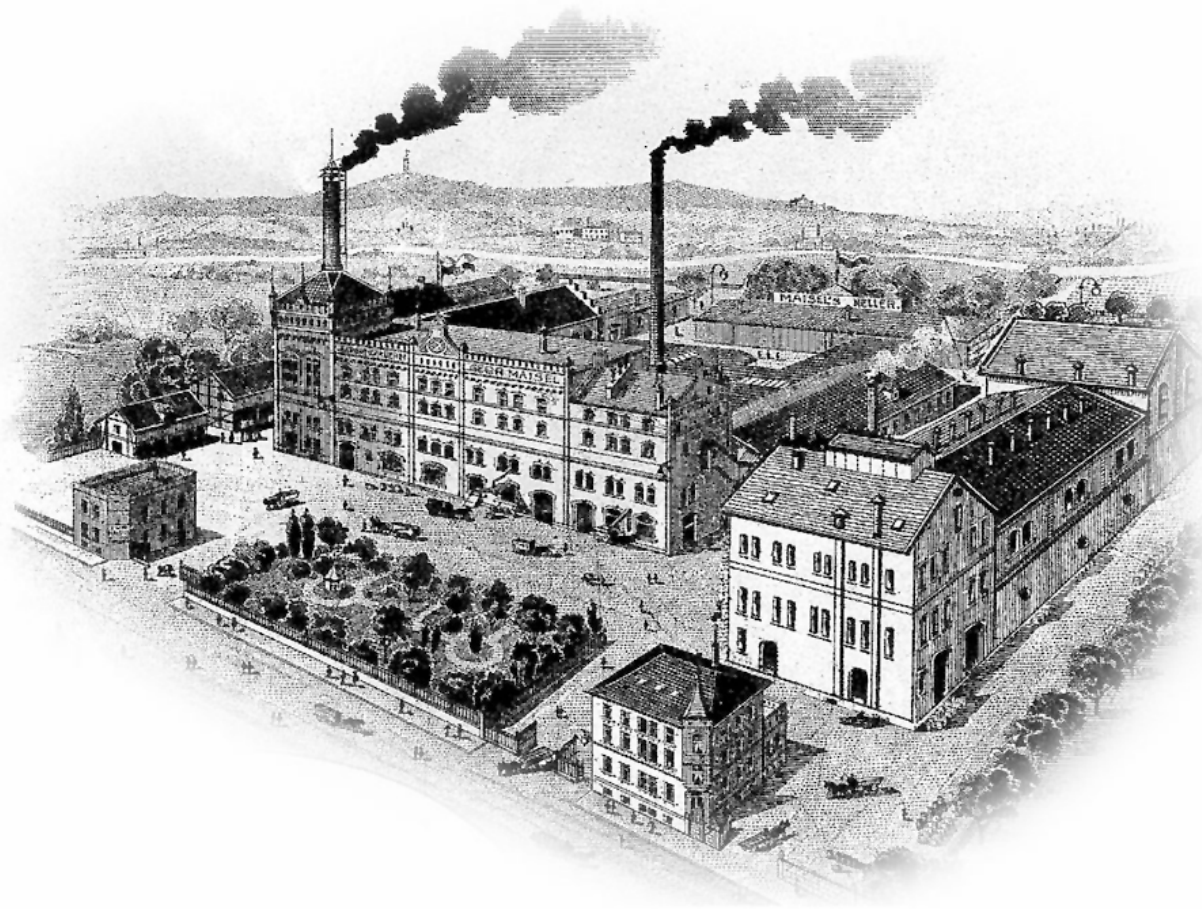
* in relation to the population

** BR24, 30.01.2019

Pure pleasure and craft:

- Largest density of breweries in the world
- Designated region of enjoyment („Genussregion Oberfranken“)
- Home of genuine craft!
- Part of the Nuremberg Metropolitan Region
- Bayreuth World Cultural Heritage and Home of Richard Wagner

BREWERS WITH PASSION SINCE 1887



★ MAISEL & FRIENDS ★

AT HOME IN BAYREUTH SINCE 4 GENERATIONS



1887: Hans & Eberhardt Maisel



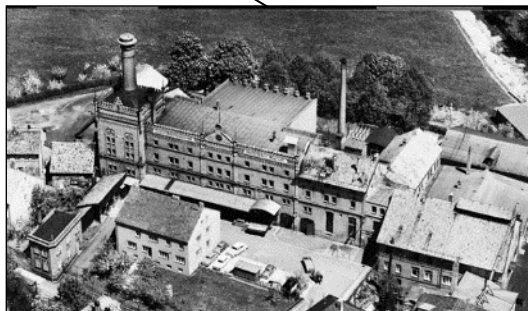
1920's: Fritz & Andreas Maisel



1950's: Oscar & Hans Maisel



1996: Andreas & Jeff Maisel





**EXPERIENCE OUR PASSION FOR
BEER & ENJOYMENT**

WELCOME...

WELCOME TO MAISEL & FRIENDS

Bayreuth
Catacombs

Maisel's Beer
Experience World

Beer Shop

Liebesbier
Urban Art Hotel

Conference
Center

Liebesbier
Restaurant & Bar

Braukunstwelt

Brewing workshop

Parking lot

Crazy Sheep
Coffee Roastery

Tripadvisor
Travelers'
Choice Awards





WELCOME TO MAISEL & FRIENDS

At our Maisel & Friends brewery site – the “Maisel & Friends Brauereigelände”, craft meets pleasure, tradition meets innovation, and historic walls meet modern architecture and contemporary street art.



EXPERIENCE TOURS

Discover in our beer experience tours, how we have been brewing our beer for four generations out of love for craftsmanship, tradition and with endless passion.

We make your stay an unforgettable experience!



EXPERIENCE TOURS MAISEL'S BIER-ERLEBNISWELT

- Brewing – then and now
- Historic machinery and brewhouse, coolship, hop store and cooperage
- Highlight: BRAUKUNSTWELT
- Bottling, Maisel & Friends “Brauwerkstatt”, barrel aging
- Duration of tour: 1.5 hours



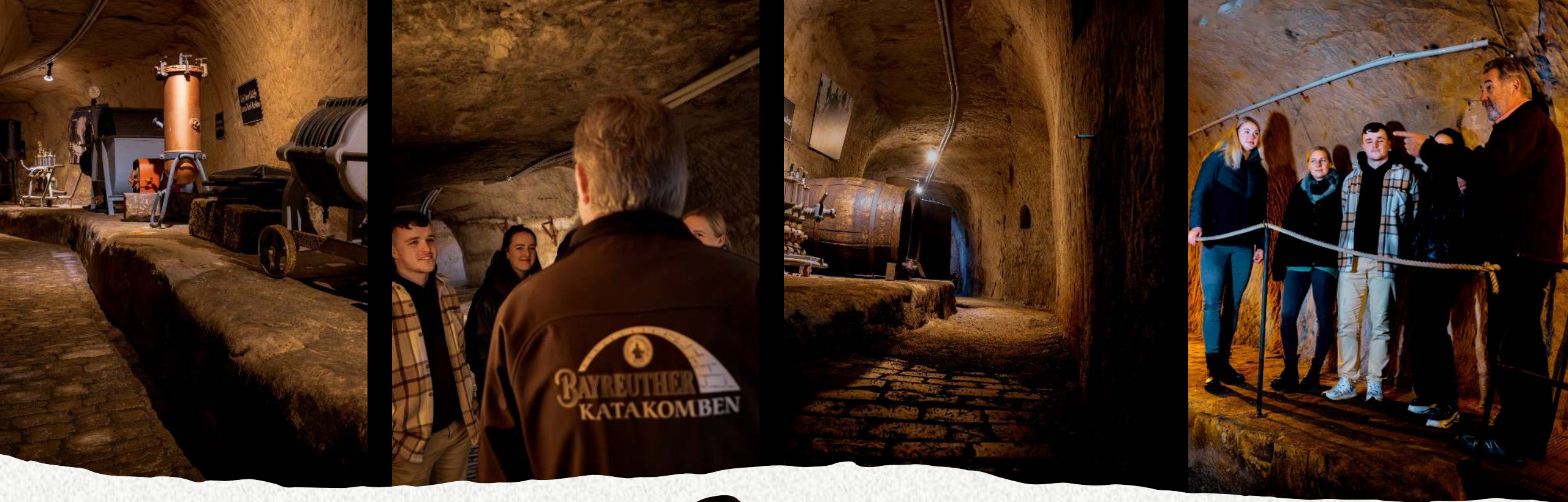
EXPERIENCE TOURS BRAUKUNSTWELT

- 4 ingredients, 1,000 possibilities – and people make the difference
- Experience hops, malt, yeast and water in the brewing process with all your senses at interactive stations
- Duration of tour: 1 hour



EXPERIENCE TOURS BEER TASTING TOUR

- Guided tour of the Beer Experience World or the Braukunstwelt, concluding with a 30-minute tasting of three different beers
- Duration depending on option chosen: 1.5–2 hours



EXPERIENCE TOURS CATACOMBS

- Bayreuth's city and beer history in the rock cellars, which were created between the 15th and 19th centuries
- Visitors learn how the rock cellars were created and how they were used by the local population over the centuries
- Duration of tour: 1 hour



EXPERIENCE TOURS **DRAYMAN'S GUIDED TOUR**

- Our take on a guided city tour of Bayreuth
- The route passes typical Bayreuth highlights such as the Opera House and the New Palace; along the way, guests also hear entertaining anecdotes about long-established and famously notorious innkeepers
- Duration of tour: 1.5 hours



EXPERIENCE TOURS STREET ART TOUR

- The tour starts in Bayreuth's city center and leads to our brewery grounds, where the first graffiti artworks appeared as early as the 1980s.
- The highlight of the tour is the Liebesbier Urban Art Hotel, where 70 street artists from 30 countries have left their mark.
- [liebesbier.de](https://www.liebesbier.de)
- Duration of tour: 1.5 hours



MAISEL & FRIENDS “ONE-STOP SERVICE”

We are happy to organize additional guided tours in Bayreuth's city center in cooperation with Bayreuth Marketing & Tourismus GmbH and Bayerische Schlösserverwaltung:

- day program: “brewery meets opera house”
- Historical city tour, night watchman tour, following in the footsteps of Jean Paul, and guided tours of the Festival Theatre

Inquiries can be made directly via our group inquiry form.



MAISEL & FRIENDS BEERTASTING

Experience Maisel & Friends beers and creations from other innovative breweries at one of our beer tastings or beer seminars, guided by the expertise of our beer specialists.

- Exclusive group tastings for corporate events or private occasions
- Public tastings for individual visitors regularly on Fridays or Saturdays



MAISEL & FRIENDS BREWING EXPERIENCE

Ever wanted to be a brewer yourself? With us, this wish comes true. On our brewery grounds, you can experience a full brewing day hands-on – from the very first grain of malt to adding the yeast.

- Includes lunch at Liebesbier Restaurant & Bar
- Duration: approx. 8 hours



MAISEL & FRIENDS BEER SHOP

Our beer shop is sure to set every beer lover's pulse racing!

In a pleasant atmosphere you can choose from more than 80 different bottled beers on 130 m² of space. In addition to Maisel specialties, you'll also find a variety of beers from all over Germany and abroad.



CRAZY SHEEP COFFEE MANUFACTORY

CRAZY SHEEP KaffeeManufaktur has a high standard when it comes to handcrafted and high-quality coffee with traceable origins. Anyone who's interested can watch every step involved in coffee roasting and preparation.



LIEBESBIER RESTAURANT & BAR

Beer is near to our hearts, as it's brewed before the very eyes of our guests.

To more than 80 beers from the bottle and 21 beers on tap, we serve dishes from the international cuisine, lovingly prepared with regional ingredients.



MAISEL & FRIENDS SCHALLANDER

We also have a lovely spot above the rooftops of Bayreuth – in the Schallander of the brewery, where you can meet our brewer colleagues during their lunch break.

Enjoy your cool freshly tapped beer surrounded by fascinating art.



HERZOGKELLER

From May to September, our Herzogkeller hosts the largest beer garden in Bayreuth. It is the ideal place to experience traditional brewery cuisine and Franconian beer culture.

The Herzogkeller can also accommodate larger groups of up to 300 guests.



LIEBESBIER URBAN ART HOTEL

Street art meets high-end hotel design: Bayreuth's most modern hotel has 67 rooms and 9 apartments (2023) individually designed by more than 70 urban artists from 30 countries.

ADDITIONAL SERVICES:
MAISEL & FRIENDS
CONFERENCE CENTER:
MEETING AND CELEBRATING

We plan your perfect event or corporate function in the historic and modern equipped rooms of our Conference Center. Inspire your guests with the unique ambience at Maisel & Friends, the lovingly prepared catering from the Liebesbier Restaurant and an unforgettable overnight stay in the worldwide unique Urban Art Hotel.



