Thematic Press kit
2025

Beer Tourism in Alsace

HIT ÙN MORJE,
WÌLLKÙMME ÌM ELSÀSS !*

* Today and tomorrow: Welcome to Alsace!

Alcohol abuse is dangerous for your health, consume in moderation

visit alsace

© Fabien Voileau - ADT

Press contacts:

Fabienne FESSLER : +33(0)3 89 20 10 58
Marie SCHWAB : +33(0)3 89 20 10 64
communication@adt.alsace

Looking for inspiration or want to discover Alsace? Check out our press area.

www.visit.alsace/espace-presse

>> Read our published articles and press releases
>> Read the latest news

Need images?

Go to Mediaroom.Visit.Alsace to download copyright-free photos to illustrate your articles and reports.

Follow us all year long

@visitsalsace @tourisme_alsace

Press kit produced by Alsace Destination Tourisme

Alsace Destination Tourisme is the tourism agency of the European Collectivity of Alsace.
Through its CSR approach, Alsace Destination Tourisme is committed to leading Alsace towards more sustainable tourism.

www.alsace-destination-tourisme.com

Head office

1 rue Camille Schlumberger BP 60337
F-68006 Colmar Cedex

Strasbourg office

Hôtel de la Collectivité européenne d'Alsace
1 Place du Quartier Blanc
F-67964 Strasbourg Cedex 9

@ADT.alsace @ADT_alsace @alsace-destination-tourisme

Contents

UNIQUE THINGS TO SEE AND DO IN ALSACE Page 4

BEER TOURISM Page 5

THE BREWERS OF ALSACE Page 6

BEER EXPERIENCES IN ALSACE Page 7

Brewery visits *Page 7*
Tastings and brewing courses *Page 8*
Fun and unique activities *Page 8*
Hop field walks and cycling routes *Page 10*

FESTIVAL AND EVENTS Page 11



Unique things to see and do in Alsace

From iconic sites to hidden gems, Alsace has everything for an incredible journey. Rich heritage and surprises unfold through experiences meant to be shared. Unique and intimate moments for a new level of travel, a more authentic journey.



© INFRA

- Share a tarte flambée with good company
- Visit the oldest brewery in France
- Explore the iconic Alsace Wine Route
- Have fun border-hopping by bike
- Glide through the slow-moving world of the Rhine jungle
- Meet the legendary Alsatian Christmas characters
- Wonder at the traditions of Christmas in Alsace
- Be amazed in front of the Isenheim Altarpiece
- Visit France's largest ecomuseum
- Explore an intact German imperial quarter
- Dive into the heart of European democracy

And so much more...

Getting to Alsace

En train

> Grand Est TGV: Paris-Strasbourg (1 hr 44 min)
> Rhin-Rhône TGV: Lyon-Mulhouse (2 hr 50 min)
> Night train from Paris to Vienna via Strasbourg (since December 2021)
> Night train from Paris to Berlin via Strasbourg (since December 2023)

By bike

> EuroVelo 5 - Via Romea: from Canterbury (United Kingdom) to Brindisi (Italy).
> EuroVelo 6 Atlantic – Black Sea: from Saint-Brévin-les-Pins (France) to Constanta (Romania)
> EuroVelo 15 - Rhine Cycle Route: from Andermatt at the source of the Rhine (Switzerland) to Rotterdam by the North Sea (Netherlands).



By car

The motorway network links Alsace with Germany, Switzerland, the Rhône Valley, and Paris.

By plane

Flights via two international airports:
> EuroAirport Basel-Mulhouse-Freiburg
> Strasbourg-Entzheim Airport
> 4 international airport hubs within less than 2 hours

For more info

Getting around in Alsace: https://www.visit.alsace/en/getting-around-in-alsace/

Beer tourism

Once upon a time: Alsace, beer, and brewing tourism

Alsace is a region with a rich brewing tradition: beer has held a special place here for centuries. It's the cornerstone of the local products of Alsace's terroir. A reflection of the skill and talent of the master brewers and their expert craft. This artisanal approach produces a diverse range of beers with a variety of flavours and aromas.

Alsace has long been renowned for its superior beers. Its exceptional resources play a significant role, as quality water is a necessity for making exceptional beer. Brewing in Alsace dates back to the Gallo-Roman era, and the earliest written records of brewing in Strasbourg are from the year 961. At that time, most of Alsace's breweries were established by religious orders.

In 1259, the first independent brewer in Strasbourg, under the name Arnoldus Cervisarius, set up shop on Impasse de la Bière near the cathedral. His brewery also included a malting facility. Since then, the number of breweries has grown steadily alongside both legislation (lifting of brewing restrictions after the Revolution) and technological innovations (industrial use of steam boilers and the invention of refrigeration machines in the 19th century).

Today, Alsace is dedicated to celebrating its rich brewing heritage in a festive spirit. Beer tourism combines brewing traditions and modern methods, exploring hoppy landscapes, as well as learning about heritage and know-how.
A wide variety of activities are on offer, including: rewery visits, tastings and brewing classes, fun and unique activities, hop field walks and themed cycling itineraries, festivals and events, beer gardens (a kind of brewery with a friendly and cosy atmosphere, where simple and local dishes are served)



© Frank Morin - OT Kochersberg

Le saviez-vous ?

> Alsace is the top producer of beer and hops in France :
- 60% of French beer is made in Alsace
- 95% of French hops are grown in Alsace
> Alsace is the only region in France renowned for both wine and beer.
> The people of Alsace consume around sixty litres of beer per year (double the French average).
> There's a favourite beer for every occasion, and brewers' creations follow the rhythm of the seasons. Traditional Christmas beer, smooth and spiced, is the special brew of the holiday season, while spring brings fresh and fruity beers enjoyed on café terraces when the first rays of sunshine appear.

The brewers of Alsace

There's a rich and diverse range of breweries in Alsace, including both well-known brands and smaller craft breweries. Some of the temples of beer in Alsace include:

- *Meteor (in Hochfelden), a family business that has been brewing in Alsace for 8 generations www.brasserie-meteor.fr,*
- *Kronenbourg (in Obernai), the largest brewery in France, producing nearly 700 million litres of beer every year kronenbourg.com,*
- *Brasserie Licorne (in Saverne) proudly offers a 100% Alsatian beer, exclusively harvested and brewed in the region www.brasserielicorne.com.*

The trend of microbreweries, like all across France, is reshaping the brewing sector in Alsace. Today, there are nearly a hundred craft breweries and microbreweries in Alsace, including:

- *Brasserie du Vignoble (Ribeauvillé) and its picturesque beer garden amidst the vineyards brasserie-vignoble.fr*
- *Brasserie Saint-Pierre (Saint-Pierre) and its brewing workshop for creating a unique beer www.lasaintpierre.com*
- *Brasserie Bisaigüe (Kaysersberg), housed in a centuries-old vaulted cellar www.bisaigue.alsace*
- *Les Brasseurs du Ried (Muttersholtz), a brewery that crafts beer 'the old-fashioned way' and hosts conferences on the history of beer brasseurs-du-ried.fr*
- *Brasserie du Grillen (Colmar), its brewpub, and its beers handcrafted in a former cotton mill brasseriedugrillen.com*
- *Brasserie Uberach (Val de Moder) and its diverse beers made from water sourced from the Northern Vosges www.brasserie-uberach.fr*
- *Bendorf (Strasbourg), an active participant in the local Strasbourg community brasserie-bendorf.fr*
- *Banz (Lautenbach), a young non-profit association brewery www.facebook.com*
- *Brasserie Radwulf (Vieux-Ferrette), a brewery-distillery-brewpub for hanging out and tasting bold and authentic beers www.radwulf.fr*
- *Brasserie Michel Debus (Schiltigheim), an artisanal brewery with a contemporary decor that serves refined cuisine www.brasserie-michel-debus.com*

In Alsace, as elsewhere, beer enthusiasts are known for their good humour and joie de vivre. Alsace's tumultuous history led to its inheritance of German customs, and the region continues to cultivate its long tradition of conviviality. Beer is enjoyed around a Stammtisch (a shared table), in a Bierstub (a type of brasserie with a warm and friendly atmosphere serving simple local dishes) or in a Biergarten (a concept originating in Bavaria, a beer garden is an outdoor shaded and welcoming terrace serving pub-style food).



© Fabien Voileau

Beer experiences in Alsace

> Brewery visits

- *The oldest brewing site in France*

In the town of Hochfelden surrounded by hop fields, Villa Meteor invites visitors to discover its unique brewing heritage and its carefully guarded secrets. Next to the famous brewery of the same name, Alsace's last remaining large independent brewery, the tour explores the beer-making process and the history of the company. The Haag family have been master brewers for eight generations, a success story spanning from 1640 to the present day. Their intimate memories are on display in the old family house. The tour is a dive into the history of malt, barley, hops, and the secrets to creating this bubbly nectar.
brasserie-meteor.fr



© Fabien Voileau

- *Inside the old Kronenbourg brewery in Strasbourg*

From 1862 until the 1990s, Kronenbourg brewed its beer in Strasbourg's Cronenbourg district. After relocating to Obernai, the historic brewery and canning factory gave way to the eco-district of La Brasserie, a project that preserved and restored the former brewing hall. On this site today is the Labbb, a brewpub and a space for brewing experiments. Besides enjoying the beers brewed on-site, visitors can see the preserved and renovated vats of the old Kronenbourg brewery. There's something for everyone at the brewing workshops held every Saturday, including brewery visits, beerology, and beer pairings.
restaurants.3brasseurs.com/fr

- *The new home of Brasserie Perle*

In 2023, the historic Perle brewery relocated to a brand-new building in the heart of Strasbourg's Marché-Gare district. Eco-friendly and larger than the former site in Meinau, the new facility has increased production capacity as well as more room for its spacious bierstub. There's even a beer garden for sunny days, much to the delight of visitors.
Brewery tours are offered every Saturday: after a brief introduction to the family history of the brewery and the brand, visitors learn about the three stages of making Perle: cooking, magic, and technology. The tour includes a tasting journey featuring 4 beers with diverse characteristics. The focus is also on the new building: a modern production facility designed to minimise energy consumption.
www.biere-perle.com



© Brasserie Perle

- *A craft brewery in the heart of the village of Lapoutroie*

While many recent breweries are located on the outskirts of cities, the Pays Welche brewery, founded in 2011, is nestled in the heart of a green oasis in the Kaysersberg Valley. This brewery is deeply rooted in the local area and sources a part of its hops and malt from Alsace. It is the first brewery awarded the Valeur Parc label from the Ballons des Vosges Regional Nature Park. Eager to share their passion for the brewing world, the brewers recently began offering daily guided tours with prior booking. Self-guided tours are also available with no reservation required.
brasseriedupayswelche.fr

> Tastings and brewing courses

- *Brew your own beer at Saint-Pierre*

Anchored in the heart of the Alsatian terroir since 2001, the Saint-Pierre craft brewery uses exclusively high-quality ingredients. Visitors can roll up their sleeves, tie up their apron, and become a brewer for a day. A fun and friendly way to hone the craft. Teams tackle all the steps to creating good beer: choice of ingredients, monitoring the fermentation process, and even printing labels. Alongside a passionate brewer, guests learn all about Alsace's world-renowned expertise. And after all that hard work, it's time for a tasting. Everyone leaves with their bottles, as well as a little kit of brewing equipment to practice at home.
www.lasaintpierre.com



© Charly Derouet

- *Alsace Beer Trip: a craft brewery tour in a minibus*

Olivier, a former lifeguard, now organises brewery tours. He takes passengers aboard his minivan to share his passion for craft beer in a friendly atmosphere. A great way to explore the incredible diversity of microbreweries in the Colmar region, meet passionate local brewers, and most importantly: taste their beer.
www.alsace-beer-trip.fr

- *Beerology workshop in a rural, shared-space microbrewery*

Elliott and Etienne founded Les Semblables in Mietesheim with the intention of modelling a new way to run a brewery. For example, it's the only brewery in France to use wood to heat its range of sustainable beers. At their beerology workshop, participants discover the microbrewery and its beers on a memorable, aromatic, and friendly adventure.
www.brasserie-semblables.fr

> Fun and unique activities

- *France's first beer spa*

Opened in January 2022, the Taaka Beer Spa is the first of its kind in France. Inspired by the concept well-known in Hungary and the Czech Republic, the spa offers an original experience combining the relaxing setting of a spa with the convivial values of the world of brewing. Following a sauna session, guests can unwind in a larch wood tub to soak up the benefits of the natural ingredients used in beer brewing (malt, hops, and brewer's yeast). The experience is paired with tastings of beers and beverages from local micro-breweries.
www.taakabeerspa.com/



© Sophie Balland

- *A unique wellness experience in the Alsatian vineyard*

Inspired by Prague's bath traditions, the Morschwihr Beer Spa offers a one-of-a-kind wellness experience in the heart of Colmar's vineyard. This new kind of spa inspires relaxation with two larch wood hot tubs heated to 36°C, perfect for unwinding as a couple or with friends. The bath is enriched with beer ingredients, each offering specific benefits: hops for relaxation, malt packed with antioxidants to tone the skin, and vitamin-rich beer yeast to nourish the skin and hair. The space is private, ensuring an intimate, personalised experience. A beer tap is located near the tubs, and guests can enjoy local beers, Alsace Crémant, or non-alcoholic beverages during this fun experience. Optional extras include local charcuterie and cheese platters. The Morschwihr Beer Spa provides a unique wellness experience combining relaxation with a taste of regional flavours.
www.bullesetspas.com



© Fabrice Stoeckle

- *The treasure hunt from Échappée Bière*

This treasure hunt is a fun and original way to discover Strasbourg and its brewing history, all while savouring a few beers. Participants set off through the streets of Strasbourg in the footsteps of a 16th-century brewer, Beatus Cervisus, to unveil the secret hiding place of the recipe for his Humanis beer.
The game booklet is filled with riddles that lead players around the city to find the four places to stop for a blind beer tasting. A great way to discover the city and its brewing history, all while learning about beer.
echappee-biere.com



© Sophie Balland

- *"Bierburg Games" in the castles of Alsace*

A fun activity showcasing the region's castral heritage, these escape-game tastings are held in several castles in Alsace. Participants have one hour to help a lost soul trapped within the castle walls by finding the Rhine chalice that will set them free. This interactive experience is led by actors and paired with a beer tasting.
The activity is supported by the European Union as part of the "Rhine Castles - Burgen am Oberrhein" project
www.billetweb.fr/chateau-fortescape

> Hop field walks and cycling routes

The landscapes of Alsace have been shaped in part by brewing traditions, especially in Kochersberg, the region's top hop producer. Self-guided or guided walking and cycling tours are a perfect way to explore and appreciate the area.

Walking
In Wingersheim-les-Quatre-Bans, the hop capital of Alsace, the hop discovery trail (4.5 km) offers unparalleled views of the hop fields. Walkers can follow the signposted trail or join a guided tour organised by members of the Au Cœur des Houblonnières d'Alsace association from mid-April to late September.
www.visit.alsace



© Frank Morin - OT Kochersberg

Cycling

There are two itineraries on the Alsace by Bike website:

· *The Beers and Hops loop (25 km), starts in the brewing hub of Hochfelden and explores the hills overlooking Strasbourg Cathedral, passing through charming little villages including Hohatzenheim with its Romanesque basilica. In the hop capital of Wingersheim, cyclists can explore the culture and virtues of the plant while savouring its aromas with a farm-brewed craft beer. The return journey follows the canal along the twists and turns of the Zorn River.*
www.cyclinginalsace.com

· *The itinerary From Val-de-Moder to the Land of the Hop Fields (72 km) follows an easy forest road through the forest of Haguenau. Starting in Pfaffenhoffen, the main town in Val-de-Moder, the journey explores the agricultural villages of the Hanau area. Hills, forests, and cereal crops shape the landscape. The arrival in the brewing town of Hochfelden marks a change in scenery. After crossing the Zorn Valley and the Marne-au-Rhin Canal, the ride to Haguenau is bordered by hop vines. www.cyclinginalsace.com*

· *For the more sporty, a cross-border cycle route of almost 400 km entitled "Beer & Brewing Culture" takes you on a discovery of the brewing heritage and the many breweries in Alsace, the southern Palatinate and the Land of Baden.*
As well as crossing a variety of landscapes, from the Rhine plain to charming little villages and big cities, this pleasant tour also promises to give you a chance to appreciate beer in all its aspects and to discover the diversity of the art of brewing in France and Germany. vis-a-vis-pamina.eu



© Mon week-end en Alsace

Festivals and events

- *March: Launch of the Spring Beer (bière de printemps)*
- *April: Bendorf Festival (Strasbourg): Created by the brewery of the same name, the event has concerts, entertainment, and beer tastings.*
- *May: Fête des Brasseurs (Val-de-Moder): A traditional brewer's celebration honouring Val-de-Moder's brewing heritage.*
- *June: Expo de la Bière (Strasbourg): A beer trade show catering to both enthusiasts and curious drinkers.*
- *Early Juli: Fête de la Bière d'Alsace Schiltigheim (beer festival) - held for more than 40 years in this brewing town, the event is a cherished tradition. A festive, popular, and family-oriented summer beer festival.*
- *Late August: Saverne beer festival: Live music and tastings of Licorne, locally brewed in Saverne.*
- *September: s'Meteor Bierfescht in Hochfelden: A three-day authentic Alsatian beer festival held under a lively big tent.*
- *December: Launch of the Chritsmas Beer (bière de Noël)*

Alcohol abuse is dangerous for your health, consume in moderation



© N. Bronner

Alsace has everything

For an incredible journey

www.visit.alsace

Alsace Destination Tourisme
1 rue Camille Schlumberger
BP 60337
F-68006 Colmar Cedex
+33 (0) 3 89 20 10 68
www.alsace-destination-tourisme.com

ALSACE Collectivité européenne

ADT ALSACE DESTINATION TOURISME