

FIRST SLIDE

The first Oktoberfest was held from October 12 to October 17, 1810 to celebrate the marriage of the then Crown Prince Ludwig of Bavaria to Princess Teresa of Saxe-Hildburghausen. The celebration consisted of a horse race. The beer festival has taken place since then

After the success of the first celebration, the festival continued to be celebrated

SECOND SLIDE

It has been celebrated between the months of September and October in the Bavarian capital of Munich since 1810

It lasts 16 to 17 days, starting in mid-September—always a Saturday—and ending on the first Sunday in October.

It is held in the field known as Theresienwiese ('Therese meadow'), near the center of Munich

THIRTH SLIDE

In 1887, when the Theresienwiese was not yet part of the city, the Wirte (brewery owners) and fairgrounds gathered there for the first time to inaugurate the festival.

FOURTH SLIDE

Only beer that complies with the Reinheitsgebot, at a minimum of 13.5 Stammwürze, can be served at the Oktoberfest. The beer must also have been brewed within the city limits of Munich. Beer that fits these criteria may become designated "Oktoberfest beer.

FIVE SLIDE

What is Reinheitsgebot

The Purity Law (German: Reinheitsgebot) was decreed on April 23, 1516 by William IV of Bavaria.¹ It established that beer should only be brewed from three ingredients: water

(preferably spring), malted barley and hops. It is believed to be the first legal regulation of a food. This took place in the Bavarian city of Ingolstadt, next to the Danube River.