



FOR IMMEDIATE RELEASE:

LAKEFRONT BREWERY AND HOFBRÄU MÜNCHEN UNITE FOR “BRÄU BUDDIES,” A LANDMARK COLLABORATION FOR BOTH BREWERIES

Over 400 years of German brewing tradition meets Milwaukee’s pioneering craft beer expertise in a transatlantic partnership.

MILWAUKEE (April 2, 2025) – One of Germany’s most renowned breweries is joining forces with one of America’s premier lager producers to create a special collaboration brew: Bräu Buddies. Hofbräu München and Milwaukee’s Lakefront Brewery have partnered to craft a rustic German-style lager, featuring Vienna and Melanoidin malts that deliver a freshly toasted biscuit aroma, moderate sweetness, and a smooth, medium-light body.

The idea for Bräu Buddies was first conceived last year during a conversation between Lakefront, Hofbräu, and Julian Kegel of Kegel’s Inn, the historic West Allis-based German restaurant. Kegel was interested in a collaboration for their 100th anniversary. To formulate the brew, Lakefront Brewery’s Head Brewer, Luther Paul, traveled to Munich to develop the recipe alongside Hofbräu’s expert brewers to ensure a true-to-tradition rustic lager. Now, a year later, the much-anticipated brew is ready to hit the shelves. Starting this month, six packs will be available at retailers in Wisconsin, Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Maryland, Massachusetts, Minnesota, Missouri, New York, New Jersey, North Dakota, Pennsylvania, and South Carolina.

Hofbräu München and Lakefront Brewery have had many local partnerships in the past. With the quality German-style beers that Lakefront has brewed, many of them were launched at the Old German Beer Hall or at the Estabrook Beer Garden with the support of owner and Hofbräu representative, Hans Weissgerber III. A trusted relationship developed over the years between Lakefront and Weissgerber, who supported this collaboration and helped bring it to fruition.

“Collaborating with one of the world’s most legendary breweries is an incredible honor,” said Russ Klisch, Owner and President of Lakefront Brewery. “I consider this one of the most significant moments for our brewery.”

“Our Bräu Buddies collaboration represents the deep-rooted friendships that beer fosters – between breweries, between cultures, between two great brewing cities, and between the people who share it,” said Steve Ksycki, CEO of Hofbräuhaus of America. “This beer is a true symbol of what can be achieved when brewers come together, and we’re excited to get to do this with our friends from Lakefront.”



To celebrate this collaboration, Lakefront Brewery and Hofbräu München have teamed up with great Milwaukee establishments to mark the release of this collaboration:

- **Friday, April 4th** – The Old German Beer Hall will tap a complimentary keg of Bräu Buddies for patrons, starting at 6 PM.
- **Saturday, April 26th** – Kegel's Inn will feature Bräu Buddies at Bock Fest, a signature celebration of German beer culture.
- **Saturday, May 3rd** – The Estabrook Park Beer Garden celebrates the 2025 season with its annual Maifest Weekend and Grand Opening Celebration May 2 through 4. Lakefront and Hofbräu Munich Breweries will tap a wooden keg of their first ever collaboration beer, Bräu Buddies, at noon on Saturday May 3rd. Enjoy free beer from the keg while it lasts!

The Lakefront Brewery Beer Hall will serve Bräu Buddies throughout April and May, featuring an exclusive commemorative pint glass created for the collaboration. Guests can purchase and keep the glass with a Bräu Buddies full pour for \$10. The glass will also be available for purchase without the beer.

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Lakefront Brewery, Inc. distributes its products to over 30 states, Ukraine, Canada, Sweden, and Denmark. Lakefront Brewery is the first brewery in Wisconsin and 22nd brewery in the world to be certified as a B Corporation. Lakefront Brewery also produced the first beer in the United States made from 100% in-state-grown ingredients, including a first-of-its-kind, indigenous Wisconsin yeast strain (Wisconsinite Summer Weiss), the first certified organic brewery and the first gluten-free beer granted approval by the U.S. Government (New Grist).

For more information, visit <http://www.lakefrontbrewery.com> or call [\(414\) 372-8800](tel:4143728800).

Hofbräu München, founded in 1589 by the Duke of Bavaria, is one of Germany's most historic and renowned breweries. Its legacy extends from the iconic Hofbräuhaus München beer hall to the famous Hofbräu tent at the Oktoberfest, both symbols of Bavarian beer culture recognized worldwide. Brewed exclusively in Munich and according to the German Purity Law, Hofbräu beers are now enjoyed across the globe, including a growing presence in the United States. As an import leader in the U.S. market, Hofbräu München continues to bring authentic German brewing tradition to American consumers, from retail shelves to beer halls and festivals.

For more information, visit <https://hofbrauhausimport.us> or @HofbrauUSA on social media.



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