

Beat: Lifestyle

## **OKTOBERFEST PARIS 2017, The Largest Beer Festival is coming to FRANCE**

**From October 05 to October 14, 2017**

PARIS - MUNICH, 08.10.2017, 09:31 Time

**USPA NEWS** - Oktoberfest is the World's Largest Volksfest (Beer Festival and Travelling Funfair). Held annually in Munich, Bavaria (Germany), an average of almost 7 Million People from around the World attend the Event every year during 16 Days. During the Event, large quantities of Oktoberfest Beer are consumed, Visitors also enjoy Numerous Attractions, such as Amusement Rides, Sidestalls and Games. There is also a Wide Variety of Traditional Foods available....

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In October 1810, Franz Baumgartner, an Officer of the National Guard, proposed a Horse Race to honor the Wedding of Bavaria's Crown Prince Ludwig to Princess Therese of Sachsen-Hildburghausen. The Idea was inspired by the Scarlet Races, held during the Middle Ages with the Winner taking Home a Valuable Scarlet Scarf. King Max I. Joseph loved the Idea and arranged for the Races to be held on the Meadow in front of the City's Gates. It was such a Success that the Races were repeated and the Field became known as Theresienwiese (Theresa's Field), where the Oktoberfest takes place.

So, in 1818 the First Innkeepers and Fairground Attractions began to emerge around the Royal Tent. Next, larger Tents and the First Rotisserie Chicken booth arrived. Little by little, the Festival grew to what it has become today, with New Traditions developing along the way.

Every year, the Official Prelude to Oktoberfest is the Grand Entry of the Tent Operators' Families and the Munich Breweries. The Tent Operators, along with their Families and Guests, cheer to the Spectators from their beautifully decorated Horse Carriages. Magnificent Horse drawn Drays from the Breweries, Marching Bands and the Traditional Costume and Riflemen's Procession, form the Imposing Triumphant Procession, led by the Münchner Kindl (Munich Child) and the Mayor of Munich. First held in 1835 to commemorate the Silver Anniversary of Ludwig I and Therese of Bavaria, the Costume and Rifleman Procession has become the most important Event at the Wiesn since 1950.

Paulaner's Deep Ties to Munich can be seen in its Strong Presence at the Oktoberfest. The Monk's Head Logo can be seen wherever you look, and the Famous Paulaner Tower with the Oversized Beer Mug spinning at the Top is one of the Icons of the Festival. The popularity of Paulaner beer extends far beyond the City Limits of Munich. Its great tasting Beer, Highly Skilled Brewmasters, and the Love for Bavarian Tradition has made Paulaner a Hit around the World. More than 2 million Hectoliters leave the breweries each year, traveling from Munich-Langwied to over 80 Countries. Paulaner's unfiltered Hefe-Weizen is Germany's Most Popular Beer and a Favorite of Beer Drinkers Worldwide seeking an Authentic Hefe-Weizen. Today, Paulaner is every bit a part of Munich Life as it was in 1634. Every year Paulaner is one of only 6 Breweries pouring Beer at the Oktoberfest in Munich, and the Annual Salvator Tasting and Politiker Derblecken, where local Politicians are roasted, remains a Beloved Munich Tradition.

This Year, following the successful Oktoberfest Paris 2015 & 2016, gathering 10,000 and 12,000 Participants, this Year's Oktoberfest Paris 2017 hopes to bring in over 12,000 Visitors. From October 5 to 14 2017, Paris Event Center in La Villette will look like a Bavarian wonderland. After this Event in PARIS, will be given a Special Edition in MARSEILLE, from October 26, 2017 to November 04, 2017 at Parc Chanut, at the Heart of "La Cité Phocéenne".

So, for OKTOBERFEST PARIS 2017, will be on the Menu : Beer, (In particularly, Paulaner Oktoberfest Beer, specially brewed for), as well as Paulaner Münchner Hell and Paulaner Hefe-Weissbier ; Bretzels, Platters of Cured Meats and Traditional Bavarian Dishes. There'll be several Concerts, Group Dancing with bavarian Cancan, Traditional Bavarian Music (Accordion, Guitar, Drums, Trompette, Keyboard), a Typical Bavarian Decoration, a Furnished Tent for 1,500 People...

Two Previews were organized before :

- \* "Solidarity Dinner" with Beer Tasting, on October 03, 2017 at Restaurant Baltard Au Louvre (with Arrival of Hitch)
- \* Arrival of Hitch with Beer Tasting, on October 04, 2017 at Brasserie Mon Paris

Source : Oktoberfest Paris 2017 (October 05-14, 2017) - Paulaner München

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**Article online:**

<https://www.uspa24.com/bericht-12138/oktoberfest-paris-2017-the-largest-beer-festival-is-coming-to-france.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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