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Maisel Opens a 90 Million Euro Brewery for Bayreuther Hell in a Shrinking German Beer Market

The new Bayreuth plant can fill 40,000 bottles an hour, betting one fast-growing lager can win share as demand falls

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The Maisel family brewery has opened a new 90 million euro brewing plant in Bayreuth, making a major investment in German beer at a time when the broader market is under pressure.

The new Bayreuther Brauhaus is designed to brew only one product, Bayreuther Hell, the company’s fast-growing helles lager. According to Handelsblatt, the plant can fill up to 40,000 bottles an hour and has annual capacity of 500,000 hectoliters.

That is a large addition for a regional brewer. The Maisel group, founded in 1887 and based in Franconia, has about 300 employees. Until now, Gebr. Maisel and Bayreuther Bierbrauerei, including wheat beer production, had produced about 800,000 hectoliters a year.

The size of the project stands out because beer consumption in Germany has been falling. Even the helles segment, which has attracted attention as a growth style in recent years, slipped 0.7% from January through September 2026, according to NielsenIQ, as cited in the market summary provided with the report.

That makes the Bayreuth investment more than a simple capacity expansion. It is also a wager that a focused brand can still take market share in a shrinking market. For brewers across the drinks industry, that kind of move is important because it shows how companies may try to grow even when total demand is weak, using larger and more efficient plants, sharper brand positioning and broader product strategies that can include nonalcoholic beer.

Jeff Maisel framed the issue in terms of changing consumer taste. “Young people do not want to drink the same pilsner as their father,” he said, according to Handelsblatt. The comment points to one of the biggest shifts in the German beer market, where established pilsner brands face pressure from drinkers looking for different styles, lighter flavor profiles or alcohol-free options.

The company appears to be responding by concentrating its new site on a single beer rather than building a broad-production facility. That approach can simplify operations and raise efficiency, but it also ties the investment closely to the performance of Bayreuther Hell and to the staying power of the helles trend.

Handelsblatt described the new building as a striking project in its own right. The exterior includes curved wood and glass, while the inside holds large steel tanks, pipes and valves illuminated in blue light. From the outside, the paper wrote, the structure

looks more like a museum of modern art than a traditional brewery.

The setting carries a message beyond industrial output. In a mature market with weaker overall consumption, breweries are competing not only on price and distribution, but also on image, experience and the ability to connect a brand with a newer generation of drinkers. A 90 million euro plant devoted to one lager style shows how high the stakes have become in that contest.