




**Joerg Biebernick**   
CEO | Chairman | Non-Executive-Director

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**Joerg Biebernick** · 3,+  
CEO | Chairman | Non-Executive-Director  
4 Tage · 

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Celebrating a Legendary Partnership: Paulaner & FC Bayern

As CEO of Paulaner, it gives me immense pride to celebrate the longstanding partnership between Paulaner and FC Bayern—two iconic brands that have been deeply intertwined for over more than 20 years.

Our collaboration is more than just a sponsorship; it's a true partnership built on shared values, passion, and a commitment to excellence. Paulaner has been a part of FC Bayern's journey through countless victories, championship celebrations, and unforgettable moments. Just as FC Bayern unites millions of fans with their love for the game, Paulaner unites people with our dedication to brewing excellence.

Together, we've created memories that will last a lifetime, from lifting trophies to the famous Oktoberfest photoshoot, which has become a tradition beloved by fans worldwide. Our bond is a testament to the power of strong, long-term relationships that transcend mere business and resonate with the hearts of many.

Thank you to FC Bayern for your unwavering partnership. We look forward to many more years of shared success, camaraderie, and celebration!

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