

Stiegl-Goldbräu becomes Austrian Airlines' signature beer



Austrian Airlines selects Stiegl-Goldbräu as its signature beer

The Salzburg beer, [Stiegl-Goldbräu](#), has been selected as the signature beer served onboard [Austrian Airlines](#). Passengers can look forward to enjoying the popular, perfectly chilled lager in all travel classes. The “Liquid Gold of Salzburg” will be available as part of the beverage selection on Austrian’s long-haul flights in Business, Premium Economy and Economy Class, as well as on short-haul flights in Business Class.

A particular highlight of this partnership, which underlines Austrian Airlines’ strategy of offering premium Austrian products onboard, is the stylish Stiegl beer can featuring a specially designed Austrian Airlines motif. To mark its debut at 30,000 feet. Stiegl-Goldbräu will come in a red 0.33-liter can. Inside is a full-bodied, malty beer brewed with the finest Austrian ingredients, offering a fresh and satisfying taste.

“We are delighted that Austrian Airlines is taking off with Stiegl-Goldbräu onboard. Travelers can now be bid farewell or welcomed with a taste of Salzburg’s beer culture. All that remains for us to say is: Cheers above the clouds,” said Stiegl Master Brewer Christian Pöpperl.