

Apple Beer: Utah's Favorite Non-Alcoholic Beverage, Rooted in Centuries-Old German Tradition



Salt Lake City, Utah Apr 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Apple Beer, Utah's beloved non-alcoholic beverage, traces its roots back to a century-old German tradition. Originating as a refreshing alternative to beer, this carbonated concoction has won the hearts of Utahns for decades.

Originally known as "Fassbrause," Apple Beer was born in the bustling beer halls of Bavaria, where

innovative chemists blended Sicilian apples with a blend of spices and herbs to create a unique soft drink boasting a foamy head. Stored in wooden barrels and served on tap, Fassbrause quickly became a staple in German culture.

In the 1960s, Larry Stillman, an American expatriate living in Germany, recognized the potential of this refreshing beverage and secured the rights to its recipe. Bringing it stateside, Stillman introduced Apple Beer to the residents of Utah, where it has since become a cherished tradition.

Crafted with care using purified carbonated water, pure cane sugar, citric acid, natural flavors, and a dose of vitamin C, Apple Beer captures the essence of its Bavarian roots while catering to modern tastes. Available in cans, glass bottles, and at soda fountains, it continues to delight consumers across the Western and Mountain regions of the United States and even finds a home in the Caribbean.

The Apple Beer Corporation, based in Salt Lake City, proudly carries on the legacy of this centuries-old tradition. Under the leadership of President Ashley Simmons, the company remains committed to producing the finest quality non-alcoholic beverages for its loyal customers.

"We're honored to continue the rich heritage of Apple Beer," remarked Ashley Simmons. "As the only trademarked Apple Beer in the world, we take pride in delivering a taste of Bavaria to Utah and beyond."

For more information about Apple Beer and to experience its crisp, refreshing flavor, visit <https://applebeer.com> or contact The Apple Beer Corporation at (801) 870-3320.

About The Apple Beer Corporation:

The Apple Beer Corporation is a Salt Lake City-based company specializing in the production of Apple Beer, a non-alcoholic American version of the traditional German drink Fassbrause. Since 1964, Apple Beer has delighted consumers with its unique blend of flavors and continues to be a beloved beverage choice for all occasions.

https://www.youtube.com/watch?v=IDLgCJ_d-Gw&t=7s

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Source : The Apple Beer Corporation

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