

Oktoberfest in Germany vs. The United States

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Munich, Germany



- Late September to the first week of October
- Mayor taps the first keg and shouts ‘O'zapft is!’, which means ‘it is tapped!’
- Approximately 2 million gallons of beer are consumed
- 6.3 million attendees (Indiana) at the 2018 festival
- Highest attendance in 1985 with 7.1 million (Arizona)

What is Oktoberfest?

- Annual 2 week festival tradition honoring German Culture
- Began in Munich in 1810 with a horse race because of the wedding of Bavarian King Ludwig I and Princess Therese of Saxony-Hildburghausen
- In 1818, the horse race was replaced with a merry-go-round encouraging more rides every year
- Typically referred to as a beer festival in the US

Cincinnati, Ohio



- America’s largest Oktoberfest celebration located in Cincinnati, OH
- Weekend long celebration (Friday-Sunday)
- 30+ live acts appear on multiple stages
- Beer barrel roll and the beer stein carry
- Participants carry six one-liter steins, filled with Samuel Adams, to the finish line