

Auerbachs Keller Leipzig - in its 499th year!

Magnificent heritage, historical mission and social center of Leipzig

In 1525, university professor and physician Dr. Heinrich Stromer served wine to students for the first time in the cellar of his house. Thus begins the unique history of Auerbach's Cellar. The wine - prophylactic as an attempt to prevent disease - proved to be the cornerstone of success for one of the most famous restaurants - not just in Germany, but in the whole world.

Memorable: His great-grandson Johann Vetzer had the barrel ride of the legendary Dr. Faustus (part of the German folk tale treasure) illustrated on two wooden panels for the 100th anniversary - still on display today in the historical part of the cellar.

Venerable: The student Johann Wolfgang Goethe was fascinated by these paintings and the pub setting with its atmosphere of revelry. The poet then set a literary monument to his former student pub - with the "Auerbach's Cellar"-Scene in his world-famous Faust drama.

Worthy of celebration: In 2025, Auerbach's Cellar in Leipzig will celebrate its 500th anniversary. Will one day of celebration do justice to its cultural and historical significance?

Host René Stoffregen has kept his word: "We are celebrating and honoring this epochal event together with our guests and all employees, with a variety of events and diverse ideas...". Feast, be amazed, celebrate! Last year, Auerbachs Keller in Leipzig launched its anniversary campaign with a press conference. A "jubilee triennium", derived from Latin and based on the *academicum*, was proclaimed as a kind of reminiscence of the three academic years of study.

Our three-year calendar has kept its promise so far:

The first step was to get the anniversary message out into the "world". An anniversary logo was developed with the help of the media, a contemporary and emotionalizing image film was made, all cellar spirits were sworn in and two anniversary ambassadors were specially appointed to make the message of the 500th anniversary omnipresent. Brand friendships and collaborations were forged with a total of 16 new partners. These include the *Rotkäppchen Erlebniswelt* in Freyburg, *Schloss Wackerbarth* in Radebeul, the Faust Museum in Knittlingen, the Mädlar Art Forum by the Stadema Foundation, the *Bach Archiv* in Leipzig, *SONS of Motion Pictures*, the handball Bundesliga club *SC DHFK Leipzig*, and many more. The reward for these efforts and testimony to the increased visibility were, among other things, the nomination for the Leipzig Marketing Prize and 2nd place in the City of Leipzig Tourism Prize 2023.

At the same time, an eventful, almost breathtaking program began.

"Already rejuvenated...?" Our popular classic, the "Auerbach's Cellar Ceremony Anno Domini 1525", can now be booked more frequently as an open format, i.e., for small groups and individual guests. The sophisticated and popular theatre dinners "Die Luthers Privat" and "Faust I für Zwei" in the legendary *Fasskeller* are also available on more dates. For the first time above the culinary action, our Mephisto Bar is hosting the play "Der mit dem Teufel tanzt". Contemporary historical events of the Golden Twenties are interpreted abstractly and artistically, embedded in the unique bar atmosphere with its surprise effects. Historical and experimental at the same time! This new event format will be joined by others.

The successful preview of "Auerbach 500 – Der Große Knall" has just taken place. Invited celebrity guests were welcomed between red and white bunting in the historic *Fasskeller* for an evening full of great history and sizzling surprises with a 4-course anniversary menu. As expected, an explosive success!

Programs such as "Der hölzerne Tisch - Das Geheimnis des Tokajer" with an introduction to Goethe's wine parallelogram, "Faust in the Box", the one-woman theatre with the incomparable Bridge Markland and the children's creative workshop "Faust für Kleine" are also added. There's something for everyone.

Of course, this campaign invites visions:

Some of them are taking shape. The sweet "Goldschuh" masterpiece by our pâtissière Lisa Marie Fiebrich, the first design for an exclusive souvenir and sweet treat, was presented at the last press conference. Based on this art cake, a smaller chocolate replica is going into production and will be available for sale from the summer. On April 4, our streetcar was "put on the rails" with a great infomotion. Richly illustrated and highly recognizable, Mephisto will be driving through the city of Leipzig from now on. Absolutely effective for the public, especially in view of the European Football Championship 2024.

And we never stop dreaming. Auerbachs Keller Leipzig and RB Leipzig are united in being a magnet for this city. Of course, we also belong there, presented to Leipzig and international public!

One year to go until the grand finale - Easter 2025 marks the climax

Anniversary planning is in full swing. Leipzig's most famous landmark has always been a place of conviviality in every era - famous personalities, including kings, artists, poets, scientists, and politicians, were our guests long before and after Johann Wolfgang Goethe. Many current guests have already sent their greetings to the house to accompany the last 500 days counting down to the birthday via social media. The presentation of the "Honorary Ambassador" certificate to a prominent member of Leipzig's citizenry is still under wraps, in the tradition of our founder and councillor Dr. Heinrich Stromer, a humanist of his time. Resulting from this the next major press event will follow in the fall of 2024.

Leipzig and Auerbach's Cellar love the region.

As announced in 2023, an anniversary wine was pressed for us by Schloss Wackerbarth from Radebeul, will be bottled in April 2024 and served in 2025. An aquavit, distilled exclusively for Auerbach's Cellar by Bayerischer Bahnhof Leipzig, has been slumbering untouched in the depths of the cellar vaults until now. Unexpected the SACHSEN Sail Club Leipzig inspired us and came up with a slightly different marketing idea. From May, this illustrious crew will be sailing this barrel spectacularly from Corsica to Montpellier in the south of France and on to Sardinia. What a travel and taste experience!

In addition, the year 2025 begins with a recipe competition for all Leipzig residents to create a "devil's roast dish".

A breath of fresh air in almost 500-year-old walls

It is the spirit of the centuries and the magic of Goethe's work that still unmistakably "blows around" our house today.

New and from now on the contemporary display cases in the restaurant area show how it all began, a museum highlight for all those who remain curious.

At the same time, the Wikipedia essay on Auerbach's Cellar Leipzig is being revised, with no shortage of superlatives: "Germany's world-famous inn," "Leipzig's oldest, continuously open restaurant," "iconic" according to the world press. All this is proof of this living landmark of bourgeois and German convivial culture and the art of hospitality.

A new info screen in the entrance area visually transports you into the "Auerbach's Cellar world" and takes a wink behind the scenes. The famous sculpture groups on the portal to Auerbach's Cellar in the Mädler Passage have been "polished up" with QR codes for a different kind of journey through time.

And it gets even better: During the daily bookable tours through the historic walls, Auerbach's Cellar will create a unique experience for EVERYONE, no matter where they come from.

Visitors will be entertained in several languages via headsets, in the truest sense of the word. History, stories and works of art will be made accessible to an even wider audience.

Welcome, citizens of the world!

And another anniversary: Goethe's student scene in "Faust" and the legendary location of the devil's work in Auerbach's Cellar run like a red thread right through to modern times, repeatedly taken up by Mephistopheles himself - the wonderful artist Hartmut Müller. He is celebrating his 30th anniversary on stage this year. Book and experience gastrotainment at its best!

2025 - An anniversary for EVERYONE

The house legend of Auerbach's Cellar about the wandering magician Dr. Faustus and Goethe's drama of world literature are inextricably linked. So the restaurant itself and the barrel ride painted there from the folk tale (folk book by J. Spies) are celebrating a double anniversary. This gave rise to another anniversary idea, our Barrel Ride 2.0: 10 oversized wine barrels donated to us by *Rotkäppchen Erlebniswelt* have just been distributed, primarily to playschools and high schools in Leipzig for creative design - without any limits. It will be very exciting to see who will be chosen as the three best during the festive week around Easter 2025!

The artistic projects with the *Bach Archiv Leipzig* and the *Mädler Art Forum* for 2025 will also be cosmopolitan, spectacular, and extraordinary. A real treat for art lovers: from February, works by young artists and students of the *HGB Leipzig* dedicated to the theme of "Faust" will be presented in the gallery spaces of the *Mädler Passage*. In addition and on top of this, from July there will be a longer exhibition with Faust illustrations by Bernhard Heisig for his 100th birthday, borrowed from the Goethe House in Frankfurt and exhibited in Leipzig for the first time. That sounds like a stroke of genius and is a great honor!

Bach and Goethe then "meet" in a unique way during the Bach Festival in June 2025. Initiated by Prof. Dr. Maul, known for his passion and charisma. This is also of the highest standard and of course played in Auerbach's Cellar. Isn't all this already enough?

Our HIGHLIGHT days

Before all else, I bring thee hither
Where boon companions meet together,
To let thee see how smooth life runs away.
Here, for the folk, each day's a holiday:

We will inspire you - from April 15th to 17th, 2025 - young and old, the people of Leipzig and the whole world. That's what we promised, that's what we'll deliver.

This much can be revealed ...

At 3:25 p.m. (15:25! Uhr), we start with a brilliant ceremony for invited guests in the historic *Fasskeller*, which then turns into a "big feast." The students and the "common people" sit around long tables in the restaurant *Großer Keller* carousing as they once did in Goethe's time. Jugs fill wine cups, lard sandwiches, and hearty soup contribute to the feasting atmosphere, while countless live acts enliven the event. Anyone who has ever experienced Auerbach's Cellar and its parties can be sure of an unforgettable evening. An incomparable invitation worthy of the festival has been created with the support of BDX Media. Is your curiosity boundless? Mark this date in your calendar now!

Asked about our birthday wishes?

One team, one dream. Auerbachs Keller Leipzig has defied wars, the plague and dictatorships for centuries. The anniversary is a testament to its endurance, while the accompanying campaign demonstrates the enduring appeal of the establishment. These are compelling arguments to convince new employees - whether professionally trained or career changers - to join us. We recruit - differently!

We want to continue to celebrate together... US, LIFE, SOCIETY.

As a member of the highly esteemed Federal Economic Senate, we are closely associated with BVMW e.V. and are planning another celebration together for 2025!

We want to shape the next 500 years in a COURAGEOUS and HUMAN way. Against all geopolitical and economic odds. So that the citizens of Leipzig, visitors to the city and guests of Auerbach's Cellar Leipzig can continue to say with heartfelt conviction:

„Wer nach Leipzig gereist, Ohne in Auerbachs Keller zu gehen,
Der schweige still, denn das beweist: Er hat Leipzig nicht gesehn“

René Stoffregen & team



Contact us:

info@auerbachs-keller-leipzig.de
www.auerbachs-keller-leipzig.de