

Bitburg Is Where You'll Just Love The Pomegranate Beer

In the state of [Rhineland-Palatinate](#), close to the border of Luxembourg, you'll find the old town of Bitburg.

Ancient Romans used to come through here on their old route from Lyon to [Cologne](#) and the town made out quite well economically. Fast forward a few thousand years, you have an awesome place to visit and most famous for its beer.

Bitburger beer has been brewed here for a few hundred years, when Johann Wallenborn opened his own brewery in 1817, which is Bitburg's most famous landmark. The Bitburger brand is quite popular throughout the [Eifel](#), as well as exported to as far away as the United States and Australia. But, you'll have to come here to taste some of the more unique varieties, like a pomegranate flavored beer.

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Bitburg is also famous for its Folklore Festival which is held annually on the 2nd weekend of July. Partygoers from all over Europe come to eat, drink, and tell stories.

But, it's shopping that's on agenda at the annual *Beda Markt*, which comes on the third weekend in March. Can you think of a better way to spend a Spring afternoon?

If you're not a shopper, then maybe you'd prefer to spend it at House Beda. This art gallery has over a hundred paintings by the famous German painter, Fritz von Wille. In an eclectic blend of old and new, you'll find some contemporary art exhibits over at Bitburg's Local History Museum, filled with exhibits on the history of the region.

A stop over to the museum will help you fully appreciate more of what you'll find here in Bitburg, like its Roman Wall and remainders of its medieval *Stadtmauer* (defense wall). And for you [World War II](#) historians, you might want to visit the nearby *Kolmeshöhe* Military Cemetery, which made headlines in the 1980's when US President Ronald Regan visited.

Whether you come for the history, the shopping, or the culture you'll love this little out of the way place. Oh yeah, and you'll love its beer, too. For many, that's reason enough to come!