

Beat: Lifestyle

## The History of Oktoberfest

**Get in the know to impress your friends**

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**USPA NEWS** - There's no doubt that Munich's Oktoberfest is celebrated in many major cities around the world, but what many partygoers don't know is the history behind the festival. So we want our readers to be informed to impress family and friends. Here's what you need to be in the know.

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The first Oktoberfest occurred from the 12th to 17th of October in 1810, when Crown Prince Ludwig married Princess Therese. This celebration wasn't only to mark the royal wedding, but also an important symbol for the new Bavarian kingdom and the establishment of a new identity.

Later on as the festival grew in popularity, beer stalls grew into beer gardens, an agricultural fair supplemented the horse races, and amusement activities occupy a large portion of the grounds. As with tradition, only beers from Munich breweries crafted in a proven and traditional manner may be served on the fair grounds. The length of the event was gradually increased to three weeks and moved earlier to September when the weather is more agreeable.

Every year, Oktoberfest receives over a thousand applications from various operators and merchants, of which less than half are ultimately admitted. As the show grows in popularity and adds years to its age it can only be even more entertaining while maintaining its traditional roots.

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