



Hofbräu München Is Coming to Downtown Houston: 14,000-Square-Foot Pop Up Bavarian Beer Hall to Open in EaDo October 1

Oktoberfest Nation Houston brings Hofbräu München beer, Bavarian food, live German music and stein competitions to EaDo Oct. 1-31, 2026.

HOUSTON, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Official Hofbräu München beer, imported directly from Munich, is coming to downtown Houston this fall. [Oktoberfest Nation Houston](#), a 14,000-square-foot pop-up Bavarian-style beer hall, will open October 1, 2026, in East Downtown (EaDo) at 2106 Dallas St., Ste. 100, Houston, TX 77003, and run through October 31.

Hofbräu München, founded in Munich in 1589, is one of the six breweries whose beer is served at the original Oktoberfest in Munich. Oktoberfest Nation Houston will pour the brewery's official beer throughout the event's run.

The indoor space is being built out as a traditional Bavarian beer hall, with long communal picnic tables, Bavarian flags overhead, giant pretzels on the tables and a live German band performing on stage. Bavarian food, including bratwurst, will be served throughout.

Programming includes stein holding competitions and nightly live German music. Guests are encouraged, though not required, to wear traditional lederhosen and dirndls.

The event is produced by We Love Pop Ups, the Houston-based team behind Frosty's Christmas Bar and Oktoberfest Nation Chicago, which has grown into one of the nation's largest annual Oktoberfest celebrations. The Houston beer hall marks the brand's first Oktoberfest event in Texas.

"The second you walk in, you feel like you somehow landed in Munich," said Beth Bortz of We Love Pop Ups, producer of Oktoberfest Nation Houston. "You have a Hofbräu München in your hand, the band is going, steins are in the air, and the whole room is singing along. We watched Chicago fall in love with that experience, and we cannot wait to bring it to Houston."

In addition to beer, a full-service bar will offer cocktails, wine, mocktails and other nonalcoholic options. Oktoberfest Nation Houston is an all-ages event; guests must be 21 or older with valid government-issued identification to purchase or consume alcohol.

Tickets, hours and entry information will be released at OktoberfestNation.com.

About Oktoberfest Nation Houston

Oktoberfest Nation Houston is a 14,000-square-foot pop-up Bavarian-style beer hall opening in Houston's East Downtown (EaDo) for [Oktoberfest 2026](#). The event features official Hofbräu München beer imported from Munich, live German music, Bavarian food, and stein holding and competitions.

About We Love Pop Ups

We Love Pop Ups produces immersive pop-up experiences, including Frosty's Christmas Bar in Houston. Oktoberfest Nation Houston is the company's first Oktoberfest event in Texas.

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