

## Information on imported Beers offered at the German Club

### **Arco Brewery—Moos, Bavaria**

The Bavarian Arco Brewery was first recorded in 1567 and still brews its beer under the “Deutsches Reinheitsgebot” (purity law) under which only Barley, Water and Hops are allowed to be used for brewing beer. Later yeast was added to the law after the discovery of its role in fermentation.



Johann Kaspar I Count of Presyng combined two breweries in Moos and Aholming in 1789, forming the foundation of today’s brewery. The brewery produced dark ales until 1826 when the first wheat beer was developed. In 1910 the first pale Lager was added.

In 1960 Count Ulrich Philip combined several breweries owned by the family under the Arco Banner and in 1992 added several more after an expansion program.

In 2010 the brewery had a total output of 14 Million litres, with sales throughout Germany and exporting to the USA, Asia, Australia and other parts of Europe.

### **Erdinger Brewery—Erding, Bavaria**

Erdinger is the world's largest wheat beer brewery, founded in 1886 by Johann Kienle. The brewery did not receive its current name until 1949 from its then owner Franz Brombach. Slow, but measured expansion saw the brewery grow over the years and in the late 1960’s exports began to all five continents. In 1983 a new Brewhouse was constructed and some years later a bottling plant with a capacity of 110 000 bottles per hour was added. 1990 saw the production break the 1 million hectolitre mark. (1 hectolitre = 100 Litres). By 2014 production of over 1.8 Mill Hectolitre was exported to over countries.



### **DAB—Dortmunder Aktien Brauerei**

Dab or Dortmund Joint Stock Brewery, has a long history amongst the German Breweries. Becoming very popular the Brewery expanded and in 1872 went public raising funds for expansion, hence the “public Stock” Name. In 1881 refrigeration was installed allowing for the production of “bottom fermentation” beer, which proved very successful. After the war the Brewery was rebuilt in 1949 and one of the first companies introducing aluminium barrels in the early 1960. Further expansions and competitor take overs caused the Brewery to experience financial difficulties which culminated in the takeover of the Brewery by the Radeberger Group (the largest Brewery Group in Germany). DAB is now the only brewery in Dortmund, producing a Lager Beer. The Dortmund Lager was created in answer to the Bohemian Pilsner and the Munich light Lagers.



### **Köstritzer Brewery—Bad Köstritz, Thuringa**

The Köstritzer brewery was founded in 1543 and is one of the oldest producers of Schwarzbier in Germany. Located in Bad Köstritz in Thuringa the brewery was one of the few Breweries in East Germany that manufactured Beer for export during the Cold War period. The Brewery nowadays is part of the Radeberger Group.



## Becks Brewery—Bremen

The Emperor's Brewery Beck & May was founded in 1873 in Bremen. The distinct green long neck bottles was and still is the trademark of the brewery. Being awarded a Gold Medal by the later Emperor Friedrich III, the brewery went from strength to strength and in 1886 became the preferred beer on all Hapag Lloyd Cruise Ships, thus reaching all parts of the Globe. In 1921 the Name changed into Beck's & Co and the Brewery began brewing exclusively for the export market. Ten years later Breweries in Jarkarta and Singapore began brewing Beck's under License. After 1948 Beck's again began brewing for the domestic market whilst continuing exports. In later Years the Brewery began producing a wider variety of beers.



Since 2008 the Brewery is owned by the Interbrew, a Belgian Company which in turn became part of Anheuser—Busch InBev, the largest Brewer in the world.

## Löwen Bräu—Munich

The brewery is thought to be founded in 1383 and was first mentioned in Tax records from 1746. Löwen Bräu or “Lion’s Brew” refers to the breweries address at 17 Löwen Grube (Lion’s Den) in Munich.



By 1818 the brewery was bought by Georg Brey, who increased size and output. He added the ‘Löwen Bräu Keller’, a Beer Hall on the grounds of the brewery, very popular with locals and visitors. By 1900 it had become the largest brewery in Germany by volume, though a lot depended on export sales.

Two Wars saw Löwen Bräu diminish its position and later re-emerge as a major Brewery. It began exporting again in 1948 with North America becoming a major consumer. Löwen Bräu became the arch type of Munich Beer. In 1975 Miller acquired the rights to Löwen Bräu in North America and changed the recipe, which resulted in declining sales. By 1999 the rights to Löwen Bräu in North America were sold to the Labatt Brewing Company which re-introduced the original recipe, but after two years ceased to brew and exports from Munich to North America resumed.

In 1997 Löwen Bräu merged with Spaten-Franziskaner Bräu and the group was sold to Interbrew in 2003 and after some more mergers Löwen Bräu became part of the Anheuser-Busch InBev Group.

## Radeberger Brewery—Radeberg, Saxony

The Brewery began in 1872 in Radeberg near Dresden. The beer quickly gained popularity and endorsements by Otto von Bismarck and King Frederick Augustus of Saxony allowed the brewery by 1905 to export to the USA and Canada.



In 1946 the East German Government took control and production recommenced. By 1954 exports resumed and after reunification in 1990, the Binding Brewery purchased the company, thus forming the Radeberger Group.

## Heineken N. V.—The Netherlands

The brewery started in 1864 in Amsterdam and a few years later began brewing bottom fermented beer. In 1886 The brewery developed “Heineken A Yeast” which is still the key ingredient of Heineken Beer. After World War I the brewery focused more on export and after the end of prohibition in the USA, Heineken emerged as the most successful imported beers into the North American market.



Commencing in the 1960's Heineken increased market share world wide, primarily by purchasing smaller breweries and closing them down. The company merged with Amstel in 1968 and acquisitions continued on a global scale. After the merger of Anheuser-Busch InBev and SAS Miller in 2016, Heineken became the 2nd largest brewing company in the world.

## Budvar Brewery— Czech Republic

The brewery was founded in 1785 in Budvar, Bohemia and during 1871 began to export beer to the USA.. Some years later Anheuser—Busch began using the Brand Name “Budweiser”, which caused trademark wars, which were settled in 1938, allowing Anheuser-Busch to use the Name “Budweiser” only in North America. Because these disputes, Czech Budweiser is sold in North America under the label **Czechvar** and American Budweiser is labelled as **Bud** in all European Union Markets. Budějovický Budvar is sold as such in the Czech Republic as well as Australia and New Zealand.



