

HISTORY OF BEER

NEW YORK BEER STORIES

Presented by David Naczycz
December 1st, 2012 – The Nero Wolfe Society

WHEN BEER WAS LOCAL



Artist's rendering of the Schaefer Brewery as it appeared in 1842.



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TECHNOLOGY



Atlantic 5 Ton

~1915



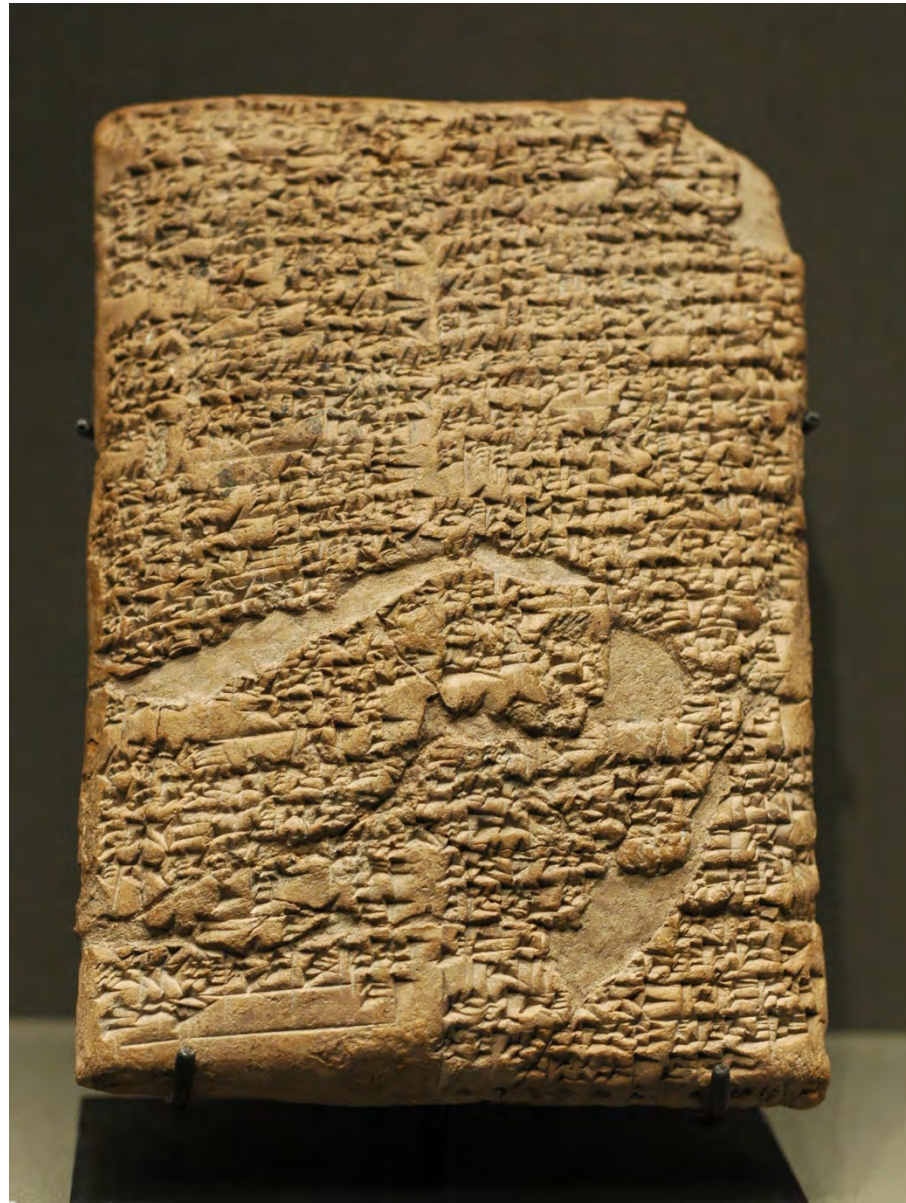
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A vertical strip on the left side of the slide shows three glasses of beer with a thick head of foam, arranged in a row on a wooden table. The image is slightly blurred and has a warm, orange-toned filter.

OTHER KEY ADVANCES

- PASTEURIZATION
- REFRIGERATION
- ELECTRIC PUMPS
- GROCERY STORES

PROHIBITION, HOW COULD WE?



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Wie das Bier summer vñ winter auf dem Land sol geschenckt vnd prauen werden

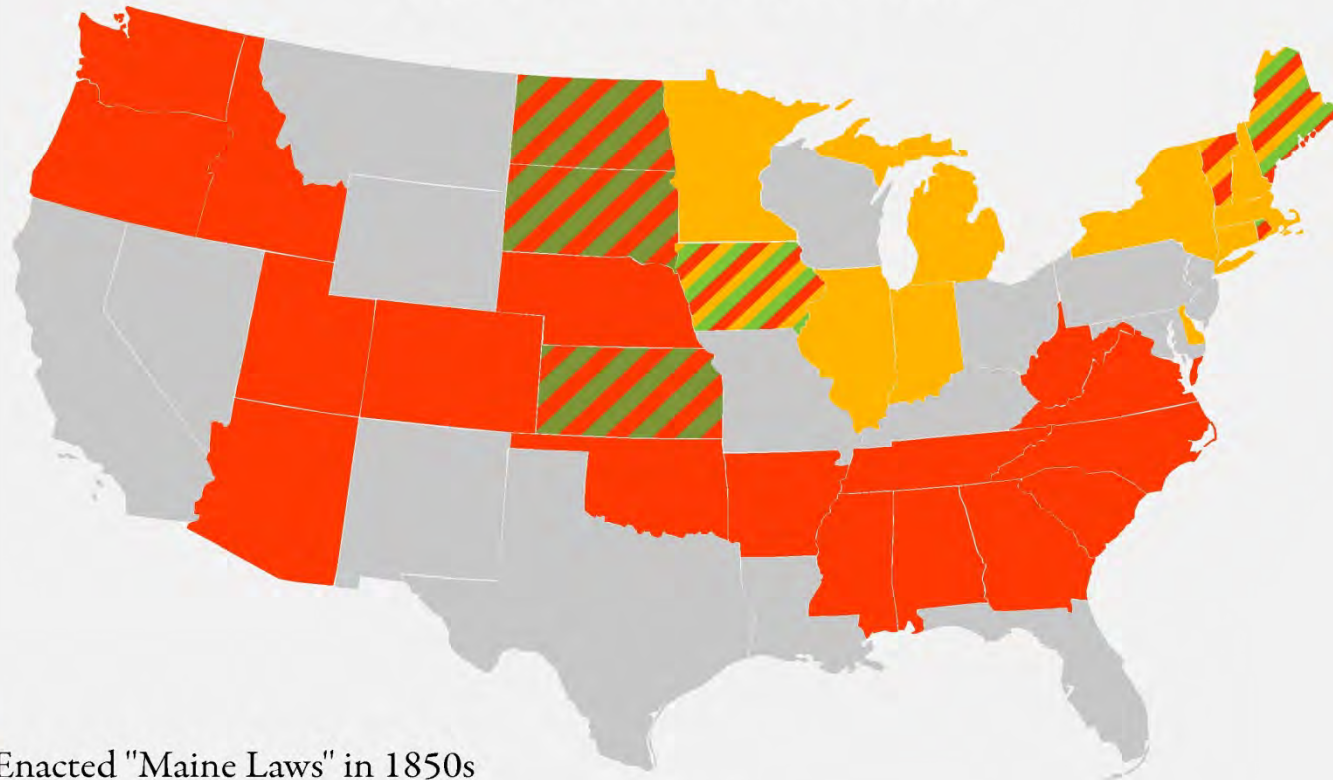
Item Wie ordnen/setzen/vnd wollen/ mit Rahe vnser
Landtschafft / das für an allenhalben in dem Fürsten-
thumb Bayern/auff dem lande/ auch in vnsern Stettñ vñ
Märckchen/da deßhalb hienor kein sonndere ordnung ist /
von Michaelis biß auff Georg / ain mafs oder kopffpiers
über ainen pfenning Müncher werung/ vñ von sant Jo-
gen tag/biß auff Michaelis / die mafs über zwen pfenning
derselben werung / vnd derenden der kopff ist / über drey
haller/bey nachgesetzter Pene/nicht gegeben noch außge-
schenckt sol werden. Wo auch ainer nit Mern / sonder
annder Bier prauen/oder sonst haben würde/sol Er d och
das/keins wegs höher/dann die mafs vmb ainen pfenning
schencken/vnd verkauffen. Wir wollen auch sonderlichen/
das für an allenhalben in vnsern Stetten/Märckchen/vñ
auff dem Lande/zu keinem Bier/merer stückh/ dan al-
lein Gersten/Hopffen/vñ wasser/genomen vñ getrawet
sölle werden. Welcher aber dise vnser Ordnung wissentlich
übertreten vnd nit halten wurde / dem sol von seiner ge-
richtsbarkeit / dasselbig vas Bier/ mit straff vnmach-
lich/ so offte es geschicht / genommen werden. Jedoch wo
ain Gtewirt von ainem Bierprewen in vnsern Stettñ/
Märcken/oder auffm lande/yezzzeiten ainen Emer piers/
zwen oder drey/kauffen/ vnd wider vunter den gemayn-
nen Pawißvolck außschencken würde/dem selben allain/
aber sonst nyemandes/sol dyc mafs / oder der kopffpiers/
vnd ainen haller höher dann oben gesetz ist/ze geben/ vñ/
außgeschencken erlaube vnd vnuerpott.

Wilhelmus Maximilianus
Bavariae dux

Original von Wilhelm IV. Herzog in Bayern
im Geheimgang des Regiments Jänner 1518



Prohibition Laws prior to 18th Amendment



- Enacted "Maine Laws" in 1850s
- Enacted Prohibition in state constitution in 1880s
- "Dry state" at the time 18th Amendment enacted in 1920

Created by Andrew Gustafson of Urban Oyster





“Will Lager Bier Intoxicate?”

To the Editor of the New-York Times:

How does the proof stand on this question? Every chemist that has ever analyzed lager-bier, including our own DOREMUS and CHILTON, certify, declare and swear, that it contains a fraction less than three per cent. of alcohol ; and the eminent Dr. REESE testifies that it contains the nearest to nothing of alcohol of any known beverage All the German chemists and physicians (and GILLARD still lives in their Medical Colleges) give evidence that its character is highly medicinal, and they never knew intoxication to flow

A vertical strip on the left side of the slide shows three glasses of beer on a table. The glasses are filled with a golden beer topped with a thick white head of foam. The background is slightly blurred, showing a wooden table and a bottle.

KEY EVENTS LEADING TO PROHIBITION

- MEN ONLY SALOONS
- WOMEN'S SUFFRAGE
- INCOME TAX LAW
- WWI

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THE UNDOING OF PROHIBITION

- LITTLE MONEY GIVEN TO ENFORCEMENT
- THE DEPRESSION
- WOMEN ARE DRINKING

***NEW YORK BREWING SCENE
POST PROHIBITION***



GEORGE EHRET'S
HELL GATE BREWERY.
ESTABLISHED
1866.



GEORGE EHRET'S

91ST TO 94TH STS.
BETWEEN
2ND & 3RD AVES.
TELEPHONE 77-79TH ST.

OFFICES:
235 E. 92ND ST.
NEW YORK,
U.S.A.

HELL GATE BREWERY

*The Schaefer Brewery
as it appeared
on its present site in 1916*





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BEER GOES GLOBAL

A vertical strip on the left side of the slide shows three glasses of beer. The foreground glass is a tulip-shaped glass filled with a golden beer and a thick white head of foam. Behind it are two more similar glasses, also filled with beer and foam, slightly out of focus. The background is a warm, orange-toned image of a bar or restaurant setting.

BUD, PABST & MILLER DOMINATE

- DISTRIBUTION NETWORKS
- WWII SUPPLIERS
- SHIFT TO BOTTLE AND CAN CONSUMPTION
- EMERGENCE OF NATIONAL MARKETING AND IDENTITY



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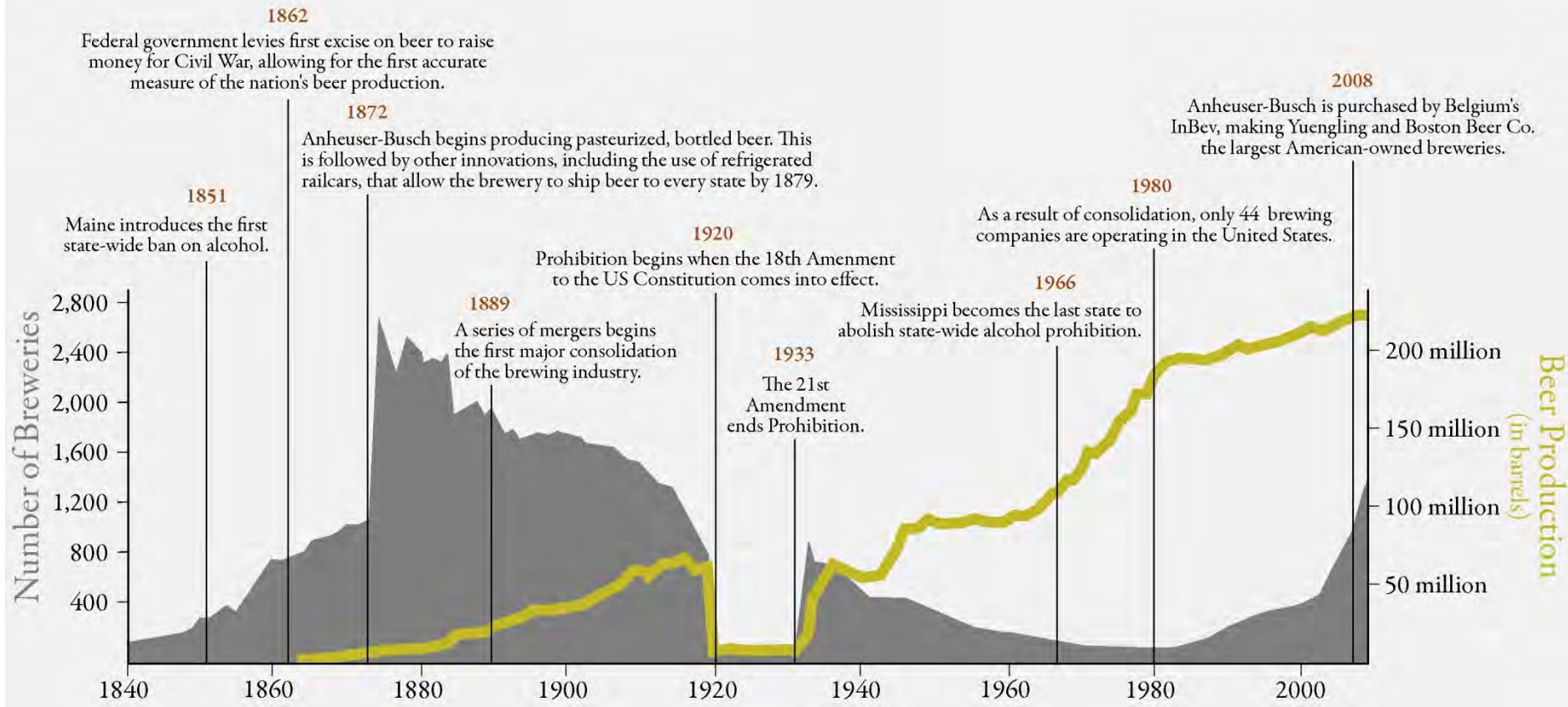


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MASS PRODUCED LABELS



History of American Brewing



Created by Andrew Gustafson of Urban Oyster

RETURN OF THE (BEER) JEDI

A vertical strip on the left side of the slide shows three glasses of beer. The top glass is a tulip-shaped glass, the middle is a snifter, and the bottom is a large snifter. They are all filled with beer and have a thick head of foam. The background is a warm, orange-toned image of a table with a placemat.

BEER INDUSTRY CONTRACTION/EXPANSION

YEAR	SPECIALTY BREWERIES
1960	0
1970	1
1979	2
1990	269
2000	1,469
2008	1,659

BREWERY SOURCE: BREWING INDUSTRY RESEARCH PROGRAM, THE OFFICE
OF R.S. WEINBERG, 2009

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BUT THEY HEAR THE FOOTSTEPS

- CRAFT BEER SALES HAVE GROWN AT STEADY 8-10% FOR THE PAST DECADE.
- SALES OF BUD, MILLER, AND COORS HAVE BEEN FLAT OR DECREASED DURING THAT TIME.

A photograph of three glasses of beer on a table, with the beer having a thick head of foam. The image is in a warm, orange-toned filter.

BUT THE BIG GUYS STILL RULE

Brewer	World Share	US Share
ABI	26%	50%
MILLER/COORS	17%	30%
HEINEKEN	10%	4%
Top 3 Share	51%	81%
Total (barrels)	1.4 Billion	214 million

Source: Beer Institute, 2009.



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TOURS & EVENTS

- BREWED IN BROOKLYN TOUR
- FERMENTED NY CRAFT BEER CRAWL
- NEIGHBORHOOD EATS TOUR
- BREWERY-WINERY-DISTILLERY TOUR
- PRIVATE BEER/WINE/LIQUOR/FOOD TASTINGS

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QUESTIONS