



**ERDINGER**  
*Weißbier*

## PRESS RELEASE

### **ERDINGER Weissbräu 1886 – 2021**

- 1886 The "Weisse Bräuhaus" is founded in Erding.
- 1930 The brewery is bought by the malt factory F.W. Otto.
- 1935 The Managing Director at the time, Franz Brombach, is offered the opportunity to buy the brewery. Annual wheat beer production at the time is around 3,500 hectoliters (hl).
- 1949 Franz Brombach names the brewery ERDINGER Weissbräu.
- 1965 The company is racing ahead: annual production rises to around 40,000 hl. The brewery's current owner, Werner Brombach, joins the company. His declared intention is to gradually establish and successfully market a nationwide wheat beer brand.
- 60er Wheat beer can now also be bought north of the "white sausage equator"! Werner Brombach is the first brewer to distribute his ERDINGER Weissbier outside the borders of Bavaria – first in Baden-Württemberg, then in North Rhine-Westphalia and then further to the north.
- 1971 Launch of the successful advertising campaign for the ERDINGER Weissbier brand, focusing on its "high quality standards" as a "traditional Bavarian specialty". The new ERDINGER jingle "Des Erdinger Weissbier, des is hoid a Pracht..." becomes a German advertising classic.
- 70s Austria and Italy became ERDINGER's first wheat beer export nations. Today, the mid-size private brewery exports its specialties to 100 countries on five continents.



PRIVATE BREWERY SINCE 1886

press office

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- 1975 Following the death of his father, Werner Brombach takes over the family business. Two years later, output reaches around 225,000 hl and ERDINGER is market leader.
- 1983 A new brewhouse is constructed on the edge of town – there is no longer enough space at the company’s historic base in the middle of the Old Town. Capacity is now almost 600,000 hl, but a second building is soon needed to expand capacity further.
- 1990 ERDINGER passes the magic 1-million hectoliter mark for the first time!
- 1995 The official ERDINGER Fan Club is founded. Today the Fan Club has many members from around 66 countries.
- 2000 The new visitor's center is opened for brewery tours.
- 2001 Repositioning of ERDINGER Alkoholfrei as an isotonic thirst-quencher for sports enthusiasts. Just five years later, ERDINGER Alkoholfrei is the market’s number 1 Alkoholfrei beer.
- 2008 After two years of construction, the ERDINGER Weissbräuohof is re-opened. The Brombach family’s faithfully restored base is now home to the brewery’s HQ, a pub and a four-star hotel.
- 2017 The new bottling plant goes into operation. Two new bottling lines and the modernization of an existing line create additional capacity: up to 165,000 bottles can be filled per hour.
- 2019 Big bang at the 80th birthday party of ERDINGER owner Werner Brombach: Jürgen Klopp is the new ambassador of the private brewery.



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2021

Total sales are 1.5 million hectoliters of beer (2020). ERDINGER is the largest family-owned wheat beer brewery. For over 130 years, ERDINGER Weissbräu has stood for carefully nurtured Bavarian wheat beer culture and perfect enjoyment.



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