



ERDINGER
Weißbier

PRESS RELEASE

ERDINGER Weißbräu from 1886 to 2016

- 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.
- End of the 60s 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.
- Early 70s Austria becomes ERDINGER's first wheat beer export nation. Today, the mid-size private brewery exports its specialties to five continents.



PRIVATE BREWERY SINCE 1886

press office ERDINGER Weißbräu



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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.
- 1989 A new bottling plant, capable of filling 110,000 bottles per hour, and a new computer-controlled warehouse with storage space for 80,000 hl are built and put into operation.
- 1990 ERDINGER passes the magic 1-million hectoliter mark for the first time!
- 1995 The official ERDINGER Fan Club is founded.
- 2000 The new visitor's center is opened for brewery tours.
- 2001 Repositioning of ERDINGER Non-Alcoholic as an isotonic thirst- quencher for sports enthusiasts. Just five years later, ERDINGER Non-Alcoholic is the market's number 1 non- alcoholic beer.
- 2008 After two years of construction, the ERDINGER Weißbräuof 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.
- 2016 With an output of approx. 1.8 million hl and exports to over 90 countries, ERDINGER is the global market leader and Germany's largest family-owned wheat beer brewery.



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