



# ERDINGER

## Weißbier

### ERDINGER Weißbräu from 1886 to 2018

- 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 hectolitres (hl).
- 1949 Franz Brombach names the brewery ERDINGER Weissbräu.
- 1965 The brewery's current owner Werner Brombach joins his father's 40,000 hectolitre company. His declared intention is to gradually establish and successfully market a nationwide wheat beer brand.
- End of the 60s 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 and Italy become ERDINGER's first wheat beer export nations. Today, the mid-size private brewery exports its specialties to five continents.
- 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.



PRIVATE BREWERY SINCE 1886



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*Weißbier*

- 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 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. Today it has over 90,000 members from around 85 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 non-alcoholic beer.
- 2008 After two years of construction, the ERDINGER Weissbräuhaus 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.
- 2018 With an output of approx. 1.76 million hl (2017) and exports to over 90 countries, ERDINGER is the global market leader and Germany’s largest family-owned wheat beer brewery. For more than 130 years, ERDINGER Weissbräu has stood for cultivated Bavarian wheat beer culture and highest enjoyment.

