



ERDINGER

Weißbier

ERDINGER Weissbräu – wheat beer makes history

From local brewery to internationally acclaimed wheat beer specialist: since its foundation over 130 years ago, the private brewery ERDINGER Weissbräu has become world-famous for its Bavarian wheat beer culture.

The beginnings of ERDINGER Weissbräu date back to 1886, the year in which construction of a wheat beer brewery in the Upper Bavarian town of Erding was first officially recorded. After several changes in ownership, the General Manager at the time, Franz Brombach, was given the chance to buy the brewery in 1935. Annual output at the time was 3,500 hectoliters (hl) and the beer was sold exclusively in the Erding region. Franz Brombach led the brewery through the turmoil of the war years and gave it the name ERDINGER Weissbräu on December 27, 1949. With great entrepreneurial skill, he laid the foundation for the brewery's success in the following years. Investments in technical equipment paved the way for the brewery's continued growth. Above all, the construction of a new brewhouse between 1957 and 1959 with a capacity of 50,000 hl proved to be a further milestone.

Wheat beer pioneer Werner Brombach crosses Bavaria's borders

The brewery's current owner, Werner Brombach, joined his father's company in 1965 when annual output was at 40,000 hl. He soon proved to be a pioneer in the industry. In the late 1960s, for example, he was the first to sell wheat beer – a deeply traditional Bavarian specialty – beyond the borders of Bavaria: first in Baden-Württemberg, then in North Rhine-Westphalia and then even further to the north. Exports also began to Austria in 1970.

At the same time, the graduate in business administration and beer brewing introduced modern marketing methods – at a time when the term "brand" was unknown among wheat beers. In 1971, he launched an influential advertising campaign focusing on the values "old Bavarian specialty" and "premium quality standards" which played a key role in putting ERDINGER Weissbier on the map.

Following the death of his father in 1975, Werner Brombach took over sole responsibility as owner. With great foresight and a policy of small successive steps, he steadily developed the brewery into the market leader. Between 1970 and 1977, annual beer output increased from 82,000 hl to 225,000 hl and ERDINGER has dominated the wheat market ever since.

Brewery bursting at the seams

Exports began to take off in the 1980s, as the wheat beer specialties became increasingly popular in countries such as Italy, the UK and Spain. Important future



PRIVATE BREWERY SINCE 1886



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markets such as China and Russia were added in the 1990s. ERDINGER was the first wheat beer brewery to pass the magic 1-million hectoliter mark in 1990.

The popularity of the wheat beer from Erding had certain consequences: with the company's historic base in the middle of the Old Town bursting at its seams, the decision was made in 1983 to build a new brewing facility on the edge of town. Capacity was raised to almost 600,000 hl, but strong sales meant that a second building was soon needed to expand capacity further. A modern high-bay warehouse was added in 1989 which offers perfect conditions for traditional bottle fermentation – a method the private brewery sets great store by. Three years later, a further brewhouse was added.

ERDINGER Non-Alcoholic shakes up the market

In 2001, the traditional brewery was once again the industry pioneer. The brave decision to position ERDINGER Non-Alcoholic as an isotonic thirst quencher for athletes shook up the market and helped kick-start the entire non-alcoholic beer market.

Thanks to Werner Brombach's uncompromising quality philosophy and consistent branding strategy, the brewery is still on an upward trajectory to this day. With around 530 employees, the mid-size brewery now produces around 1.76 million hl (2017) of wheat beer per year. This makes it one of Germany's largest private breweries.



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