

Microbrewery & Beer News # 06 TGAC

When German beer went on a world trip: Beer is the people's beverage #1 in Germany. Not only that Germans export plenty of beer worldwide, they also took the German brew craft along where ever they immigrated to. Many breweries in North and South America, but also in Africa or China, are having their roots in Germany. In 1823, like many other Germans, the brew master David G. Jüngling decided to emigrate and to start a new life in the United States. By reason of a better perceivability he changed the spelling of his name into Yuengling. Already in 1829, he founded his own brewery - the "Eagle Brewery" in Pottsville, Pennsylvania. Today the still family run "Eagle Brewery" is one of the oldest breweries in the U.S., producing about 37 million gallons beer each year. Until 1994 they were brewing a "Old German" beer, a light sweet Lager, as a reminiscence to the German heritage. Many new beer brands were invented since than and the traditional beer festival, the Oktoberfest, is celebrated with many various imaginative faces all over the world. Due to tradition and environmental protection unthinkable at the original Oktoberfest in Munich, the beer can has friends and enemies. It might not be very surprising, that in 1933 the beer can was put on the market in the U.S. by the "Gottfried Krueger Brewing Company - founded by the German Gottfried Krueger. It was the special situation at the end of the Prohibition, which created a huge demand for beer. A long-term storage in beer barrels and bottles was wasted material and room, the simple shining beer cans immidiately became a sales hit. By the way, Germany had to wait a long time for this invention. Not until 1951 the beer can was brought to the German market. For a trip to the roots of German beer brew craft, have a look at our "German Beer Crawl" tours:

<http://www.thegermanamericanconnection.com>

More news & travel tips:

<http://www.tgac-us.com>