



*The Success Story of*

**BREWERS' BEST**



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Walter E. Guyette, Chairman of the Advisory Committee of  
Brewers' Best Associates, Inc., President of Harvard  
Brewing Company, Lowell, Mass.

*The History of*

## **BREWERS' BEST**

**B**rewers' Best Associates, Inc. was organized in November, 1946 for the purpose of solving the two big problems which faced the local brewer then ...and which were destined to loom even larger with time.

The first issue was the beer surplus of 30 million barrels, an inevitable result of capacity production once wartime restrictions were lifted. It was obvious that the local brewer would be the first to be affected by the absorption of this vast surplus.

Equally important was the powerful new competition deriving from the huge expansion programs of the major breweries, twenty of whom control more than 40% of the annual beer sales in the United States. To meet this kind of competition, it became abundantly clear that the local brewer would have to produce a beer of outstanding quality, to be advertised and merchandised on a scale as extensive as that of the big breweries.

For many years, the most astute minds in the brewing industry had been keenly aware of the logic of a plan of brewing a one-brand beer locally—and promoting it nationally. Thus, when a local brewer's sales lagged on his regular production, a profitable operation could be maintained by devoting part of his equipment to the production of a national-brand beer.

To meet the crisis that confronted local brewers after the war, Brewers' Best Associates, Inc. was organized to promote such a plan with the additional safeguards of careful selection of franchised brewers and uniform quality control.

## BREWERS' BEST *Premium* BEER ACCLAIMED

In April, 1947, Brewers' Best Premium Beer was introduced and enthusiastically acclaimed at a two-day meeting attended by the country-wide group of fifteen brewers who had received franchises up to that time. (The experts who sampled Brewers' Best compared its lightness and distinctive flavor to the finest imported Pilsener.)

A notable feature of the meeting was an address by a member of the U. S. Senate Small Business Committee in which the franchised brewers were congratulated for their vision in meeting the competition of big business in their industry.

### PRESENT FRANCHISE HOLDERS

Currently, there are twenty franchised brewers of Brewers' Best Associates, Inc. More brewers will be added if they can meet the strict requirements of this organization.

AMERICAN BREWERY, INC., Baltimore, Md. . . . .	CLAUDE A. FITZSIMONS, <i>Pres.</i>
AMERICAN BREWING CO., Rochester, N. Y. . . . .	E. W. LOEBS, <i>Pres.</i>
ATLANTIC BREWING CO., Chicago, Ill. . . . .	HAROLD S. LEDERER, <i>Pres.</i>
BLACKHAWK BREWING CO., Davenport, Ia. . . . .	STUART A. PORTER, <i>Pres.</i>
PETER BREIDT BREWING CO., Elizabeth, N. J. . . . .	J. FRANK O'DONNELL, <i>Pres.</i>
ESSLINGER'S, INC., Philadelphia, Pa. . . . .	JAMES B. BROWN, SR., <i>Pres.</i>
FLOCK BREWING CO., Williamsport, Pa. . . . .	J. MYRON HONIGMAN, <i>Pres.</i>
ROBERT H. GRAUPNER, INC., Harrisburg, Pa. . . . .	J. MYRON HONIGMAN, <i>Pres.</i>
HARVARD BREWING CO., Lowell, Mass. . . . .	WALTER GUYETTE, <i>Pres.</i>
HOFF BRAU BREWING CORP., Ft. Wayne, Ind. . . . .	WALTER BERGHOFF, <i>Pres.</i>
KOCH BEVERAGE & ICE CO., Wapakoneta, Ohio. . . . .	MITCHELL LAMBROS, <i>Gen. Mgr.</i>
MANKATO BREWING CO., Mankato, Minn. . . . .	GERALD R. MARTIN, <i>Pres.</i>
MENOMINEE-MARINETTE BREWING CO., Menominee, Mich. . . . .	LEO W. ERDLITZ, <i>Sec. Treas.</i>
POTOSI BREWING CO., INC., Potosi, Wis. . . . .	NICHOLAS SCHUMACHER, <i>Pres.</i>
GEORGE EHRET BREWERY, INC., Brooklyn, N. Y. . . . .	GEORGE E. BURGHARD, <i>Pres.</i>
SEBEWAING BREWING CO., Sebewaing, Mich. . . . .	A. G. LIST, <i>Pres.</i>
TWO RIVERS BEVERAGE CO., Two Rivers, Wis. . . . .	GEORGE J. EISENBEISS, <i>Pres.</i>
AUGUST WAGNER BREWERIES, INC., Columbus-Chillicothe, O. . . . .	N. D. LENAHAN, <i>Pres.</i>
WALTER BREWING CO., Trinidad-Pueblo, Colo. . . . .	MARTIN WALTER, JR., <i>Pres.</i>

# UNIFORM QUALITY CONTROL



Peter Weber of E. A. Siebel & Company discussing uniform quality control with Walter and John Berghoff at the Hoff Brau Brewing Corp., Fort Wayne, Indiana

Before being granted a franchise, each prospective brewer is carefully screened by E. A. Siebel & Company of Chicago, brewing technicians for Brewers' Best Associates, Inc.

The E. A. Siebel Company has exploded the ancient myth concerning uniform quality control. They have done a magnificent job of producing one of the greatest beers ever to appear in the American market—a beer whose quality is uniformly controlled in every franchised brewery.

At the August meeting, experts were served Brewers' Best Premium Beer made in five far-flung sections of the country. (The samples were produced by the Walter Brewing Co. of Trinidad, Colo., American Brewery, Inc. of Baltimore, Md., Robert H. Graupner, Inc. of Harrisburg, Pa., Atlantic Brewing Co. of Chicago, Ill., and the Harvard Brewing Co. of Lowell, Mass.) In every instance, the experts agreed that Brewers' Best was by far the finest beer they had ever tasted, and added that they could not tell the difference between the sample produced in Colorado, for example, and the one produced in New England. Thus the uniformity of Brewers' Best was proven, and an ancient myth was exploded for all time.

To assure the continuance of uniform quality at all times, control is strictly maintained over the brewing (as well as over the sales and advertising) of Brewers' Best. As evidence of the watchfulness of E. A. Siebel & Company, the one lapse on the part of a franchised brewer was immediately corrected with a subsequent warning that another lapse in quality or uniformity would result in the cancellation of the Brewers' Best franchise.

*What Decentralization means to the*

## **LOCAL BREWER**

**J**ust as decentralization is the keynote of American industrial progress, it is also the cornerstone of the success of Brewers' Best.

It is an indisputable fact that business fatalities among brewers are extremely high. In the last twenty years, the number of brewers in this country has dropped from over 1200 to less than 500; currently, there are more than twelve failures a month. This is understandable since, without outside help, the local brewer's initial investment is tremendous. Brick, mortar and equipment alone add up to an investment of \$27 per barrel. In other words, the initial investment in equipment for 100,000 barrels (a small brewery) approximates \$2,700,000. In addition are the costs of trucks, ingredients, salesmen, office and technical staffs.

As a franchised brewer of Brewers' Best Associates, Inc., the local brewer puts himself in a much more powerful position to protect his large investment.

The success of Brewers' Best, on the other hand, lies in the fact that here, for the first time, the local brewers work in complete harmony. They share a community of interest without giving up their individual identity or the manufacture of their own brands of beer. And they are further protected by the fact that only *one* brewer in each territory is granted a Brewers' Best franchise.

## **FAR-REACHING BENEFITS**

The soft drink, dairy, automotive and a dozen other industries have already learned the advantages of decentralization. By the decentralization of production and sales efforts, Brewers' Best Associates, Inc. has a sizable start over all competition. The Brewers' Best method of operation produces a custom-made beer, eliminates the bulk of shipping costs, keeps money in the home market, and provides employment for local people. These advantages, which are especially sound in the beer industry, benefit not only the manufacturer, but also the distributors, the salesmen and the retail outlets.



*Sales Success of*

## **BREWERS' BEST**

The measure of the sales success of Brewers' Best can best be judged by the answer to this question: Does the public like the product? Here is the very factual answer: Brewers' Best has been on the market for ninety days, from California to Boston. Production estimates, *although they were optimistic, were far under the actual demand.* Many of the Brewers' Best franchised brewers have had to *increase their production from 200 to 700%! Furthermore, in every locality, outstanding distributing organizations which have handled long-established premium beers have enthusiastically switched over to Brewers' Best, where they receive a better deal in every respect.*

Specifically, sales reports from Colorado and the Mountain States show production up 700%. Iowa's production has increased 300%. In Maryland, 90% of all outlets in the entire city of Baltimore are sold, with 100% multiple repeat business reported during the product's first four weeks on the market. Production will have to be expanded tremendously to meet the demand.

In Massachusetts, the demand is so great that several New England states will have to wait thirty days to receive their initial shipment of Brewers' Best. In Fort Wayne, Ind., where the product was introduced in the early part of August, demand far exceeds production with 100% multiple repeats.

All over the country, the story is the same—Brewers' Best Premium Beer is an overwhelming success with the public, distributors and retail outlets. Everywhere there is unanimous acclaim for the high quality, clean, distinctive taste and outstanding characteristics of Brewers' Best Premium Beer.

At present, Brewers' Best production is based on over a million barrels a year. By the end of the next sixty days, Brewers' Best will have completed its

coverage of the *entire United States*, so that the estimated production of 2½ million barrels for 1948 seems no longer an estimate, but a certainty. And even so, Brewers' Best has used only a small portion of *the complete capacity of its franchised brewers* (combined, this capacity is by far the largest in the United States).

Virtually overnight, Brewers' Best has accomplished in the beer industry what Coca-Cola and Sealtest have achieved in the soft drink and dairy businesses, respectively. Naturally, all who are associated with this efficient, aggressive organization are justly proud of its accomplishments.

## **BREWERS' BEST BULLETINS**

**T**he bulletins sent periodically to the local brewers form an extremely effective liaison between Brewers' Best Associates, Inc. and the franchised breweries. Covering every conceivable problem, new idea, and newsworthy event, these bulletins keep the brewers fully and constantly informed.

## **POINT OF SALE MATERIAL**

**P**oint of sale pieces are very carefully planned so that appropriate displays for every different type of outlet are assured. All seven illustrated in this brochure were selected for permanent and prominent display.

Now in production are trays, coasters, skimmers, new tap handles and new decalcomanias. Since it is the policy of Brewers' Best constantly to devise new and effective point of sale material, franchised brewers are urged to watch the periodical Brewers' Best Bulletins for information on the latest displays.

This stand-up plaque, with its circle of brilliant gold foil, makes an attention-getting window and counter display. The local brewer's name is surprinted.



This decalcomania serves a dual purpose when pasted on glass doors, since it bears the BREWERS' BEST seal and the local brewer's name on one side and a sales message on the other.

The framed BREWERS' BEST seal, which can be stood up or hung on a wall, makes a dignified, impressive bid for customer attention to the product and the local brewer. #2.



# BREWERS' BEST

*The New Big Name in Beer*

Designed to draw attention to BREWERS' BEST, placed near the cash register or on the back bar, is this scintillating red and silver-metal display. #5.

A cut-out wood and plastic design, built to stand on the back counter or to be hung on a wall, is one of the most imposing of all Brewers' Best displays. #1.



A three-year calendar, attached to a metal sign carrying the local brewer's name, is assured of permanent, outstanding display. #3.



One of the most attractive of all window and back bar point of sale pieces is this de luxe edge-light display of illuminated lucite. #7.

REMEMBER THIS NAME . . .



**THE NEW  
BIG NAME IN BEER**



"BREWERS' BEST is a truly great beer," says Danton Walker, famous columnist.

Yes, remember the name BREWERS' BEST whenever you want a great glass of beer. For everything about BREWERS' BEST spells quality . . . it's light, it's clean-tasting, and it's truly distinguished for its appetizing flavor and delicate bouquet.

BREWERS' BEST PREMIUM BEER marks the greatest advance in the brewing industry for over a century. It is brewed and bottled by a *country-wide* group of carefully selected prominent brewers whose combined experience and resources have produced this superior premium beer.

Remember the name — BREWERS' BEST PREMIUM BEER. And get set to enjoy the most distinctive beer you ever tasted . . . BREWERS' BEST, *the beer you've been waiting for!*

**BREWERS' BEST** *Premium* **BEER**

BREWERS' BEST ASSOCIATES, INC., 620 FIFTH AVE., NEW YORK

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Brewers' Best  
Associates, Inc.



*Brewers' Best*



Gerald Martin of Mankato Brewing Co., Minn., Peter Jay Theis of Brewers' Best Associates, Inc. and Frank Sellinger of August Wagner Breweries, Columbus-Chillicothe, O., study new Brewers' Best advertisement.

## **ADVERTISING CAMPAIGN**

As part of an advertising campaign as large or larger than that of the three leading national brands, *Brewers' Best*, in the first five months of its operation, ran at least one four-color page advertisement in virtually every major national consumer publication. Thus, from its inception, *Brewers' Best* was brought to the attention of at least 96,000,000 readers.

Supplementing the magazine advertising are trade advertisements, local newspaper schedules, radio spot announcements, and an impressive outdoor campaign from coast to coast. An outstanding network radio program is planned for inclusion in this extensive campaign. In addition, experts in their respective fields are constantly planning and executing new packaging devices and point of sale material.

Reproduced on the opposite page is one of the series of full-color page advertisements which is appearing on a continuing schedule in every top magazine in the country. And on the following page are reprinted some of the local newspaper advertisements which add their own tremendous weight to the vast readership of *Brewers' Best* advertising.

*Brewers' Best* inaugurates a local newspaper campaign in each franchised brewer's territory as soon as good distribution is secured. Significantly, every brewer who has continued with additional advertising on his own has reported steadily increased sales (all advertising is uniform and submitted for approval to the New York Office of *Brewers' Best* Associates, Inc.). Mats for local newspaper ads are available from *Brewers' Best* Associates, Inc. in the following sizes: 1000 lines, 600, 400, 325 and 140.

Remember this name...



The new big name in Beer



Here's what you can look forward to, with your light, clean flavor... truly appetizing taste superb quality premium beer. BREWERS' BEST PREMIUM BEER American brewing for over a century. A wide group of carefully selected producers and resources have produced. Yes, with your first taste of Brewers' Best, the most distinctive beer. So, the name BREWERS' BEST.



"BREWERS' BEST is a truly great beer!" says Damon Walker, famous columnist.

BREWERS'

the new big name in Beer...



Remember this name...



with a light clean distinctive taste

BREWERS' BEST Premium BEER

new big name in Beer



"BREWERS' BEST BEER is among the finest," says Sherman Billingsley, host of New York's famous Stork Club.



Yes, remember the name BREWERS' BEST PREMIUM BEER—the top quality beer with the light, sparkling flavor... clean, appetizing taste... and delicate bouquet. BREWERS' BEST PREMIUM BEER symbolizes the greatest advance in American brewing for over a century. It is brewed and bottled by a country-wide group of carefully selected prominent brewers whose combined experience and resources have produced this superior premium beer. Just one sip of BREWERS' BEST will tell you that this is America's most distinctive beer—so remember the name BREWERS' BEST PREMIUM BEER!

BREWERS' BEST Premium BEER





## OUTDOOR ADVERTISING

Each local brewer is supplied with as many 24-sheet posters as he needs. Currently, 2000 billboards promote Brewers' Best from Boston to California. As testimony to the effectiveness of this type of advertising, many franchised brewers have allocated their own painted boards and painted walls to the Brewers' Best design.



## TRUCKS

Since strict supervision is maintained wherever the Brewers' Best name appears, all Brewers' Best trucks have a uniform design. They are attractively painted in red and green, the label colors, and three decalcomanias on either side of each truck promote still further the Brewers' Best name. Brewers' Best should eventually have the largest fleet of uniformly painted trucks of any beer in the U. S.

# THE EXECUTIVE ORGANIZATION OF BREWERS' BEST

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The executive functions of BREWERS' BEST Associates, Inc.  
are simplified for efficiency and thoroughness.



## BOARD OF DIRECTORS

<b>PETER JAY THEIS</b>	President, BREWERS' BEST ASSOCIATES, INC.
<b>FREDERICK G. MAYER</b>	Chairman, Executive Committee Of the firm of M. H. Hackett Company 9 Rockefeller Plaza, N. Y. C.
<b>CHARLES PLOHN</b>	Member of N. Y. Stock Exchange 30 Broad Street, N. Y. C.
<b>FRANCIS CURRIE</b>	Law Firm of Burns, Currie, Walker & Rich 40 Wall Street, N. Y. C.
<b>WALTER E. GUYETTE</b>	Chairman, Advisory Committee Member, Executive Committee President, Harvard Brewing Company.



## EXECUTIVE COMMITTEE

**FREDERICK G. MAYER      PETER J. THEIS      WALTER E. GUYETTE**

# THE ADVISORY COMMITTEE OF BREWERS' BEST

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The Advisory Committee is rotated every three years, with one-third of its membership elected each year.

**Three years:** Chairman, Walter E. Guyette, Harvard Brewing Co.  
R. Leiter FitzSimons, American Brewery, Inc.  
J. Myron Honigman, Robert H. Graupner, Inc.

**Two years:** Harold S. Lederer, Atlantic Brewing Co.  
Martin Walter, Walter Brewing Co.  
Stuart Porter, Blackhawk Brewing Co.

**One year:** Frank Sellinger, August Wagner Breweries, Inc.  
John A. Berghoff, Hoff Brau Brewing Co.



Walter E. Guyette and R. Leiter FitzSimons



J. Myron Honigman, Harold S. Lederer, Martin Walter,  
Stuart Porter

The Advisory Committee meets every ninety days, considers problems submitted by the franchised brewers and makes recommendations to the Executive Committee or the Board of Directors of BREWERS' BEST ASSOCIATES.

## OPERATION OF SALES FORCE

**B**rewers' Best Associates, Inc. supports each local brewer's sales force with executives trained to sell premium beer, check on selling methods and packaging.

One of the most forceful functions of the sales force is the organizing of meetings to introduce Brewers' Best Premium Beer in the various territories. The sales and executive staffs of Brewers' Best work with the franchised breweries to make these introductory meetings notable events in their respective localities. The attendance includes civic leaders, local celebrities, the brewer's distributors, and the press.

In every instance, Brewers' Best has been acclaimed as a national product merchandised on a nation-wide scale, yet produced so that the actual profits remain within the local community. And after each of these introductory events, the supply of Brewers' Best has not been able to meet the demand.



Brewers' Best completes coast to coast distributorship with powerful representation by Blake, Corsaut & Vallée, Inc. Pictured here are Ralph Blake, Karl Walter of Walter Brewing Company and Rudy Vallée at introductory party in Los Angeles.



Introductory dinner sponsored by the Harvard Brewing Company of Lowell, Mass.



American Brewing Company officials pose with guests at Rochester, N. Y. meeting.



August Wagner Breweries, Inc. introduce Brewers' Best to Central Ohio.

# REPORT ON BREWERS' BEST FIRST NATIONAL CONVENTION

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The first national convention of Brewers' Best Associates, Inc. was held at the Broadmoor Hotel, Colorado Springs, Colo. on September 17th, 18th, and 19th, 1947.

The daily business meetings, which were followed by a colorful social program, were notable for the good fellowship and harmony that prevailed along with constructive criticism. It was at all times evident that the coordinated efforts of the franchised brewers of Brewers' Best Associates, Inc. was gaining important strength and momentum.

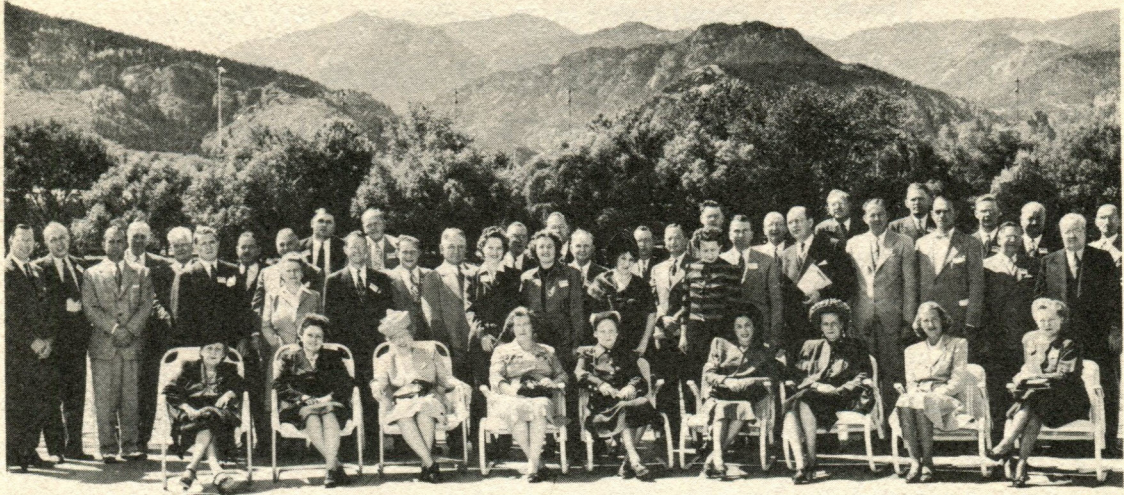
A new Advisory Committee was elected, and dates were set for future meetings of this Committee, master brewers, and all franchise holders. Walter E. Guyette concluded the sessions with a forceful and optimistic talk on what the Brewers' Best plan would mean to the franchised brewers in the years to come.



Walter E. Guyette opens the first meeting of the Brewers' Best National Convention.

# ACCOMPLISHMENTS OF THE FIRST NATIONAL CONVENTION

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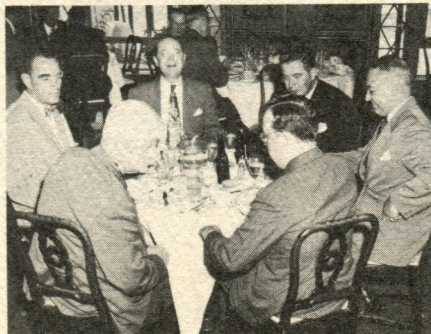
Executives, franchised brewers of Brewers' Best and their wives against majestic Rocky Mountain background.

The tremendous success of the convention can best be judged by the virtually complete attendance of the franchised brewers, and by the amount of business completed in the daily meetings.

It was the consensus of opinion that the convention surpassed all former Brewers' Best meetings in purpose and results; and it was generally agreed that it had achieved a great stride forward in stabilizing the entire effort of Brewers' Best Associates, Inc.



Equally successful was the uniform quality control meeting of *all master brewers of the franchise holders*, held under the direction of Peter Weber at E. A. Siebel & Company in Chicago on October 10th and 11th, 1947.



Officers and franchise holders lunch at Broadmoor Hotel during Brewers' Best Convention.

**BREWERS' BEST** *Premium* **BEER**



THE MOST PROGRESSIVE STEP  
IN THE BREWING INDUSTRY  
FOR OVER A CENTURY

