



LA CROSSE AREA CHAPTER

c/o The Trane Company
3600 Pammel Creek Road
La Crosse, Wisconsin 54601-7599
1987-1988

April 12, 1988

Mr. Raymond A. Kibort
3345 Alta Vista Road
Rockford, IL 61107

Subject: Gold Ribbon & Log Book of Time Award
6th Entry - History of a Company

Dear Mr. Kibort:

I am enclosing the La Crosse Area Chapter, 6th Entry, for the Gold Ribbon and Log Book of Time Award. The La Crosse Area Chapter is a dynamic chapter of Region VI and we are submitting the history of a dynamic company in Region VI - The G. Heileman Brewing Company. We feel that this company has utilized the disciplines of ASHRAE to successfully compete in the world beer market.

If you have any questions, please feel free to call me. Thank you.

Very truly yours,

James M. Ritter, P.E.
Chapter Historian
La Crosse Area Chapter

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THE HISTORY OF A COMPANY

THE G. HEILEMAN BREWING COMPANY

The brewing property of G. Heileman Brewing Company is located on South Third Street between Market and Mississippi Streets in La Crosse, Wisconsin 54601.

In 1850 Messrs. Gund and Heileman operated a brewery on the La Crosse property and in 1858 Mr. G. Heileman took over the business. This business continued in operation as a personally owned company until 1890, when it was incorporated under the name of the G. Heileman Brewing Company. The plant has been in continuous operation since 1850, the present plant being rebuilt and enlarged between 1910 and 1915. A majority of the buildings now occupied have been constructed since 1910.

During the period of prohibition prior to April 7, 1933, the predecessor to The G. Heileman Brewing Company manufactured and marketed near beer. Before the enactment of the Eighteenth Amendment its product was distributed under the trade name of "Old Style Lager", which has a national reputation as a quality beverage.

In 1933 the size of the brewery occupied an aggregate of approximately 3.3 acres and adjoined a main line of the Chicago, Burlington, & Quincy Railroad, from which a side track provided excellent receiving and shipping facilities. The plant was also accessible to truck traffic. In general, the site was ideal for the purpose for which it was utilized, being close to the downtown district and in an area where land values and consequently, assessed values, were not high.

The buildings in the main consisted of well-constructed, permanent type brewery buildings, with heavy brick and stone wall, with steel framing. The total floor area of the buildings was 215,301 square feet in 1933.

During the long record of operation the aim of the brewery has been to produce beer of the highest quality and Heileman Old Style Lager beer has become favorably known through out America.

From the annual report of Messrs, Richard Griesser & Son, 64 West Randolph Street, Chicago, Illinois dated June 14, 1933, it was stated "As per my detailed report to be furnished, the plant of the G. Heileman Brewing Company is now in good operating condition and producing a fine quality product at a rate of about 500 barrels a day, which is equivalent to approximately 15,000 barrels a month. By making three brews daily, this production can be raised to 20,000 barrels a month, for which there is ample storage capacity."

As years passed, the next major addition was in 1947, with the installation of a 250 HP, 4000 volt, synchronous ammonia York refrigeration compressor. The application of ammonia compressors to chill a beer refrigeration system led to continued growth. In 1959 the annual high electric demand was 1068 KVA. This type of operation continued until 1968 when new refrigeration equipment was planned for.

In 1969, 525 tons of new refrigeration equipment was installed and the electric demand for 1970 was 2492 KVA.

In 1978, a new 250 HP well water pump was installed, along with several horizontal aging tanks and a second electric service. The electric demand in 1978 was 6600 KVA.

In 1979 2 - 700 HP ammonia compressors were installed to assist other refrigeration compressors to provide proper cooling for the fermentation process. The total ammonia compressor load today is

2 - 700 HP NH₃ compressors
2 - 350 HP NH₃ compressors
4 - 200 HP NH₃ compressors
1 - 600 HP NH₃ compressor
1 - 400 HP NH₃ compressor

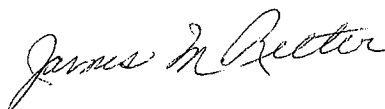
This addition also required a third electric service.

In 1980 it was decided that a state of the art computerized brew house be constructed and a fourth electric service was required. The addition of all this new equipment, additional aging tanks, new brew house, and a modern grain handling facility contributed to a 1986 electric demand of 7600 KVA.

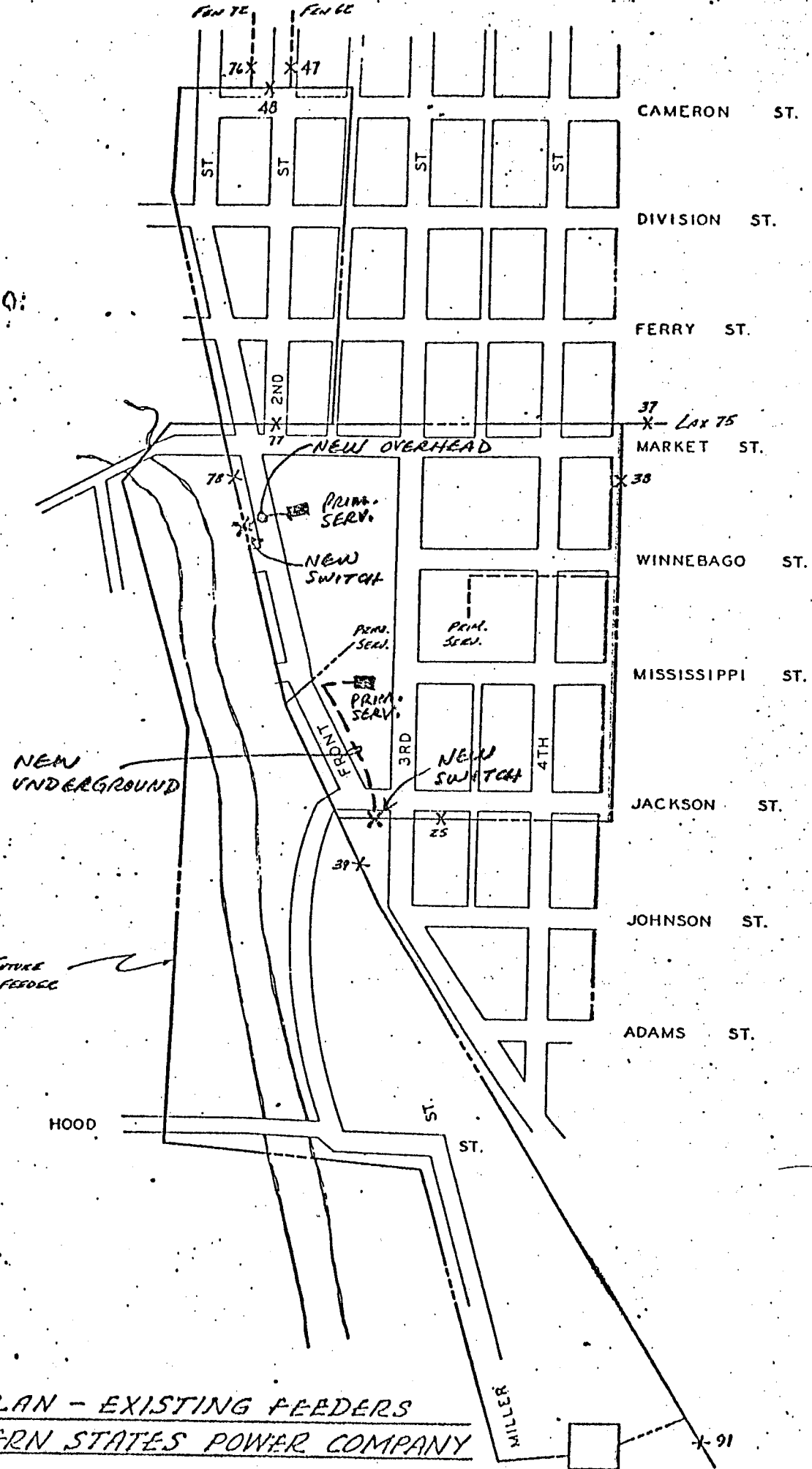
As the competition continues in the world beer market, it is extremely necessary to maintain a first rate brewing facility. Reliable refrigeration is a key factor in the brewing industry.

As one drives on South Third Street in La Crosse, Wisconsin today, a set of vertical aging tanks can be seen on your left. This is known as the world's largest "six pack" where 22,200 barrels of Old Style quietly ferment for our pleasure. This amounts to 1,222,466 regular six packs.

Respectfully submitted,



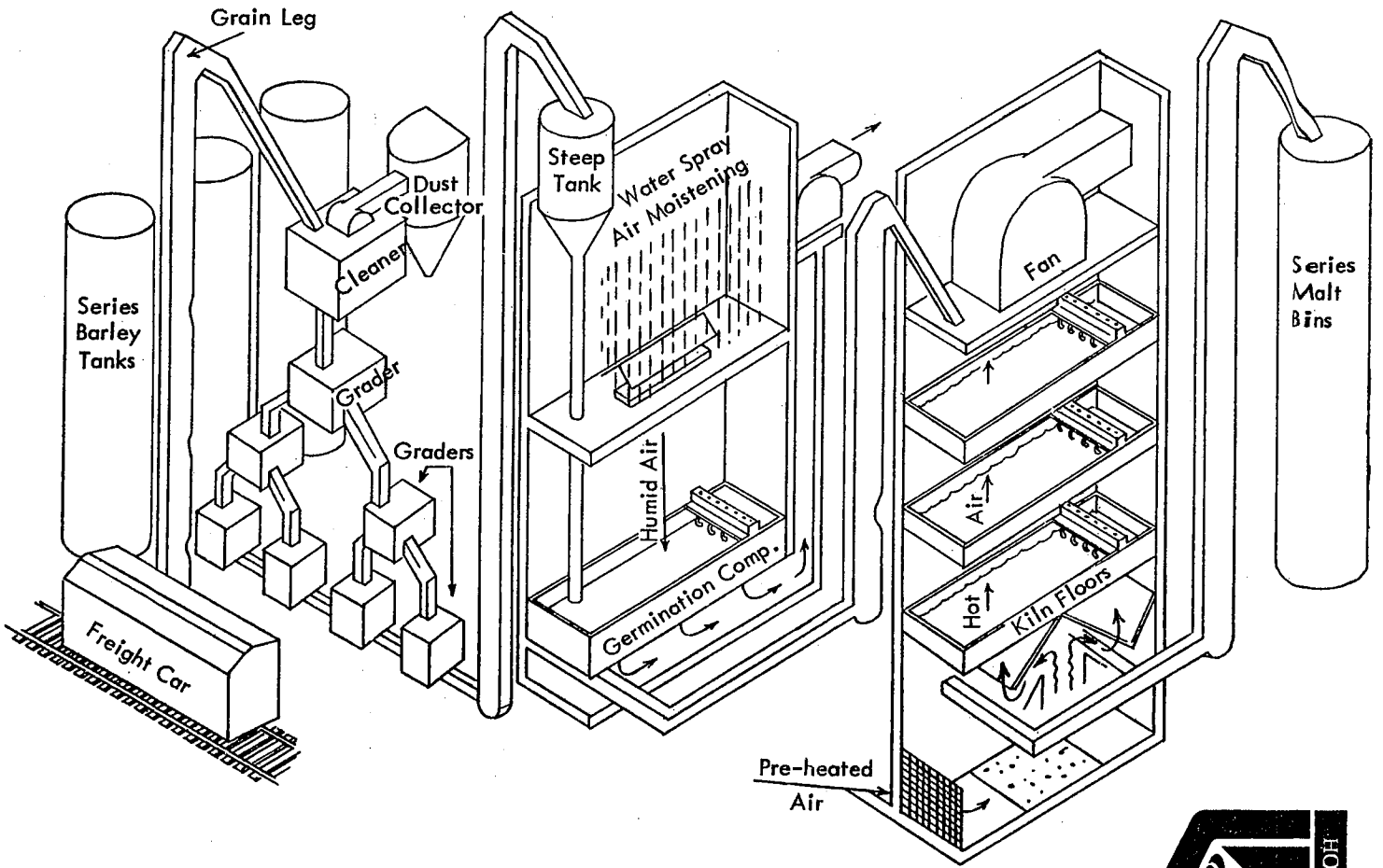
James M. Ritter, P.E.
Chapter Historian
La Crosse Area Chapter



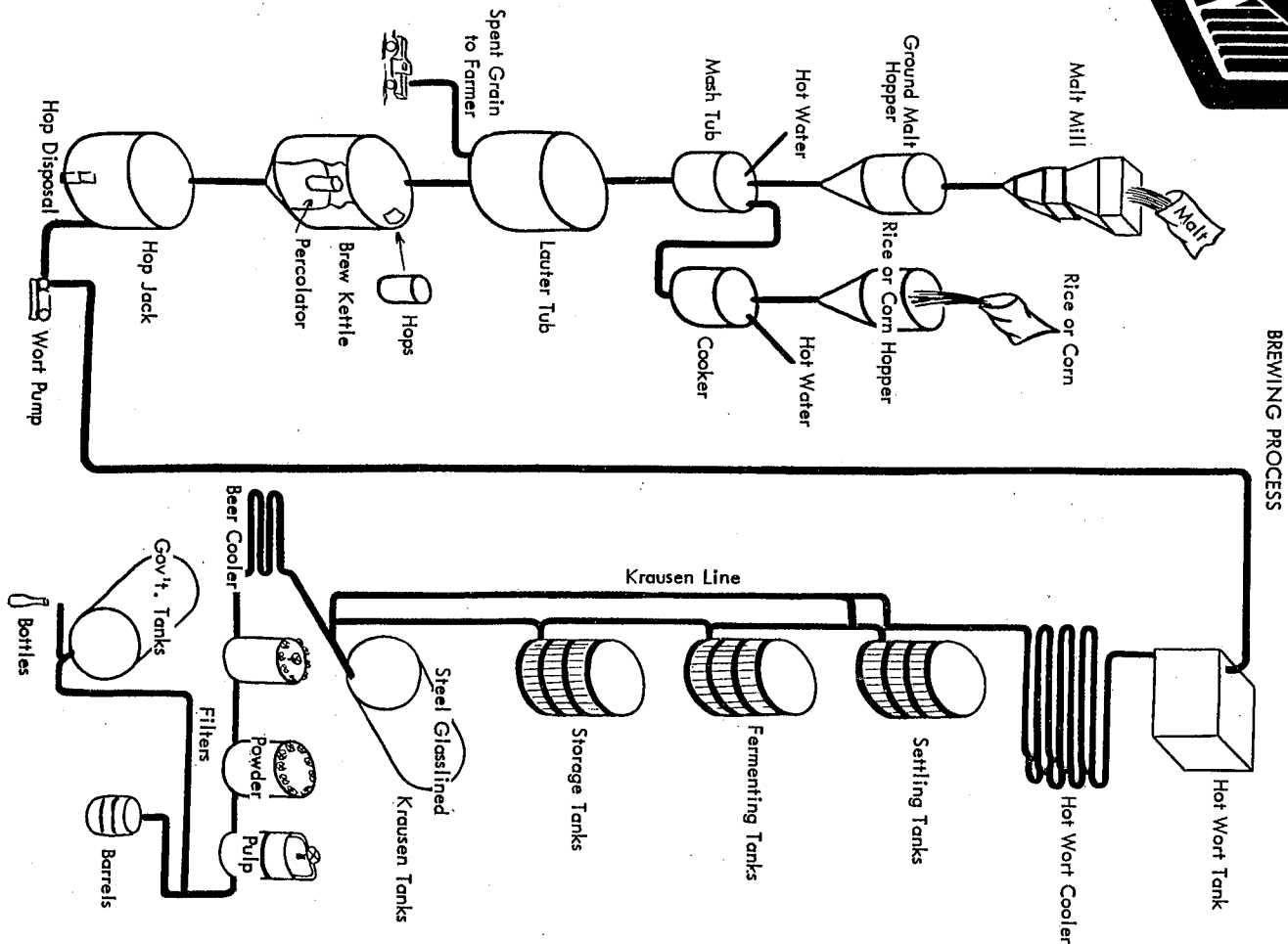
SITE PLAN - EXISTING FEEDERS
NORTHERN STATES POWER COMPANY

Figures
 Cor 78

7/16/79



MALTING PROCESS



BREWING PROCESS



G. HEILEMAN BREWING COMPANY, INC.

925 SOUTH THIRD STREET • LA CROSSE, WISCONSIN 54601 • (608) 785-1000

March 29, 1979

Mr. Jack Reiland
HSR, Inc.
100 Milwaukee Street
La Crosse, WI 54601

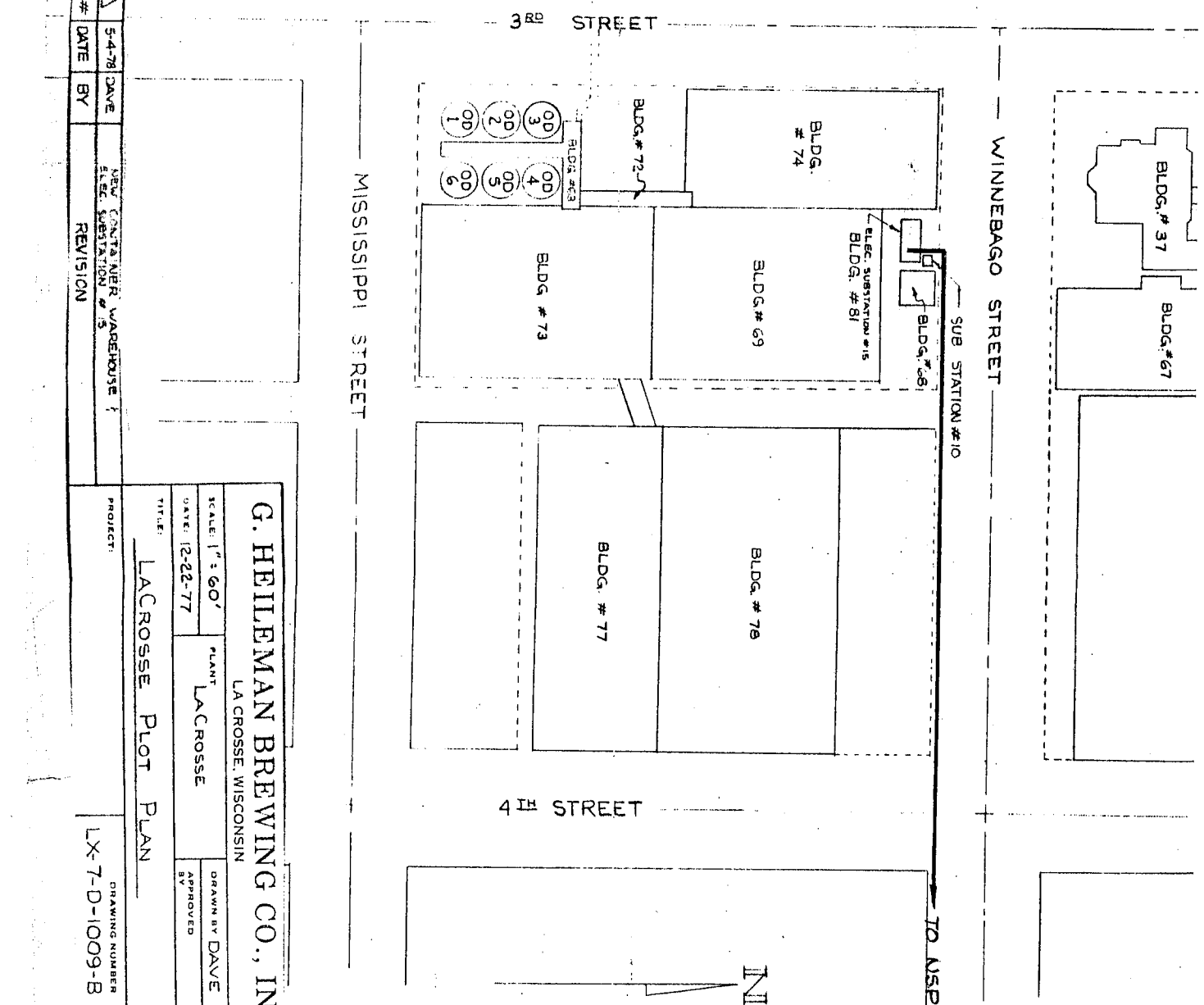
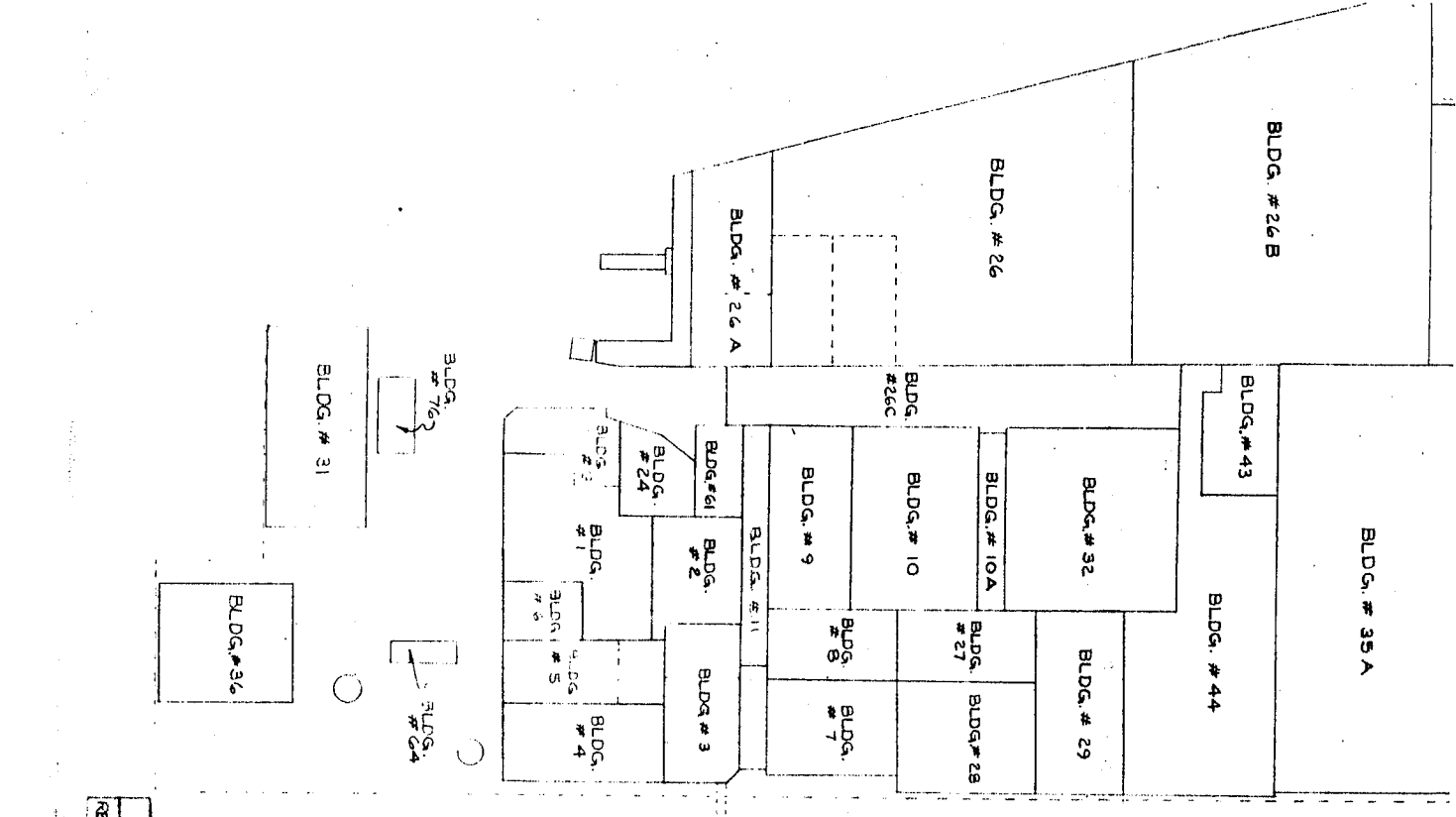
Dear Jack:

The following is a list of the horsepower needed for ongoing and future projects at G. Heileman Brewing Company, Inc.

1. Malt mill - approximately 60 hp.
2. Trub recovery - approximately 70 hp.
3. Dunn Hue filter powder separator and waste beer recovery - approximately 150 hp.
4. New boiler - 280 hp.
5. CO₂ project - approximately 375 hp.
6. CO₂ future - approximately 250 hp.
7. Government cellars - approximately 1,000 hp.
8. Addition of condensers for 1200 ton refrigeration - approximately 250 hp.
9. Two lines (can and N.R.) - approximately 750 hp.
10. Keg line expansion - approximately 150 hp.
11. Sugar kraeusening - 115 hp.
12. Malt mill - 20 hp.
13. Bottlehouse soft water - 50 hp.

3520 HP TOTAL

I am sure there are other projects that are in the making; the data on these is not available yet, one example that sticks out is a new brewhouse!!



REV #	DATE	BY	REVISION
1	5-4-78	DAVE	NEW CONTAINER WAREHOUSE & ELEC. SUBSTATION #15

G. HEILEMAN BREWING CO., IN
 LA CROSSE, WISCONSIN

SCALE: 1" = 60'
 DATE: 12-22-77

TITLE: **LACROSSE PLOT PLAN**

PROJECT: **LACROSSE PLOT PLAN**

DRAWN BY: **DAVE**
 APPROVED BY: _____

DRAWING NUMBER: **LX-7-D-1009-B**

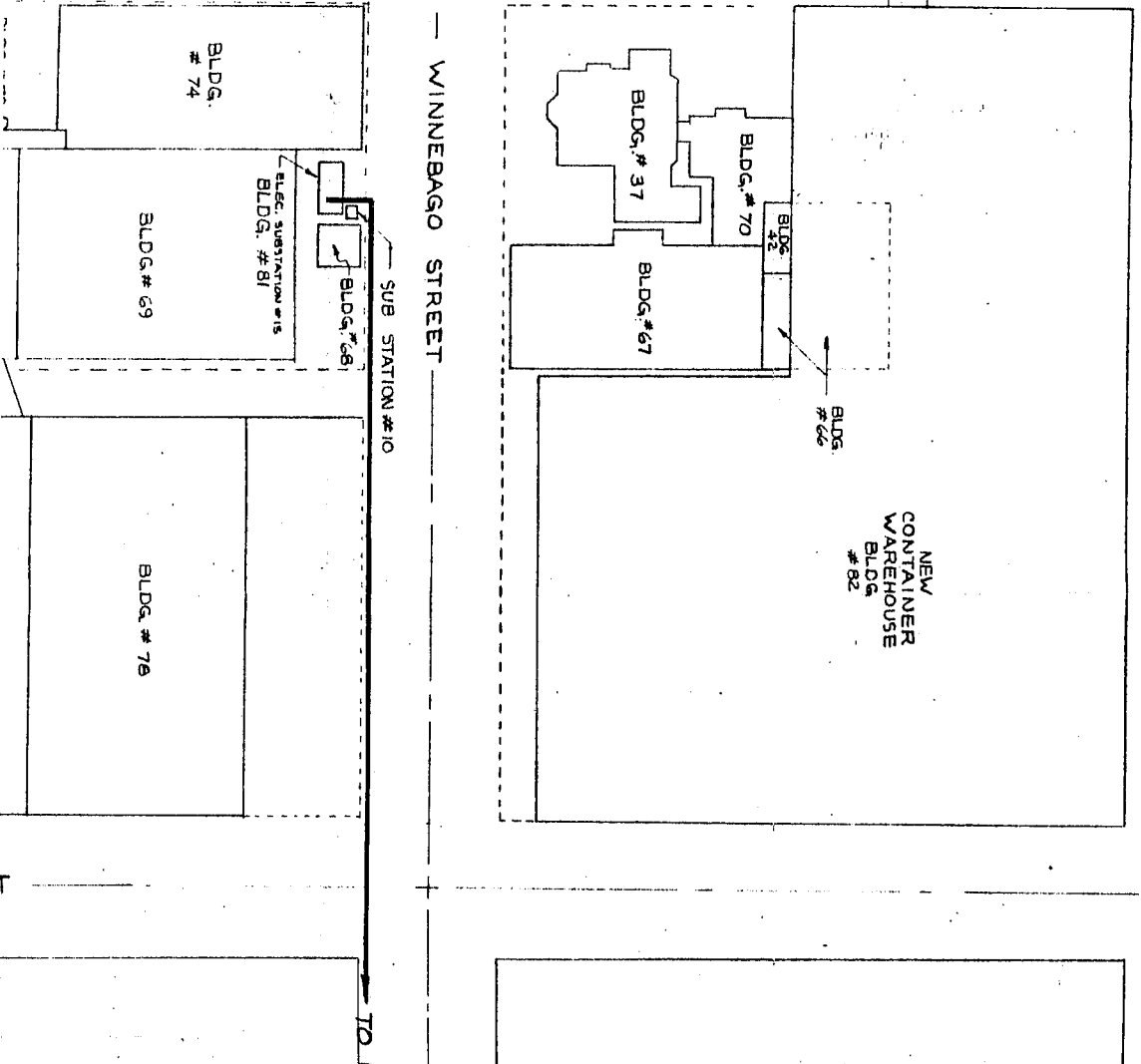
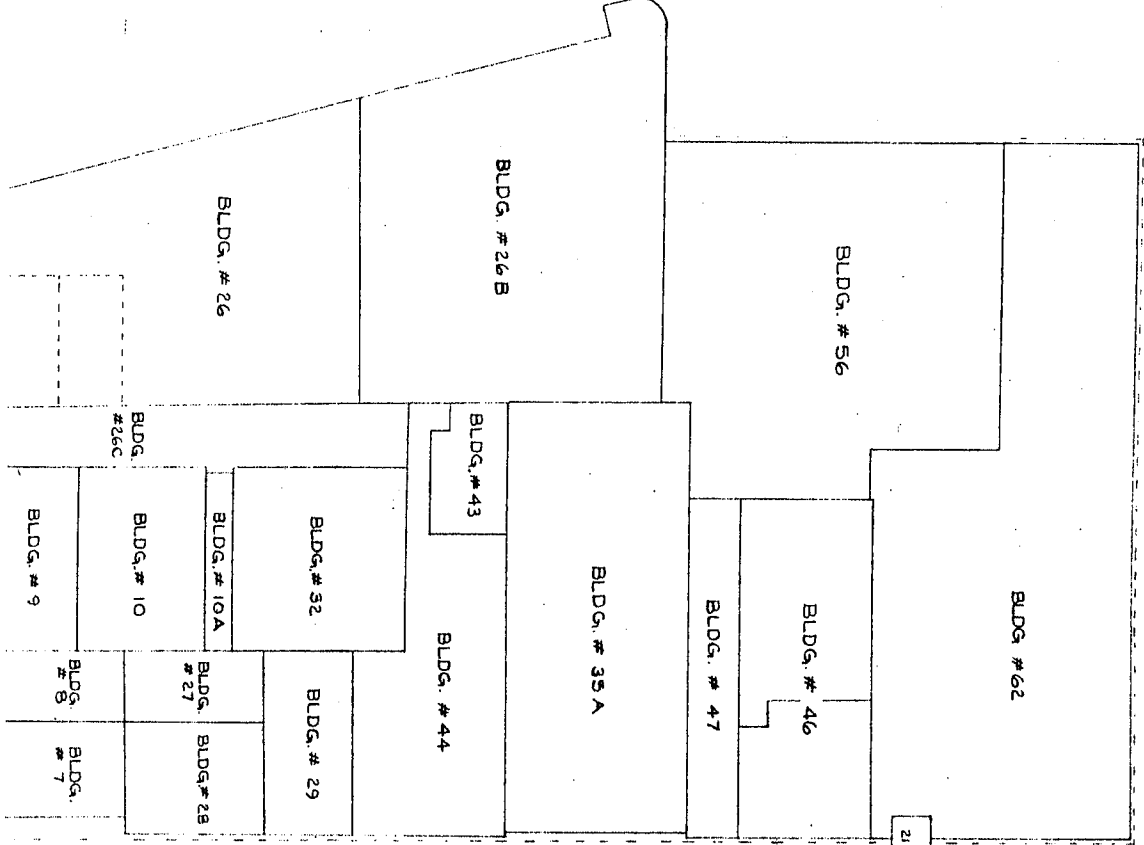
MARKET STREET

WINNEBAGO STREET

SUB STATION #10

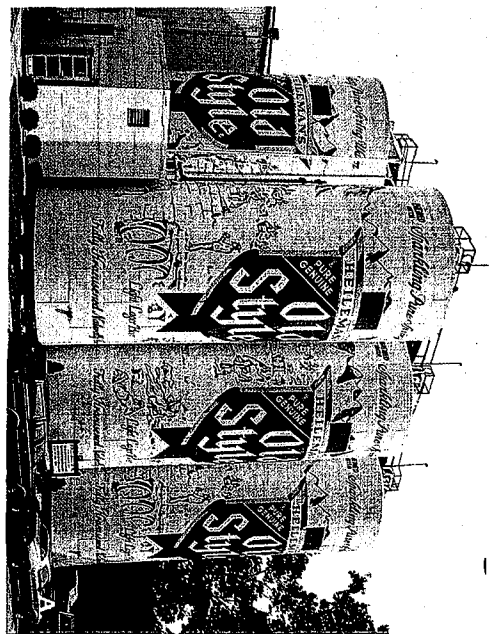
TO A

21' BRIDGE
OVER
SIOUX ST.





America's leading full line brewer!



A. THE WORLD'S LARGEST SIX PACK contains 22,200 barrels of beer, enough to fill 7,340,796 cans. This is one of the most photographed items in the La Crosse area.

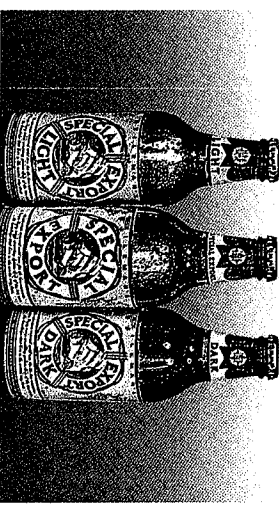
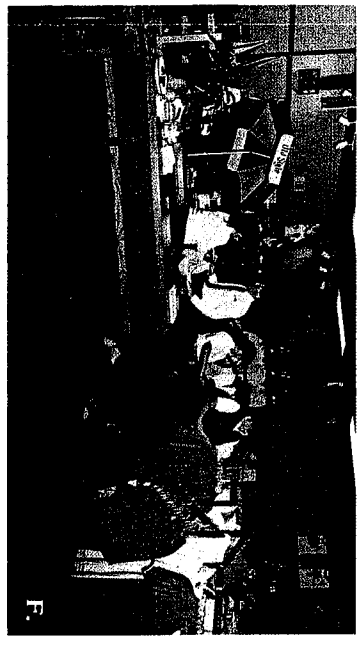
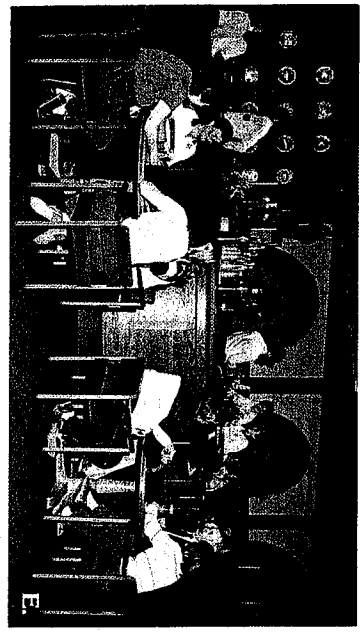
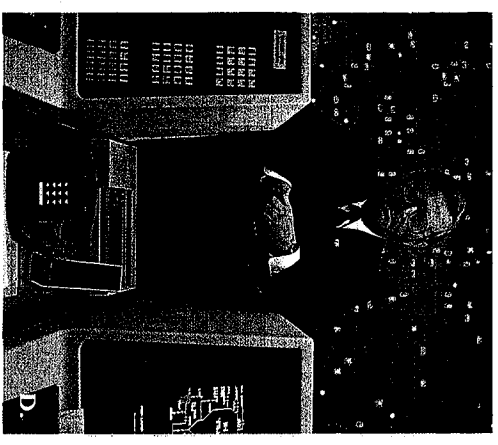
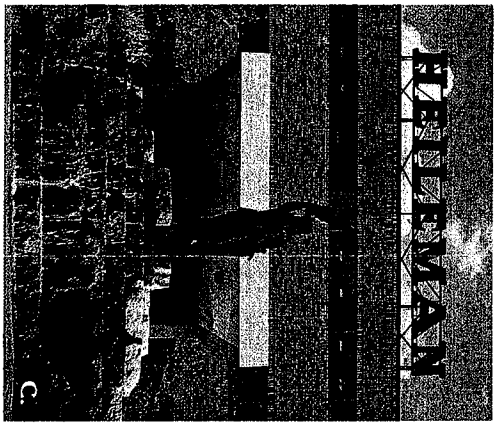
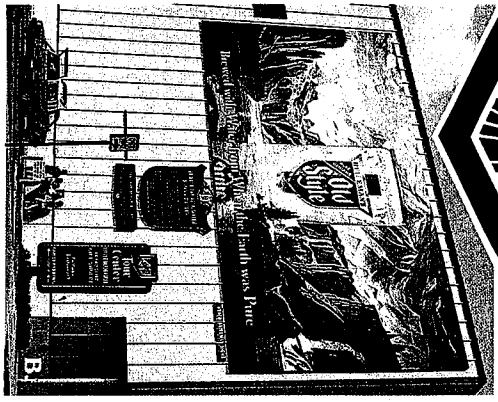
B. PURE ARTESIAN SPRING WATER that is used to brew Heileman's products is offered free of charge to local residents and visitors. Above the site is a gigantic outdoor spectacular referring to the fact that Old Style is "Brewed with Water from When the Earth was Pure."

C. KING GAMBRINUS, the patron saint of beer, stands in a picturesque setting in front of Heileman's Corporate Office.

D. COMPUTERIZED BREWHOUSE Russell G. Cleary, Chairman of the Board and President of G. Heileman Brewing Company is surrounded by control panels and computerized terminals. Inside Heileman's new Brewhouse the very latest technology is used to monitor the brewing process.

E. HOSPITALITY CENTER. Brewery visitors gather at the Hospitality Center to be taken on tour and sample our fine products such as Old Style, Special Export and Blatz. Non-drinkers are served soft drinks or La Croix Mineral Water.

F. OLD STYLE GIFT SHOPPE. Thousands of items are carried in stock for public sale. Various brand logos appear on T-shirts, sweaters, jackets, caps, glassware and other miscellaneous items. The Gift Shoppe specializes in variety and quality merchandise.



The House of Heileman

When 28-year-old Gottlieb Heileman left his native Germany for the United States in 1852, he probably never dreamed the small brewery he helped establish would grow to the point that one day it would rank among the nation's largest. But grow and prosper it did, now ranking fourth largest in the nation.

The House of Heileman story begins in 1858 when Gottlieb became the partner of John Gund, who had founded the "City Brewery" in 1853 in Prairie La Crosse - later to be renamed La Crosse. Heileman, who became sole owner of the brewery in 1872, took advantage of the perfect brewing water abundant in the crisp new land of the beautiful Wisconsin/Minnesota valley to produce the brewery's principal brand - "Golden Leaf." It was not until the first five years of this century that the Old Style Brand, Heileman's top-seller today, originated.

After Gottlieb died in 1878, his wife, Johanna, took over as head of the La Crosse Brewery, becoming one of the first woman presidents of a corporation in the country. Following Johanna's death in 1917, the presidency was assumed by Ernil T. Mueller. While Prohibition forced many breweries to discontinue operations, The G. Heileman Brewing Company adapted to the times by concentrating its efforts on the production of "Near Beers" (non-alcoholic beverages) as well as malt extract and soda pop. Soon after Prohibition was repealed in 1933, Heileman began packaging beer in cans, the first brand being Old Style Lager.

By 1959, the brewery ranked 39th in the country in the number of barrels sold. The year 1959 also marked the beginning of Heileman's remarkable growth. Shrewd acquisitions of breweries in Wisconsin and Minnesota in the early and mid 1960's and later acquisitions of regional breweries in the Midwest and Midwest propelled the company to 10th largest nationally by 1975. With the addition of an ultra-modern multi-million barrel brewhouse in La Crosse in 1982 and the acquisition of 3 modern breweries in Perry, Georgia, San Antonio, Texas, and Portland, Oregon in 1983, Heileman's total corporate brewing capacity is over 26 million barrels. Its network of 12 breweries, strategically located throughout the United States, is the largest of any brewer in the country.

Free Brewery Tours offered at other Heileman Plants. When visiting other sections of the country, we invite you to tour our other plant operators:

G. Heileman Brewing Company
926 S. Main Street
Frankenmuth, MI 48734
517/652-6161
Daily Tours 10 AM to 3 PM

Heileman's Lone Star Brewery
600 Lone Star Blvd.
San Antonio, TX 78204
512/226-8301
Daily Museum Tours
9:30 AM to 5 PM

Heileman's Schmidt Brewery
882 West Seventh St.
St. Paul, MN 55102
612/228-9173
Daily Tours 10 AM to 3 PM

G. Heileman Brewing Company
Georgia Hwy. Spur 247
Perry, GA 31069
912/987-3639
Daily Tours 10 AM to 3 PM

Heileman's Rainier Brewery
3100 Airport Way South
Seattle, WA 98124
206/622-2600
Daily Tours 1 PM to 6 PM

Tour Information

Guided tours are conducted
Monday thru Saturday from 8 a.m. to 4 p.m.

Group tours of 20 or more people should contact:

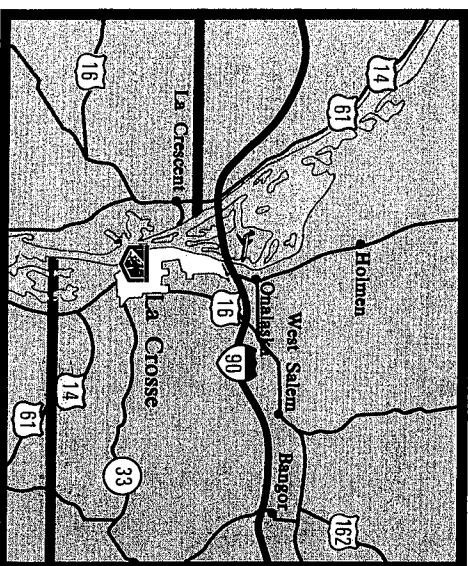
G. Heileman Brewing Company, Inc.

La Crosse, Wisconsin 54601

Phone (608) 782-BEER or

(608) 785-3889 (Sundays and Holidays)

Toll Free Outside Wisconsin is 1-800-433-BEER



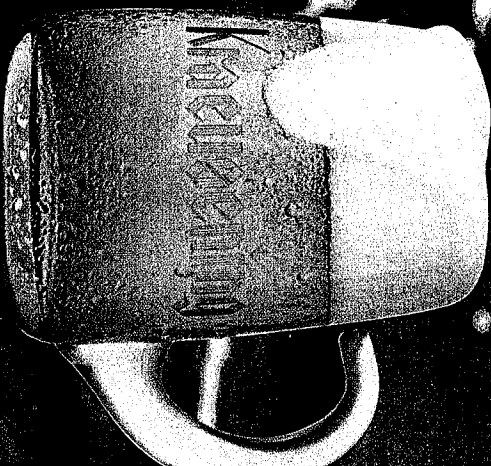
Brewery is located near downtown La Crosse. Tours begin at Heileman Hospitality Center, 1111 South Third Street. Persons traveling on Interstate 90 should use La Crosse downtown Exit #3 or Exit #2 South - Airport Exit. Follow directional signs at Airport Exit for free tourist information.



America's leading full time brewer!



Visit Our
**World Famous
Brewery**



*We don't aim to make the
most beer, only the best!*

G. Heileman Brewing Company, Inc.
La Crosse, Wisconsin
FREE BREWERY TOURS