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
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 throughout 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
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.
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.
12. Malt mill - 20 hp.

3,520 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!!
Visit our famous Brewery Tours.

Tour Information:

- Free Orlando Wisconsin is 1-800-433-BEER (609) 785-8889 (Sunday only)
- Group tours of 20 or more drop off optional

Copyrught© 1999-2000 Helheim Brewery, Inc.