

# OUR CORPORATE HISTORY



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Brau Union Österreich AG's history starting from the first brewery, to the foundation of Österreichische Braubank AG, to the company as part of the international HEINEKEN family.

### 1475 FOUNDATION OF HOFBRÄU KALTENHAUSEN IN HALLEIN

Brewing has a long tradition in Austria. Of course, the history of brewing goes back further than the laying of the cornerstone for the so-called „Kalte Brauhaus“ (eng: „cold brewhouse“), the Kaltenhausen brewery in 1475. Kaltenhausen owes its name to a geological phenomenon: the so-called wind pipes – cold air flowing from under the rubble of the Barmsteine outside of Hallein serving as a cooling wind which emerges from the ground. The brewery itself, besides the wind pipes and the unique water, owes its origins to Hans Elsenheimer. His family gained wealth and prestige through trade. In Kaltenhausen, the clearest mountain spring water coming from the Barmsteine and underground cooling chambers favour the production as well as the storage of beer in a special way. These natural cooling chambers proved its usefulness even up to the 1930s. It is obvious that many reasons proudly bear the brewer's guild mark, the brew star. It obliges brewers to beer quality of the highest standards and to a contemporary brewing culture.

### 1568 FIRST MENTION OF THE WIESELBURGER BREWERY

Wieselburg has been brewing beer since the days when Austria was still called „Ostarrichi“ between the 10th and 12th century. Since when exactly an organised brewing industry has been existing in Wieselburg is not known. In 1568 the Wieselburg brewery was finally entitled as the grand brewery of Count Niklas and the brewing business in Wieselburg was documented in written form for the first time.

### 1632 FOUNDATION OF THE KLEIN-SCHWECHAT BREWERY

In Vienna brewing beer has been an ascertained craft as early as the 14th century. However, as in many other large cities, breweries tend to be located in the suburbs. In 1632, amidst the thirty-year-war, Peter Descrolier, servant and paymaster to archduke Matthew, established his brewery at Frauenfelde near Schwechat. From 1841 the Schwechat brewery conquered the beer world with its „Lagerbier“ under the leadership of the Dreher family.

## 1638 THE LINZ BREWHOUSE GOES INTO OPERATION

The Linz brewhouse, located at today's Donaulände, went into operation in 1638. Some sources also mention a brewhouse as early as 1509, allegedly built after a great city fire. Alongside the brewery, an own brewing office to monitor the brewery in terms of quality and economy was founded.

## 1669 FIRST MENTION OF THE REININGHAUS BREWERY

The history of this brewery started in 1669, when innkeeper Lorenz Schaupp received permission from the Count of Eggenberg to brew and serve beer. In the 19th century, the brewery is taken over by the Reininghaus family and grew into the fifth largest brewery in the Danube Monarchy.

## 1836 TRANSFORMATION OF THE LINZ CITY BREWERY INTO THE POSCHACHER BREWERY

Franz Lehner founded the suburban brewery and thus laid the cornerstone of the famous Poschacher brewery in Linz. The now closed brewery owes its name to Josef Poschacher, who took over the operation in 1854 and managed to lead it into a remarkable upswing.

## 1858 FOUNDATION OF THE ZIPF BREWERY

In 1858, the Viennese banker Franz Schaup acquires the so-called „Hoffmann reality“ with a small brewery in Zipf, Upper Austria. Within just five years, the beer output increased tenfold compared to 1542 hectolitres before Schaups' acquisition.

## 1860 MAX KOBER ESTABLISHES THE GÖSSER BREWERY

A „pierbrewer“ was already documented in Göss, Styria, in 1459. However, it is assumed that beer had already been brewed before within the walls of the local monastery. In 1860 the trained brewer Max Kober took over the Monastery's premises and set up his brewery, which soon turned into a model plant for the beer brewing industry, well

renowned far beyond the Austrian borders. Since 1893, the Gösser brewery has been listed as a public limited company on the stock market.

## 1889 THE UPSWING OF THE PUNTIGAMER BREWERY BEGINS

Already in the 15th century, Styrians loved the beers from the small brewery in Puntigam. But it was not until 1800 that it became a large brewery with a beer output of 100.000 hectolitres. Finally, in July 1889, the Schreiner family took over the brewery and led Puntigamer into its great upswing lasting until today.

## 1902 FOUNDATION OF THE „FIRST EASTERN TYROLEAN STEAM BREWERY FALKENSTEIN“ IN LIENZ

After his first failed attempt as a master brewer, Johann Baptist Steiner found the Falkenstein brewery in Lienz, Tyrol. He has always been a gifted brewer, but had only little luck as a businessman. Steiner had introduced an administrator to his company until 1909. Afterwards he operated the brewery himself, again not ending well. A series of family setbacks and bad speculations during the first world war caused him to lose everything. Finally, in 1918 the Falkenstein brewery is sold to the Gösser brewery in Leoben.

## 1909 ESTABLISHMENT OF THE „FIRST ALPINE PEOPLE’S BREWERY“ IN SCHLADMING

In response to the beer cartel, the brewery was founded alongside many others in 1909 as an innkeeper’s cooperative. On the contrary to the initial plan of relocating the brewery within Styria from Bad Mitterndorf to Schladming, a rebuilding of the brewery was done outside of Schladming’s centre. This new brewery served its first beer in 1910 and ended with a beer output of 6.600 hectolitres in its first year, failing to meet the potential output of 25.000 hectolitres. In fact, it’s not before 1969 that the output rises to over 20.000. With a new bottling hall going into operation in 1985 followed by a new bottle and barrel filling facility in 1996, the yearly production now amounts 35.000 hectolitres.

## 1921 FOUNDATION OF BRAUBANK AG

On October 16th, 1921, the owners of Wieselburg brewery, Poschacher brewery Linz, share brewery and malt factory Linz, Salzkammergut brewery Gmunden and Hofbräu Kaltenhausen unite to found the subsidiary Braubank AG. None of the people involved would have dreamed of laying the foundation stone for a beer empire that would become the largest brewing and beverage corporation in Austria within a few decades.

## 1925 MERGER TO FORM ÖSTERREICHISCHE BRAU AG

Wieselburg brewery, Poschacher brewery Linz, share brewery and malt factory in Linz, Salzkammergut brewery Gmunden and Hofbräu Kaltenhausen merge with their subsidiary Braubank AG to form Österreichische Brau AG.

## 1928/1929 EXPANSION OF ÖSTERREICHISCHE BRAU AG

Another merger with Österreichische Brau AG takes place: Liesing brewery, Sternbräu Salzburg, United Breweries of Kundl Jenbach, Civil Brewhouse Innsbruck, Reutte brewery and Bad Gastein Thermal Water GmbH decide to merge with the conglomerate. Later, Brau-Holding AG is founded above Österreichische Brau AG, to form a tax-efficient solution.

## 1935 FIRST USE OF CROWN CAPS

In the mid-1930s, Gösser becomes the first beer brand to use crown caps to close its beer bottles.

## 1955 GÖSSER SPEZIAL SERVED AT THE SIGNATURE OF THE AUSTRIAN STATE TREATY

May 15, 1955 is not only a historical date throughout Austria, but also for Brau Union. When the state treaty between the Austrian Federal government and representative of all Allied occupying powers to release Austria back into independence was signed, the drink served for celebration happened to be Gösser Spezial.

## 1967 NEW VARIETY „ZIPFER URTYP“ ENTERS THE MARKET

In the 1960s, Zipfer introduces their variety „Urtyp“ to the beer market, it is characterised by its unique bitter but spicy taste. Already back then, Urtyp was considered the epitome of Austrian premium beer. In 1970, the traditional brewery of Zipf merges with Österreichische Brau AG, marking an important step to market dominance.

## 1968 CRATES AND KEGS REVOLUTIONISED

For the first time ever in the history of beer, wooden crates and oak barrels are replaced by lighter and more durable synthetic crates and aluminium barrels. The very low weight of these synthetic crates significantly increases the home consumption of beer.

## 1978 NEW EXPANSION AND FIRST EVER SIX-PACK BY ZIPFER

A further expansion developed when the Schwechat brewery merges with Brau-Holding AG. Meanwhile, Zipfer sparks a revolution by issuing its first ever six-pack for their seasonal Stefanibock beer. Originally, the six-pack was intended to be used solely for Stefanibock, but overwhelming positive feedback caused Zipfer to also pack their Urtyp in the new trays. This packaging unit is now well rooted in the world beer market.

## 1986 EDELWEISS WHEAT BEER ENTERS THE MARKET

Edelweiss wheat beer is introduced to the market by the Kaltenhausen brewery. It is offered crystal clear and yeasty cloudy, just how wheat beer drinkers like it best. The trend towards wheat beer („Weißbier“ or „Weizenbier“) had spilled over from Northern Germany and Bavaria, sparking a change in the beer market. Within a short period of time, Edelweiss becomes the dominant product in the wheat beer segment, securing a market share of one third overall.

## 1988 FOUNDATION OF THE „BRAU-BETEILIGUNGS- AKTIENGESELLSCHAFT (BBAG)“

BBAG is founded as a listed international beverage group with production sites in Austria, Hungary, Czech Republic and Romania.

## 1991 MERGER OF BBAG AND STEIRERBRAU

In the early 1990s, BBG continues its growth and merges with the Styrian brewing industry. Three breweries as well as the Grieskirchner brewery, the subsidiary of Steirerbrau, are incorporated into the enterprise.

## 1993 FOUNDATION OF BRAU UNION AG

All brewery interests of the group, both foreign and domestic, are united in a new quoted stock corporation, the Brau Union AG, which since then represents all beer interests.

## 1997 ZIPFER URTYP MEDIUM, THE FIRST ALCOHOL-REDUCED BEER

The Zipfer brewery proves its innovative role by producing the first alcohol-reduced beer – another new development after their invention of the synthetic crate and the six-pack. Having developed an unique brewing process, Zipfer’s brewers manage to reduce the alcohol concentration in their beer by 44 percent, without losing the distinctive Urtyp taste. Zipfer Urtyp Medium enters the market as Austria’s first very bright, slim and refreshing light beer.

## 1998 FORMATION OF BRAU UNION ÖSTERREICH AG

1991 marks the merger between Steirerbrau and BBG, a process that turns into another merger of those two enterprises to form Brau Union Österreich AG in 1998.

## 2000 525-YEAR-ANNIVERSARY OF HOFBRÄU KALTENHAUSEN

Austria’s oldest existing wheat beer brewery celebrates its anniversary and is looking back at hundreds of years of brewing history. Founded in 1475, it became possession of the royal-archiepiscopal court chamber of Salzburg for over 300 years. In the following centuries, the brewery had various owners. Shortly before the 20th century, Kaltenhausen already had an annual beer output of over 100.000 hectolitres.

## 2001 SCHLADMING BREWERY

Brau Union Österreich AG acquires 33 percent of Schladming brewery’s shares.

## 2002 FIRST NATURAL GAS-POWERED TRUCK USED BY BRAU UNION ÖSTERREICH AG

Acting according to its sustainability strategy, Brau Union Österreich AG introduces the first natural gas powered, low-noise transporter to its fleet.

## 2003 INTERNATIONAL PARTNERSHIP WITH HEINEKEN

Brau Union Österreich AG commences its partnership with the international Heineken group, integrates all central European activities and undergoes a new formation in the process. The name Brau Union Österreich AG remains.

## 2004 HEINEKEN CONQUERING THE AUSTRIAN BEER MARKET

One year after Brau Union Österreich and Heineken seal the deal of their cooperation, Heineken beer is introduced to the Austrian market. The green bottle with its distinctive red star conquers the hearts of Austrian beer lovers in no time.

## 2005 FURTHER MILESTONES OF BRAU UNION ÖSTERREICH AG

Brau Union Österreich introduces its multi-way system called „6-roll“ to the food trade industry and furthermore increases its shares of the Schladming brewery to 90 percent.

## 2008 150-YEAR-ANNIVERSARY OF THE ZIPF BREWERY

In early summer, the Zipfer brewery celebrates its 150th anniversary. By 2008, it hasn't only become the largest plant of Brau Union Österreich AG, but also the largest brewery in the state of Upper Austria, exporting to its main foreign markets Russia and Italy. The brewery produces more than 11 brews with each 450 hectolitres on a daily basis. To celebrate the anniversary, the Zipfer design beer glass, later winner of a 2009 design award with over 2.800 submitted projects, is introduced.

## 2009 100-YEAR-ANNIVERSARY OF THE SCHLADMING BREWERY

On the whit weekend 2009, 600 guests gather to celebrate the Schladming brewery's 100-year-anniversary. One of the highlights of the ceremony is the tapping of a new speciality: the so-called Schladminger BioZwickl.

## 2010 150-YEAR-ANNIVERSARY OF THE GÖSS BREWERY

Gösser takes pride in its 150-year brewing history and celebrates it by introducing a new product: The anniversary beer Gösser Dunkles Zwickl. During free guided tours, visitors are invited to discover historical events such as the fact that Gösser beer was served during the signing of the Austrian state treaty in 1955. Alongside Dunkles Zwickl, Gösser also uses its anniversary year to introduce their NaturRadler in recyclable bottles and 24-crates to the market.

## 2011 INAUGURATION OF THE SPECIALITY MANUFACTORY KALTENHAUSEN

In 2011, the speciality manufactory Kaltenhausen is opened to the public for the first time. Where once, as today, brewing was characterised with high prestige, traditions and recent knowledge about Austrian beer culture shall be presented to visitors in interesting tours. The inauguration is celebrated with natural beer specialities and delicacies from Salzburg's Tennengau region.

## 2011 GENERAL DISTRIBUTION OF DESPERADOS

Brau Union Österreich secures the distribution rights of the tequila flavoured beer and takes over the distribution for the Austrian beer market. The lager beer with the green iguana is sold in 0,33l disposable bottles as well as in six-packs.

## 2013 GÖSSER NATURGOLD: FIRST NON-ALCOHOLIC BEER AND ITS INNOVATIVE BREWING PROCESS

By January 2013, Gösser introduces its NaturGold to the market – Austria's first naturally cloudy non-alcoholic beer. By introducing NaturGold, Gösser closes a gap in the non-alcoholic beer segment and delivers what beer connoisseurs have already been waiting for: Best taste at any time of the day. A new innovative brewing process guarantees the specific, „beery“ Gösser taste.

## 2014 GÖSSER KRACHERL: NON-ALCOHOLIC THIRST QUENCHER WITH FRUITY LEMON TASTE

February 2014. Non-alcoholic Gösser meets refreshing lemon juice – Those are the ingredients of Gösser's new „Kracherl“. Naturally cloudy, refreshing lemon taste and soft beer flavour combined to a thirst quencher appealing to adults since the beginning of February.

## 2015 STRONGBOW: A TRADITIONAL CIDER IN VOGUE

March 2015. The world's biggest cider brand is brought to the Austrian market by Brau Union Österreich AG, available in three different tastes - Strongbow Gold Apple, Strongbow Red Berries and Strongbow Elderflower.

● **2015 NON-ALCOHOLIC MILESTONE: CONVINCED BY NEW ZIPFER  
HELL NON-ALCOHOLIC**

March 2015. Yet another innovation coming from the Upper Austrian brewery Zipf, stirring the blood of many beer gourmets: A bright and clear beer type, uniquely harmonious and especially fresh in taste – but, without alcohol: Zipfer Hell Non-alcoholic.