

# *Yuengling*®



*America's Oldest Brewery*®

FAMILY OWNED AND OPERATED  
SINCE 1829







## **OUR MISSION**

D.G. Yuengling & Son, Inc., America's Oldest Brewery, is a family owned and operated brewery built on strong heritage and traditions with a commitment to producing the highest quality Lagers, Porters and Ales for our wholesalers, retailers and consumers.

## **OUR VISION**

D.G. Yuengling & Son, Inc., will continue to strengthen its position as one of the fastest growing breweries in America.

## **OUR CORE VALUES**

Commitment to excellence.  
Superior service to our wholesalers, retailers and consumers.  
A positive work environment for our employees.  
Respect for all individuals.  
Honor our heritage and traditions.





D.G. YUENGLING & SON.

## The Yuengling Brewery... An American Success Story

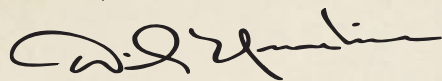
I would like to share the great pride we have in being recognized as America's Oldest Brewery. Founded in 1829 by my great-great-grandfather David G. Yuengling, we are a family-owned company, now spanning over 180 years of continuous operation.

Through five generations we have remained unique among breweries, distinguished by our culture, heritage, traditions and portfolio of brands. Now the sixth generation is actively learning the business from the ground floor up.

I would like to thank our consumers, retailers, wholesalers and employees who are the cornerstone of our brewery. You have become a part of the extended Yuengling family, and each of you has become an integral part of our continuing success.

Whether you are raising a glass of Yuengling for the first time or have been a lifelong fan, I thank you for your support of America's Oldest Brewery. I invite you to discover more about our unique company.

Cheers,



Dick Yuengling, Jr.  
Fifth Generation  
President and Owner,  
D.G. Yuengling & Son, Inc.





# D.G. YUENGLING & SON

## *An American Story*



Dick Yuengling

In spite of the demise of countless breweries throughout the country, the ever-popular Yuengling Brewery survives as a thriving business and historic treasure. It owes its ongoing success to a remarkable combination of pride and determination, tradition and innovation. This is evident in the quality products produced throughout Yuengling's challenging history.

It was the year 1829 when Americans were getting used to their newly elected president, Andrew Jackson, that 23-year-old David G. Yuengling, an immigrant from Württemberg, Germany, settled in Pottsville, Pennsylvania, and started a brewery.

Originally named the Eagle Brewery, today the Yuengling Brewery is still identified with the qualities of strength and pride, symbolic of the American Eagle. Each Yuengling label bears the eagle trademark chosen by young David Yuengling so long ago.



Previously located on Centre Street, current site of Pottsville's City Hall, the brewery was completely destroyed by fire after only two years of operation. A new brewery was then constructed on Mahantongo Street, where operations continue today.

In 1866, David G. Yuengling's eldest son, David, Jr., left Pottsville to establish a second brewery on the James River in Richmond, Virginia — appropriately naming it the James River Steam Brewery.

In 1873, when David Yuengling's second son, Frederick, joined his father in the original operation, the brewery name was officially changed to D.G. Yuengling & Son. It was Frederick's steady management that helped guide the company through economic uncertainty and eventually saw him add a bottling line. Following the death of Frederick Yuengling in 1899, his only son, Frank, took the helm. He managed the business until 1963, a remarkable period of 64 years.



Brewery workers with David G. Yuengling (c.1873)

During the late 1800s, two additional breweries were opened in New York, in Saratoga and New York City, and a fifth brewery was eventually opened in Trail, British Columbia. Over the course of time, all of these breweries were closed or sold, but the Pottsville location survived.

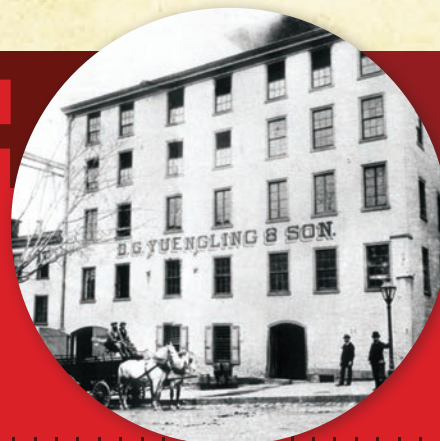
### 1829

David G. Yuengling establishes the Eagle Brewery on Centre Street in Pottsville, Pennsylvania.



### 1831

Fire completely destroys the plant and a new brewery is built on Mahantongo Street, Pottsville, site of the current brewery.



### 1873

Brewery name is changed to D.G. Yuengling & Son after David's son, Frederick, joins his father as partner.

### 1877

David Yuengling dies at the age of seventy.



# THE PROHIBITION ERA

One of the more interesting facets of the company's colorful history was its innovative response to the "Prohibition" of alcohol legislated by congress in 1919. Considered one of the biggest shakedowns in American brewing history, the restrictive period of prohibition forced many breweries out of business.

To survive Prohibition, Yuengling produced three different near beers. The first was "Yuengling Special," the most popular near beer brew. In addition, they introduced "Yuengling Por-Tor," a take-off of their popular "Celebrated Pottsville Porter." The third was an experiment with a unique brewing process that produced a cereal beverage called "Yuengling Juvo," marketed as an early energy drink.

It was also during this period that Frank Yuengling constructed the Yuengling Dairy across the street from the brewery. The dairy provided ice cream and other dairy products to customers in the area until it was closed in 1985.

In 1933, when the nation's breweries and disgruntled beer lovers finally won the fight against Prohibition, Yuengling produced its symbolic "Winner Beer," to celebrate Prohibition's repeal. The brewery shipped a truckload of its popular brew to the White House to show their appreciation to President Roosevelt.

As thirsty GIs returned home from World War II, it was clear that American tastes were changing. Lighter, nationally-brewed beers were gaining in popularity over the full-flavored products of traditional, regional breweries.

Difficult times continued throughout the 1950s and 1960s. National breweries became even more prominent. Television advertising and an interstate highway system helped spread the popularity of large beer brands. The market for local beer declined, and imports were gaining favor among affluent drinkers.

When Frank Yuengling died in 1963, Frank's two sons, Richard, Sr. and F. Dohrman Yuengling, took control over a venerable company struggling to make payroll. When Dohrman passed away in 1972, the brewery, like many other family businesses, existed primarily to sustain the family.

Dick Yuengling, the present owner, credits the company's survival to the determination and hard work of his father and uncle. "If it wasn't for their loyalty to the business during that difficult time, the company wouldn't be here today."

## THE REBIRTH OF THE CLASSIC AMERICAN BEER

Fermentation tanks (c.1900)



Near beer truck  
(c.1920s)

In 1976, during America's Bicentennial, the brewery captured national attention. D.G. Yuengling & Son was placed on both the national and state historic registers and was officially recognized as America's Oldest Brewery. This honor generated renewed interest in the company and its beer brands. However, even as this milestone of longevity was being celebrated, the company looked to begin a new chapter in American brewing — the rebirth of the classic American beer.

### 1899

Frederick Yuengling dies at the age of 51. His only son, Frank, assumes the brewery's management.

### 1920

Yuengling constructs a dairy directly opposite the brewery to help survive Prohibition.

### 1919

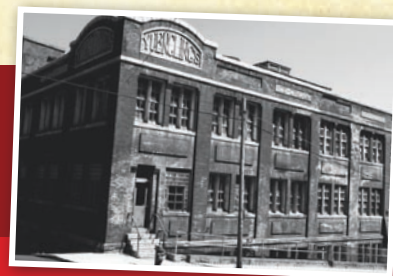
The eighteenth amendment is ratified, enacting a call for the national prohibition of alcohol. To survive, Yuengling switches to production of near beer products.

### 1895

Frederick Yuengling adds the bottling line to the plant.

### 1929

The 100th anniversary of the brewery. Near beer remains the only product being produced.





# AMERICA'S OLDEST BREWERY

## *Today's Modern Beer Maker*



Richard "Dick" Yuengling, Jr. started working at his family's brewery in 1958. As a teenager, he helped stack cases, lug empty kegs, clean the cellar tanks and load trucks. He watched as his father and uncle struggled when they took the company's reins in 1963.

"All the small breweries were going out of business," Dick recalls. "I was being told not to make a career of it."

After his high school graduation, his parents sent him off to Lycoming College to prepare for another line of work. Even so, he left Lycoming after only one year and returned to the brewery to pursue his passion.

"With limited funds for modernization, our brewery was just hanging on by a thread. It wasn't worth very much."

**"ONE, GET ME TO CAPACITY  
(200,000 BARRELS)...  
AND TWO, DON'T TURN US  
INTO IBM."**

In 1973, Dick opted to satisfy his desire to test his own skills by purchasing a wholesale beer business in Pottsville. He ran his business for 11 years with a great deal of success. Little did he know, these skills would soon be put to an even bigger test.

In 1985, Richard, Sr. was ailing. Dick had a decision to make — whether to continue with the distributorship or return to the family business. Despite the company's financial struggles, he decided to purchase the brewery to keep the company from closing its doors. On that day he vowed to not be remembered as the Yuengling who presided over the demise of his family's brewing legacy.



**1933**

Prohibition ends. The brewery celebrates by producing "Winner Beer" and ships a truckload to President Franklin D. Roosevelt.



**1936**

The brewery Rathskeller is built.



**1954**

The brewery celebrates 125 years of existence.



Every effort was made to modernize the company and make it more competitive in the marketplace without compromising its heritage. Dick began work with Ray Norbert, the longtime brewmaster, to expand the company's product portfolio. Original Black & Tan was produced by combining the company's Porter and Premium brands. In 1987, a historic recipe was resurrected and Yuengling Traditional Amber Lager was reborn. Eventually, this product would go on to draw national attention.

But in 1989, D.G. Yuengling & Son would make only 127,000 barrels of beer. Dick knew he needed sales and marketing help, and he looked outside to hire young talent. A year later, he hired David Casinelli as the first Director of Sales and Marketing. He gave him only two instructions. "One, get me to capacity (200,000 barrels) ... and two, don't turn us into IBM."

Dick was willing to put everything up for review, something not always commonplace in a family business. Together, Dick and David revamped the marketing, redesigned the labels, switched to more aggressive and committed distributors, and focused on a "back-to-basics" sales approach. They even grew the sales force to a team of four, including Casinelli.

Casinelli recalls, "Whatever the Harvard Business School was teaching, we did the opposite. We were just a bunch of guys selling beer the old fashioned way."

## BY 1996 DEMAND HAD OUTSTRIPPED PRODUCTION

By 1993, 245,000 barrels were produced, far surpassing the original goal of 200,000. Dick expanded the production capacity on every last piece of ground available. In fact, by 1996 demand for Yuengling's products had completely outstripped production capabilities. A bold decision was made to actually decrease the brewery's footprint and serve only the closest "core" market.



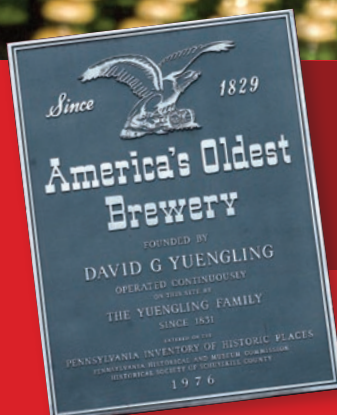
### 1960

N. Ray Norbert becomes Brewmaster. A position he held for 40 years.



### 1963

Frank D. Yuengling dies at the age of 86. He managed the brewery as president and chairman of the board for a remarkable period of 64 years. Upon his death, his sons, Richard L. and F. Dohrman, assume management of the brewery.



### 1976

The brewery is placed on the national and state registers as America's Oldest Brewery.

### 1979

The brewery celebrates its 150th anniversary.



# AMERICA'S OLDEST BREWERY

## *Today's Modern Beer Maker*

### FROM 1997 TO 2007 THE BREWERY DOUBLED ITS VOLUME



The momentous success of Yuengling's turnaround brought the brewery to another crossroads. David Casinelli began an assessment of the company's options. On a blackboard he listed the following choices: upgrade the existing plant, outsource some production, buy an existing plant or build a whole new facility. At the bottom of the board he wrote, "Or do nothing." That option was the first to go.

In 1998, Dick Yuengling finally announced his plans to build a new \$50 million facility on Mill Creek Ave., Pottsville, Pennsylvania, just three miles from the historic plant. However, he knew it would take three long years to begin production at this new, modern brewery. As fate would have it, a former Stroh's plant came up for sale in Tampa, Florida just as construction got underway at Mill Creek. Tampa would instantly give Yuengling the extra capacity it needed to fill demand in the North and would also put it in a better position to make inroads in the Southeast.

Despite making an enormous investment in the Mill Creek Brewery, Dick Yuengling worked feverishly to purchase the plant in Tampa as well.

"You have to understand that people scratched their heads. People in the industry questioned the logic ... this investment was an enormous risk when you compared it to our sales, but Dick was confident in our ability to grow," recalls Casinelli.

From 1997 to 2001, the brewery doubled its volume output and surpassed the 1-million-barrel mark. A loyal consumer base continued to grow. What started as word-of-mouth accolades turned into award winning product recognition. The name "Lager" became synonymous with Yuengling.

As the company moves forward — poised to surpass 2 million barrels — Dick Yuengling and David Casinelli prepare for the new challenges ahead. Yuengling's growth into new markets has been careful and calculated. To Dick's credit, he has always been willing to make the necessary investment in improving his breweries and his company's infrastructure before making any hasty moves.

"We have taken the path of disciplined, calculated growth. This decision is in the best interests of the company's future," states Casinelli, now the Chief Operating Officer. "It would be easy to expand quickly and fill capacity, but that's not the Yuengling path to success."



#### 1985

Richard L. "Dick" Yuengling, Jr. buys the company from his father and becomes president.

#### 1987

Dick Yuengling makes the decision to reintroduce Yuengling Traditional Amber Lager, a product that later would become the flagship brand.

#### 1990

David Casinelli joins the company as the first Director of Sales.



#### 1996

Demand for Yuengling actually begins to exceed the brewery's capacity. The decision is made to withdraw from markets outside of the local area.





The phenomenal turnaround success of the company can best be attributed to four elements: Dick Yuengling's aggressive commitment, a strong distribution network, the quality of Yuengling's products and the dedication of its employees. While the sixth generation hopes to take the helm of America's Oldest Brewery, Dick's four daughters remain committed to preserving the qualities and heritage that make Yuengling unique. Every effort is made to ensure that Yuengling's popularity and mystique will continue to expand market by market for generations to come.



## QUENCHING AMERICA'S THIRST

Tap handles that bear the Yuengling name continue to multiply throughout America's restaurants, popular nightclubs and local bars. As the demand for the taste of Yuengling's classic American beer grows, so does D.G. Yuengling & Son's brewing capacity.

In 1999, Yuengling acquired a brewing facility in Tampa, Florida. As America's Oldest Brewery entered the new millennium, the company was again positioned for growth. In 2001, construction was completed on a new, larger facility on Mill Creek Ave., Pottsville, Pennsylvania — just a short drive from the original Pottsville brewery and closer still to a young German immigrant's American dream.



### 1998

To meet demand, Dick Yuengling announces plans to build a second brewery at Mill Creek, three miles from the site of the original brewery.



### 1999

A plant in Tampa, Florida, is purchased from the former Stroh's brewery early in the year, and beer production begins by summer.

### 2009

Yuengling celebrates 180 years as America's Oldest Brewery — family owned and operated.

### 2001

Production begins at the Mill Creek facility, greatly increasing the overall brewing capacity.







# FAMILY OF PRODUCTS

## *Great Tasting Beer*

### **LAGER**

Yuengling Traditional Lager is an iconic American lager famous for its rich amber color and medium-bodied flavor. Brewed with roasted caramel malt for a subtle sweetness and a combination of cluster and cascade hops, this true original promises a well-balanced taste with very distinct character. Our flagship brand, Yuengling Traditional Lager is so widely known and unique in its class that in some areas you can ask for it simply by the name “Lager.”

### **LIGHT LAGER**

True to its American heritage, Yuengling Light Lager is an exceptional brew that appeals to consumers who don’t want to sacrifice character for a low-calorie light beer. It has been masterfully developed to maintain the full flavor profile akin to our flagship Lager brand, but has only 99 calories. Skillfully pairing a caramel malt flavor and mild hop character creates a beautifully rich-colored beer with deep amber highlights that finishes smooth and clean.

### **BLACK & TAN**

Yuengling Original Black & Tan is a pioneer brand that is modeled on a traditional English Half & Half. Introduced in 1986, Yuengling produced one of the first handcrafted draft blends to lead this style of American beer. Black & Tan combines our popular Dark Brewed Porter and Premium Beer to create a brew that is rich and dark in color. It has a well-balanced flavor, with hints of caramel and coffee from the dark roasted malt, that finishes smooth and satisfying.

### **PORTER**

Yuengling Dark Brewed Porter is an original specialty beer that has been brewed expressly for tavern owners and family trade since 1829. An authentic craft-style beer, our Porter calls for a generous portion of caramel and dark roasted malts, which deliver a rich full-bodied flavor and creamy taste with slight tones of chocolate evident in every sip. It pours dark, with a thick foamy head, and imparts a faint malty aroma that is enjoyed by even the most discerning consumer.

### **ALE**

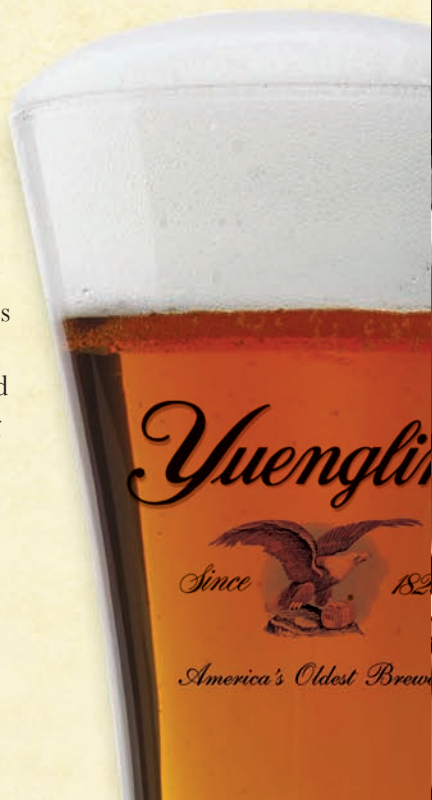
One of our distinct classic beers brewed since 1829, Yuengling Lord Chesterfield Ale has as much rich heritage as it does flavor and appeal. Crafted in a unique two-stage European brewing style for enhanced bitterness, it utilizes both conventional kettle hopping and dry hopping after fermentation, resulting in a dry, sharp finish. Brewed with select hops, its distinct robust flavor is derived from a delicate combination of sweet maltiness and lingering herbal bitterness.

### **PREMIUM**

A regional favorite, Yuengling Premium Beer is popular among local beer drinkers for its thirst-quenching taste. It is a pilsner-style brew, gold in color with a pale malt character that finishes crisp and clean. Premium flawlessly blends both two-row and six-row barley malt for a well-balanced flavor that is always refreshing. Traces of the slight hop aroma are evident in every delicious sip of Yuengling Premium Beer.

### **LIGHT**

Yuengling Light Beer is skillfully crafted to deliver a consistently refreshing brew with only 98 calories. Drawing from traditional brewing techniques, our Light Beer is brewed longer to reduce the sugar content and produce fewer calories in each thirst-quenching drink. Its pale golden color is complemented by a light-bodied flavor. Yuengling Light maintains a well-balanced character of malt and hops, with slight carbonation for a crisp, satisfying finish.





Since 1829  
**America's Oldest  
Brewery**  
FOUNDED BY  
**DAVID G YUENGLING**  
OPERATED CONTINUOUSLY  
ON THIS SITE BY  
**THE YUENGLING FAMILY**  
SINCE 1831  
LISTED ON THE  
PENNSYLVANIA INVENTORY OF HISTORIC PLACES  
PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION  
HISTORICAL SOCIETY OF SCHUYLKILL COUNTY  
1976

# Yuengling



# Yuengling®

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