

Goebel Brewing Co. Process

Research

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Goebel Brewing Company
Began in 1873 to 1964.

Founded 1873 to 1964

August Goebel, (at age 28) originally from Germany, arrived in Detroit at the age of 17, fought in the Civil War, and became a political figure in Detroit. He was elected city councilman and a lobbyist for prohibition. He created Goebel Beer out of spite against prohibition in 1873 soon became one of the top 3 brewers in Detroit beside Voigt and Kling. But brewing a brewer disqualified him to run for town Mayor. Started with one 4,000-barrel brewery to doubling production 5 years later to 8,000 to 9,000 barrels in the 1880s.

Goebel was a Major part of the golden age of brewing in Detroit. Goebel was a sponsor of the Detroit Tigers Baseball team on broadcasted radio. The beer, advertised as a "light lager", was golden in color, and was noticeably drier than most everyday beers of the era. Goebel became a popular dry beer. Since it had a different taste, some flavors were advertised as a luxury beer.

The Company

Company did very well during the 1880s through the 1890s. Goebel ran other brewing companies out of business like Endriss, River and Maple Brewery. They expanded their efforts and began a brewing race with Stroh Brewing company the other mega brew company dominating Detroit at the time.

-1880s, 3rd Largest Brewer in Detroit.
-1889, Backed by the British, and acquired 3 more breweries. total capacity of 50,000 barrels.
-1894, August Goebel died, positon Taken by Fred Brede, VP taken by August Jr. Goebel.

Prohibition

Prohibition force Goebel & Company to close. With new Leadership, British investors backing out it was the beginning of the end. brewing Co. To save the breweries the man named, Walter F. Haass, who saw the breweries as a real estate

investment. He renamed the buildings Detroit Industries and was rented out to various manufacturers.

Comeback

The Grandson of August Goebel tried to keep the family brewing company alive and purchased Fort Dearborn Brewery. Goebel had to catch up to Stroh Brewing Co. who had managed to stay open. They Goebel made a comeback but did not come close to its original beer empire.

New Owners

It once again changed ownership, being bought by Stroh Brewing Co. They changed its logo from the Bantam Rooster mascot logo to a German eagle in a circle. With different advertising. It gained the most popularity in the 1950s with its rebranding and new products. With new ales. It still continued to fall in sales. Stroh Brewing Co decided its last mass production year in 1964. It continued to be a classic but brewed on a small scale.

Audience

Baseball fans, middle class Americans, Male.
Customers
Older gentleman bars
Baseball teams.

Advertising, products.

Old 1870s Slogan: "pure, natural, light Lager"
New 1940s Slogan: "Naturally brewed" "from the cypress casks of Goebel"

Under the new owners. Goebel was distributed across many states. In the 1940s advertised in magazines, newspapers, and restaurants. The company focused on natural brewed beer. Luxury, Unpasteurized beer. Popular and new, many people liked the taste.

Unpasteurized beer is when you don't cook out the yeast that continues the fermenting process after the beer is brewed. It leads to gas forming in bottles and bottles exploding. Refrigerated draft beers in bottles and refrigerated beer on tap would not create gas build up. but the bacteria had stopped production, it was

all over breweries and was another factor into discontinuing the beer.

Goebel Beer in 2017

Craft beers are very popular today. Local beer with unique tastes is what consumers want. I want to focus on what makes a good local craft beer that can transcend onto a large brewing company. Beer enthusiasts want good tastes, and are passionate. I want to rebrand Goebel beer as a Natural brewing beer company. Healthy, tasty, natural, proud.

Goebel Beer in 2019

Revisiting the brand. Focusing less on "luxury" and more on the local craft beer. Audience is the male spectator sports. Combine Modern and vintage 1960's elements. Focus on the origins of Goebel. Establish it as a Detroit city beer.

Sources

https://en.wikipedia.org/wiki/Goebel_Brewing_Company

https://books.google.com/books?id=Uf-KNF_mO90C&pg=PA198&lpg=PA198&dq=Otto+Rosenbusch.+goebel&source=bl&ots=N0zpbexZD_&sig=7zsFNNIkGPbUE-lmQMqj38H-NHo&hl=en&sa=X&ei=o3BmUbjUCvSM4gSZqoGIAQ-

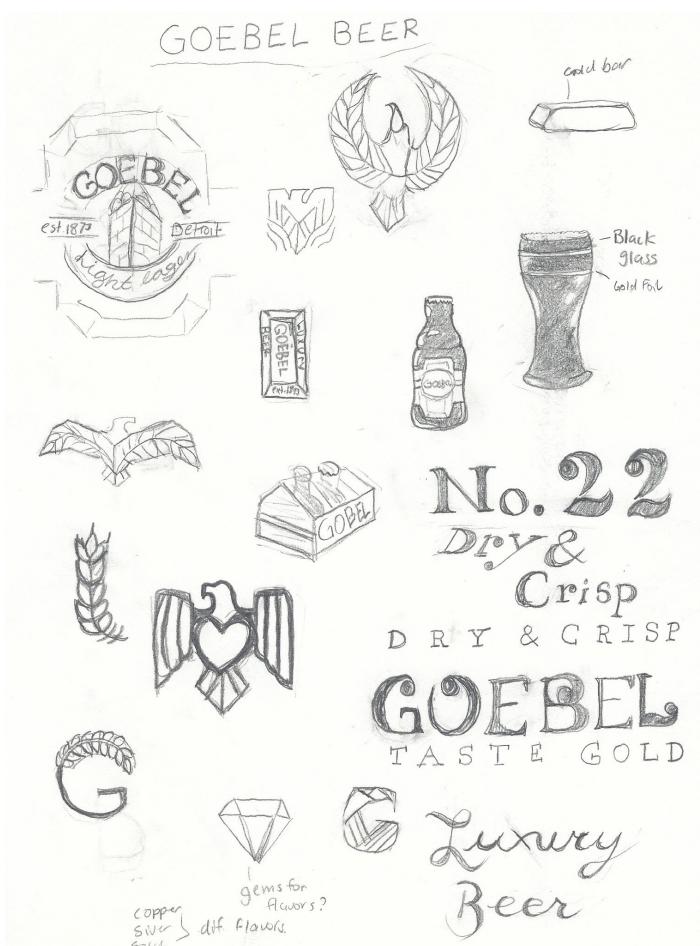
1873 Goebel Beer Brand.



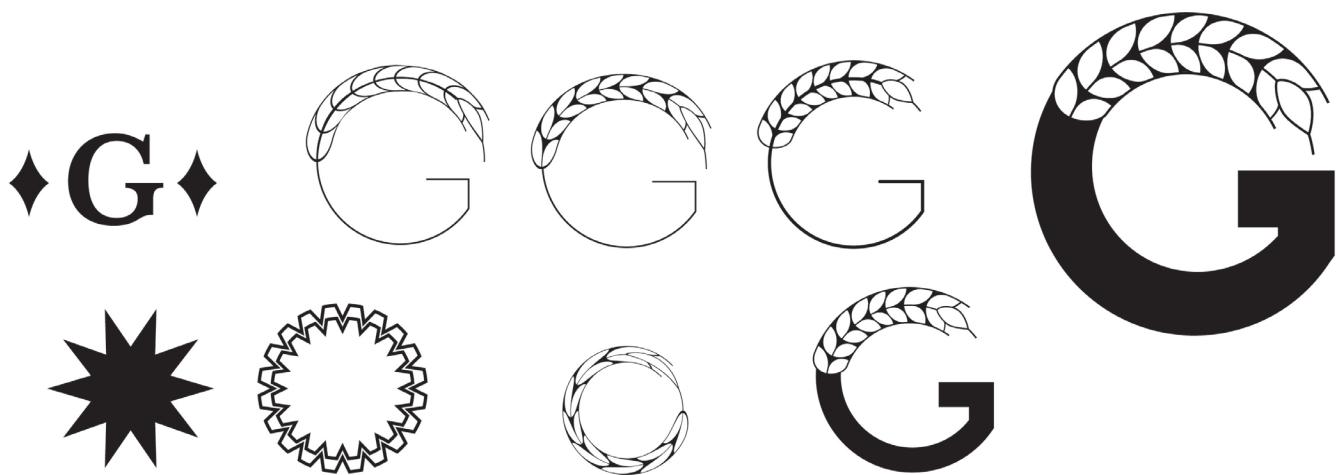
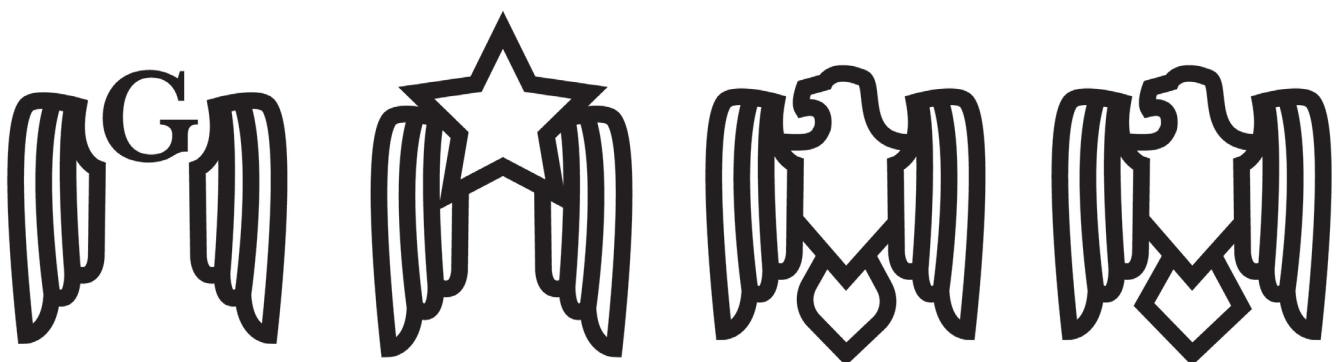
Mood Board, Inspiration

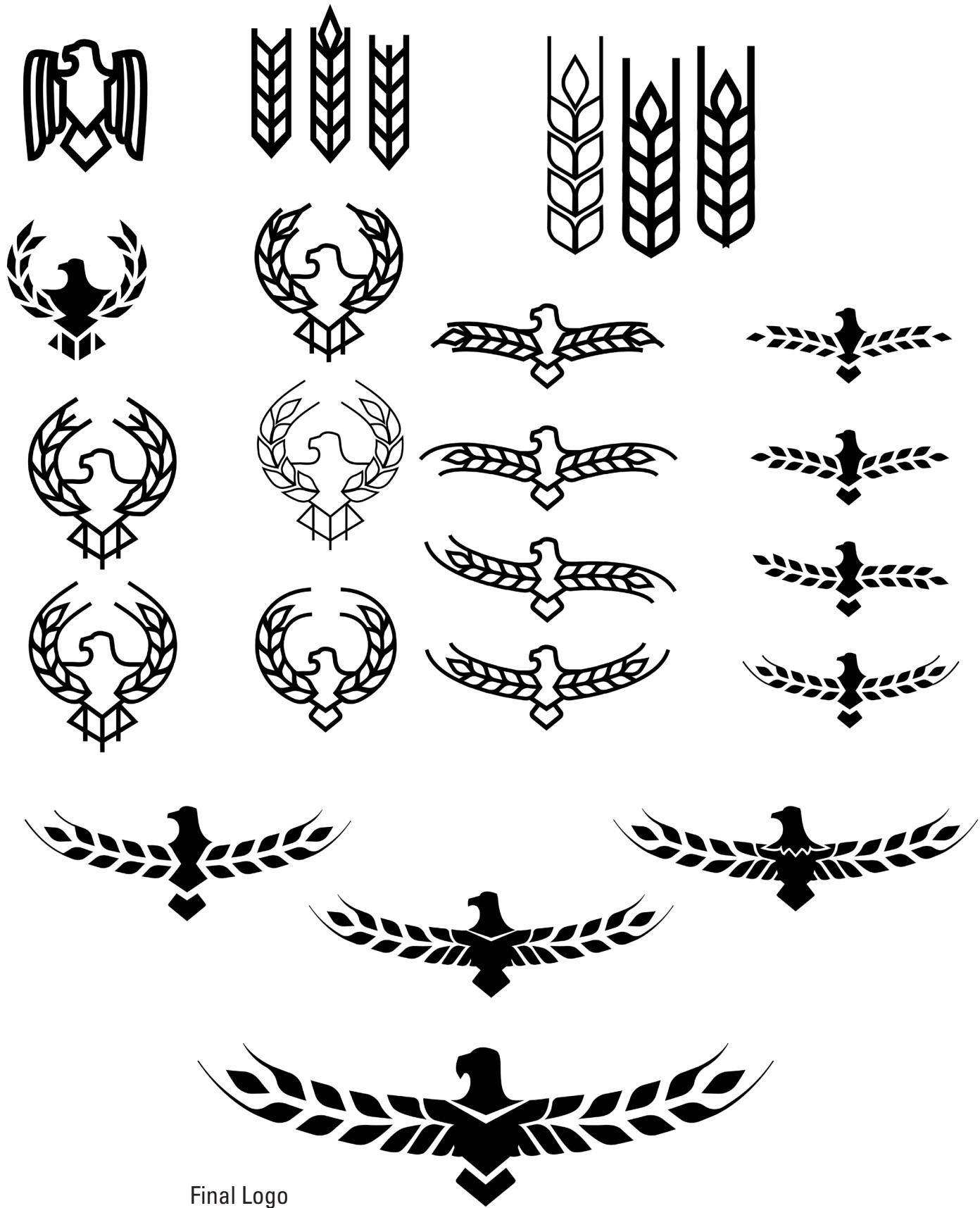


Sketches



Logo Exploration





Final Logo