



EARLY SAN DIEGO BREWERIES...

“San Diego--The best place on the continent for brewing ale.”

--a Practical Brewer, 1872

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WHEN WAS THE FIRST BREWERY IN SD?

- 1989
- 2016
- 1868
- 1919
- 1853



THE ANSWER IS...

- 1989
- 2016
- 1868
- 1919
- 1853

1868



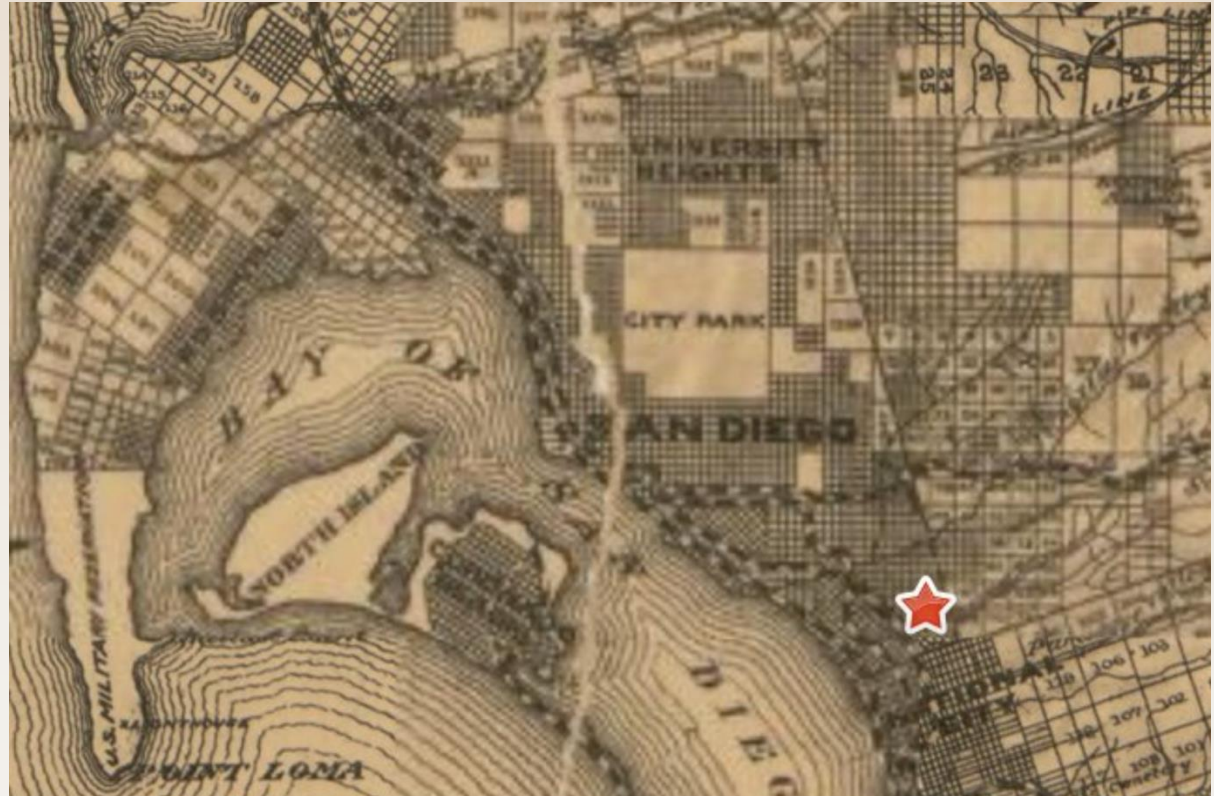
WHO WAS THE FIRST SD BREWERY?

- Mission Brewery
- Karl Strauss Brewing Company
- San Diego Brewing Company
- Dobler's Brewery
- Bay City Brewing Company
- Cervezeria Cruda



AND THE ANSWER IS...

- Dobler's!
- AKA:
 - Doblir/Doblar
 - Chollas Valley
 - Chollas Valley Pioneer
 - San Diego Brewery



WHO WAS DOBLER?

- Immigrated to California 1859
 - From Austria
- 1860 census show employed as a laborer in SD
 - Married to Martene/Martha
- 1870 census listed as a brewer
- Brewing wasn't his only income
 - Rented out property for agriculture
 - Likely farmed himself
 - Owned livestock

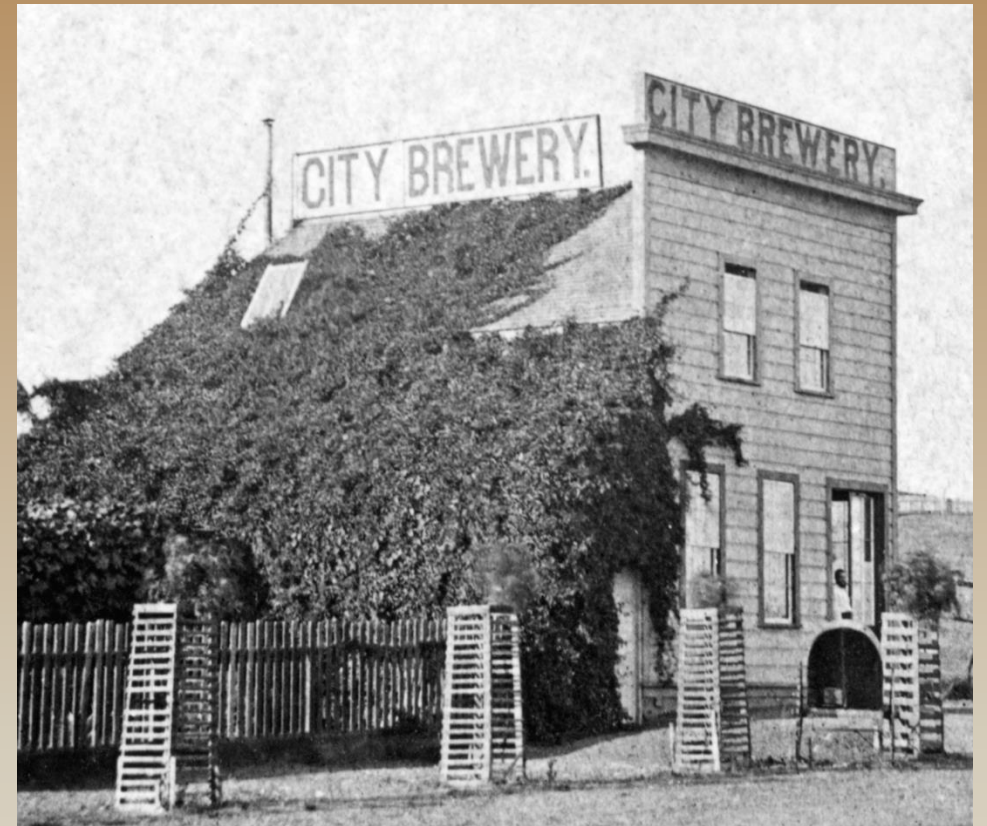
Dobler is an immense fellow. We had no idea that there was so much mellow fun and good humor in the man. In fact, we find that all the Germans we strike in this neighborhood are what they generally are everywhere, bright, keen fellows...We were called upon to laugh at the waggery of Dobler...For present purposes it is sufficient to say that he is proprietor of a brewery some few miles out of the city, and is in the habit of astonishing you by getting off a tip-top joke on very slender provocation.

--The Weekly World, September 21, 1872, p. 3.



LOCAL COMPETITION

- City Brewery in 1870
 - Philip Wedel, German immigrant
 - As the name indicates, it was near the city center
 - First photo of early San Diego brewing
- One or two attempts at additional breweries
 - Valley Brewery 1886-87
 - Jacob Hoefle, owner
 - Near Dobler's brewery
 - An “extensive” unnamed brewery
- Other ‘breweries’ are not brewing locally!



City Brewery, ca 1925. From the San Diego History Center's Historical images collection QP1205.



LOCALLY BREWED?

- A number of other 'breweries' weren't local...
- Some of the breweries supplying San Diego:
 - Fredericksburg Brewery
 - Philadelphia Brewery
 - United States Brewery
 - John Weiland Brewery
 - Chicago Brewery
- These beers were brewed elsewhere (generally San Francisco) and shipped to San Diego 'depots' for distribution, either wholesale or in saloons and restaurants.

John Weiland Brewery, Fredericksburg Brewery,
United States Brewery, Chicago Brewery.

BEER, EXTRA PALE,
PILSENER,
STANDARD,
ERLANGER,
CULMBACHER.

ALSO PORTER
of high repute, to be had in Kegs or Bottles.

OTTO G. BENSCHUETZ, General Agent,
135 FRONT STREET.
Try Willows' Steam Beer in kegs.

WALTER S. YOUNG,
ASSAYER.
Coins returned on all bullion deposits in 24 hours.
931 Fourth Street, San Diego, Cal.

San Diego Union, Nov. 13, 1890, p. 4



PROBLEMS WITH NON-LOCAL BEER

- Beer shipped from San Francisco and beyond
- Via ocean transport since there was no railroad to San Diego
- Issues with transport are:
 - Rough handling
 - Time between brewing and consumption
 - Packaged in barrels, so oxidize and/or leak
 - Lack of refrigeration
 - Perceived quality
- These issues kept locals preferring local beer, but all good things end...



LOSS OF LOCAL BREWERIES

- City Brewery and Depot
 - Wedel passed in 1875, his widow worked with Dobler to remain open
 - Magdalena Wedel sold City Brewery in 1876 to Dobler and Otto Walter
 - The partnership failed and Walter kept City Brewery
 - George Diehl purchased in 1882, added a beer garden, then closed brewery in 1888
- Dobler's Chollas Valley Brewery
 - Dobler passed in 1883, his widow Martha continued operations
 - Martha sold in 1885
 - Changed hands at least once afterwards and closed approximately 1888
 - Brewery location used as landmark into the 1900s



LOCAL BEER IS MISSED

Why Not?

A correspondent who, while evidently not a sea-faring man, is yet not entirely ignorant of "schooners," writes as follows: "Taking a walk the other day to the steamship wharf I was surprised at the amount of beer landed there from San Francisco. Why is it that some of our citizens do not immortalize themselves in manufacturing the same stuff right here? What is the matter with your Budweiser, Frederickburg or Berliner; why not make it just as good here and call it San Diego home brewery? 'A rose' by any other name would smell just as sweet.' We have our flour mill and cracker factory: both produce excellent material."



NEVER FEAR, BEER IS NEAR (KIND OF)

- From an interview in the *San Diego Union*, July 6, 1930, p.46

BILL MARLATT

(Julian)

When I landed in Julian in 1888, there were seven saloons and a brewery in the town. The old blacksmith shop here now was the brewery. In those days we had our dances and wild parties, and quite often these affairs were followed by a funeral. Everybody at Julian is so well behaved now that as far as we are concerned there would not be much need of sheriff officers.

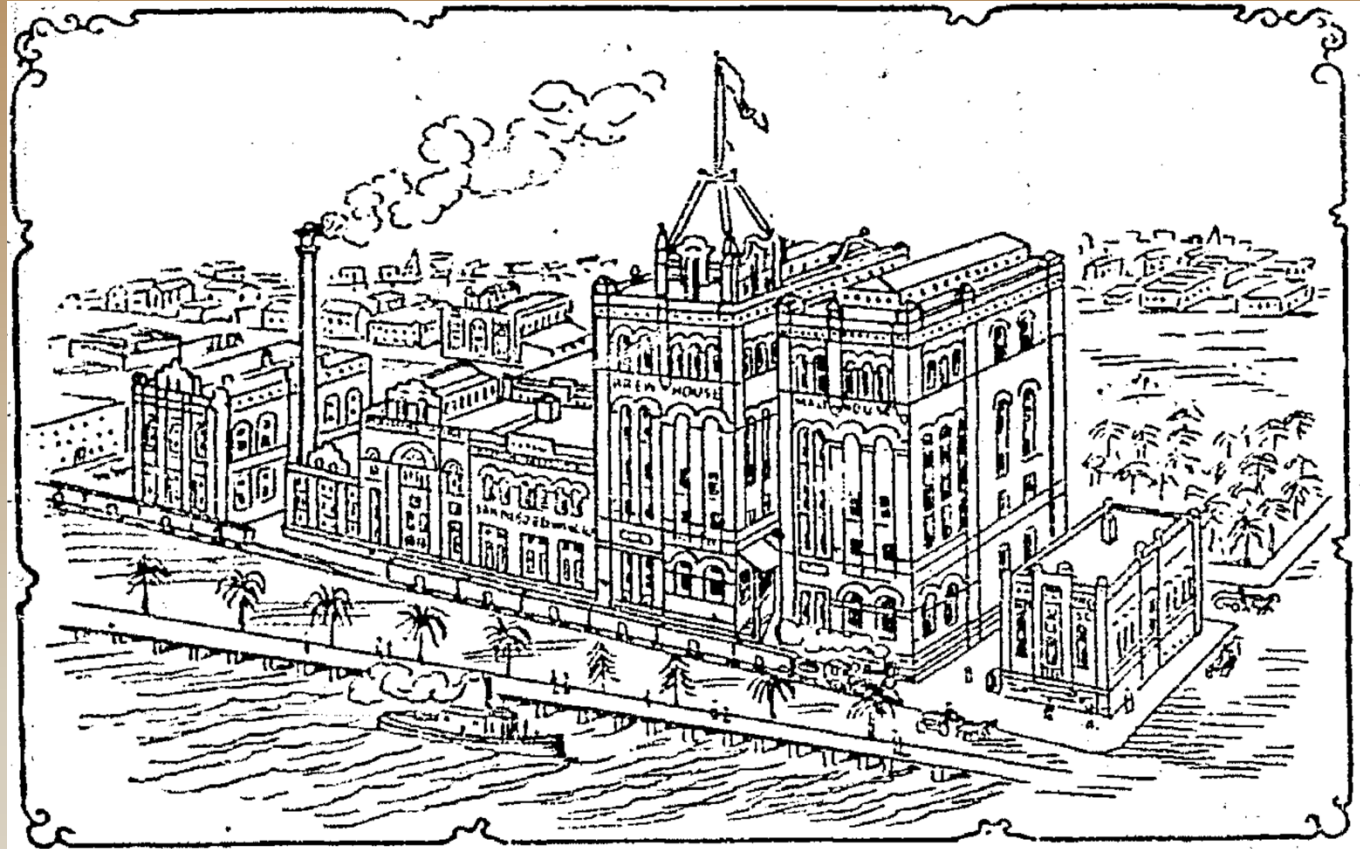


“BIG BREWERY COMING”

- 1895 – Business incorporated and announced plans to open early 1896
- Combination of out-of-state and local investors
- Planned production is for 20,000 barrels a year of beer, ale, and porter
- Located on nearly 9 acres on the bay front
- Everything to be locally sourced except for hops
- First business offices are in the Horton House
- Construction finally begins February 1896, finally opened in 1897
- Women are shareholders as well as men



SAN DIEGO BREWING COMPANY (V.1)



BUILDING OF THE SAN DIEGO BREWING COMPANY, ERECTED IN THE PAST YEAR AT A COST OF \$150,000.




FIRST ADVERTISEMENT

PATRONIZE YOUR HOME
Industry and drink the
product of the

SAN DIEGO BREWING CO.

The best on the market.



All first class saloons
in the city keep the fa-
vorite Beers "PRIMA and
PILSENER," made from
pure Malt and Hops and dis-
tilled water. It sparkles like
nectar, and is pure and
wholesome.



SAN DIEGO BREWING COMPANY (V.2)

- New ownership takes over in 1905
 - Midwest brewing experience
 - Multiple products besides beer
- Corona is one of their beers, adds lagers
- Tagline is “The Quality Beer”
- Very popular, shipped to Hawaii, Arizona
- Heavily advertised to women as consumers and purchasers
- As WWI nears, emphasized patriotism



Image courtesy Lee Doxtader



WOULDA-COULD-A-DIDN'T

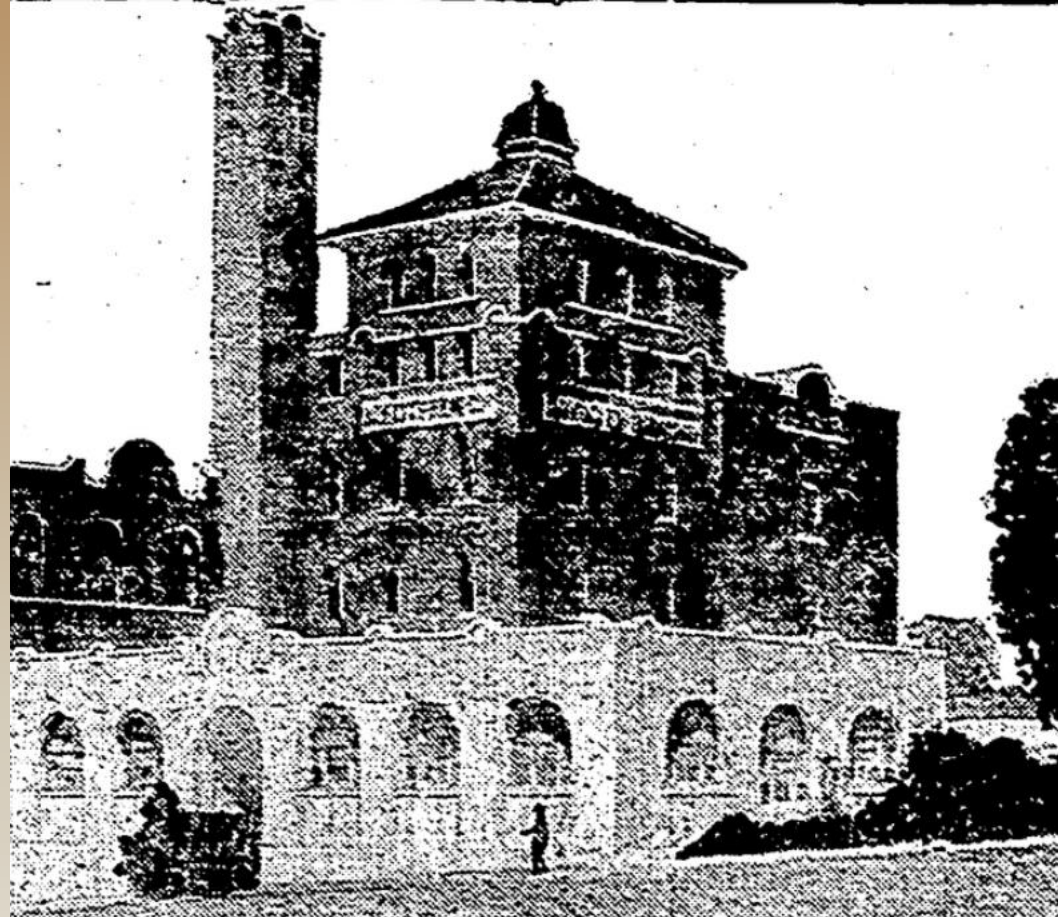
- Competing local breweries attempted 1911-1912
 - Home Brewing
 - Panama Brewing
 - Bay City Brewing (San Francisco investors)
 - 'Grand plans' announced for another unnamed brewery
- Did any actually open?



ALMOST...

- Panama Brewing
- 1911 – Plans announced
- 1912 March – Project renamed Bay City Brewing with reorganized backers

Does this building look familiar?



San Diego Union, March 17, 1912, p.3



MISSION BREWERY

- December 1912 – Bay City renamed Mission Brewery with more reorganization
- Owned by August Lang (father-in-law to the owner of San Diego Brewing, J.H. Zitt)
- Supplement San Diego Brewing's production
- Hopski (near beer) was best known product
- Mission closed in 1917
- 1918 used as influenza hospital
- Agar processing plant for several decades
- Multiple breweries have occupied since



Photo by Bruce Roberson 2012. Used under CC license BY-SA 3.0
https://en.wikipedia.org/wiki/Mission_Brewery_Plaza#/media/File:Mission_Brewery_Southeast_Northeast_Facades.jpg



PROHIBITION

- Federal law and state laws differed
 - Volstead Act was national prohibition
 - California's Wright Act took prohibition further
 - Different agencies for enforcement
- Nationally, limited beer produced for consumption by prescription only
- Beer was not a 'hot' item for most bootleggers
- San Diego didn't have supply shortages with the border nearby
- San Diego investors founded one brewery in Mexico
- An Escondido inventor patented a non-alcoholic beer process

18,782.—*Title:* "WHITE RIBBON BEER THE FOOD DRINK." (For Beer.) WHITE RIBBON BEER COMPANY, San Diego, Cal. Filed June 11, 1915.



END OF THE DRY YEARS

- 1933 — Prohibition ended
 - Balboa Brewing opened
 - Azteca Cerveceria (owned by San Diegans) moved from Mexico as Aztec Brewing Company
 - Balboa moved to Los Angeles (and closed shortly thereafter)
 - Zitt worked to reopen SDBC with new partners and renovated building
- 1936 — SDBC reopens
- Some new aspects to the local industry
 - No evidence of women's participation/ownership
 - Midwestern and Eastern brands take note of San Diego and increase local competition



LOCAL 'DRY' SPELL

- Big Beer competition proved to be too much
- 1942--San Diego Brewing property condemned by eminent domain for the Navy
- 1948--Aztec sold to Altes Brewing of Detroit in a bid to distribute nationally
- 1953--Altes Brewing closed



THE END OF LOCAL BREWING

...until the 1980s and that is another presentation...



THANK YOU!

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