

By: Morrison

H.R. No. 1256

R E S O L U T I O N

1 WHEREAS, The K. Spoetzl Brewery, an enterprise that has won  
2 the loyalty of legions of beer lovers across the country, is  
3 celebrating the 100th anniversary of its founding in 2009; and

4 WHEREAS, Established in 1909 by Shiner-area residents of  
5 German and Czech descent, the brewery was long led by Kosmos  
6 Spoetzl, a Bavarian-born brewmaster who began working at the plant  
7 in 1914 and who purchased it the following year; after his passing  
8 in 1950, his daughter, Cecile, carried on with the family business  
9 until 1966; to oversee the actual production of the beer during that  
10 period, she chose a cousin, August Hasselbeck, who was the son of a  
11 Bavarian malt master; in 1966, "Miss Celie" hired John Hybner, who,  
12 over the course of his nearly 40-year career there, earned the  
13 distinction of being the company's longest-serving brewmaster; and

14 WHEREAS, For decades, beer from the Spoetzl Brewery remained  
15 little-known outside of Shiner and its vicinity; that began to  
16 change in the 1970s, as more and more people began to encounter  
17 Shiner at Austin venues for the burgeoning local music scene; with  
18 the advent of the South by Southwest festival in 1987, word of mouth  
19 by thousands of festival attendees raised the profile of the beer  
20 even higher; "Austin," in the view of current brewmaster Jimmy  
21 Mauric, "introduced Shiner to the world"; and

22 WHEREAS, In 1989, the San Antonio-based Gambrinus Company,  
23 headed by Carlos Alvarez, purchased the Spoetzl Brewery, opening  
24 yet another chapter in the annals of Shiner beer; along with

1 building a new brewhouse and a quality assurance laboratory,  
2 Gambrinus dramatically increased the production of Shiner Bock and  
3 set about enlarging its geographical market; and

4 WHEREAS, Today, with the ability to produce some 600,000  
5 barrels annually, Spoetzl ranks as the largest craft brewery in the  
6 South; its beer is sold in 38 states and the Cayman Islands, and  
7 Shiner Bock has become the number one specialty beer in Texas and  
8 one of the most popular in the nation at large; and

9 WHEREAS, The centennial of the Spoetzl Brewery is being  
10 celebrated with the release of several limited edition beers, a  
11 series of concerts sponsored by Gambrinus around the country, and  
12 the publication of an extensively researched history titled *Shine*  
13 *On: 100 Years of Shiner Beer*, by Mike Renfro; and

14 WHEREAS, A homegrown brewery that is steeped in small-town  
15 pride and the rich heritage of the Lone Star State, the Spoetzl  
16 Brewery constitutes a classic Texas success story, and it is a  
17 privilege to join in recognizing this special milestone in its long  
18 and colorful history; now, therefore, be it

19 RESOLVED, That the House of Representatives of the 81st Texas  
20 Legislature hereby commemorate the 100th anniversary of the  
21 founding of the K. Spoetzl Brewery and extend to all those  
22 associated with the business sincere best wishes for continued good  
23 fortune; and, be it further

24 RESOLVED, That an official copy of this resolution be  
25 prepared for the Spoetzl Brewery as an expression of high regard by  
26 the Texas House of Representatives.