

SENATE RESOLUTION NO. 738

WHEREAS, The Senate of the State of Texas is pleased to recognize the Spoetzl Brewery in the town of Shiner on the occasion of the company's 100th anniversary; and

WHEREAS, Spoetzl Brewery owes its origin to the Germans and Czechs who immigrated to Texas in the mid-1850s and settled in Shiner; the immigrants missed the beer of their homelands and began to brew their own, and in 1909, they formed the Shiner Brewing Association; and

WHEREAS, The company decided to hire a real brewmaster from the old countries and found a larger-than-life character, Kosmos Spoetzl, to serve; Kosmos eventually bought the brewery and gave it his name, but the name of the beer remained Shiner; and

WHEREAS, Following the death of Kosmos, his daughter, "Miss Celie," ran the brewery until 1966, when she sold it; the brewery, which has weathered many ups and downs, went into a marketing decline until 1989, when it was bought by beer industry veteran Carlos Alvarez; and

WHEREAS, Mr. Alvarez expanded the company's seasonal beer, Shiner Bock, into the brewery's flagship brand and marketed the beer throughout the state and nation; his efforts brought success, as Spoetzl Brewery has grown to be the fourth-largest craft brewery in the country and its beer is now available in 40 states; and

WHEREAS, Shiner Bock has achieved iconic status, and other popular Spoetzl beers include Shiner Blonde, Shiner Light, Shiner Hefeweizen, and Bohemian Black Lager; the 100th Anniversary Limited Edition Shiner Commemorator is now available, and a new summer seasonal is soon to be announced; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, 81st Legislature, hereby commend Spoetzl Brewery on its great success and extend congratulations to all associated with the brewery on its 100th anniversary; and, be it further

RESOLVED, That a copy of this Resolution be prepared in honor of Spoetzl Brewery.

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President of the Senate

I hereby certify that the
above Resolution was adopted by
the Senate on April 29, 2009.

Secretary of the Senate

Member, Texas Senate