

Canned Beer

Past, Present, Future

January 12, 2018



History

- <http://www.history.com/this-day-in-history/first-canned-beer-goes-on-sale>

“January 24 - Canned beer makes its debut on this day in 1935. In partnership with the American Can Company, the Gottfried Krueger Brewing Company delivered 2,000 cans of Krueger’s Finest Beer and Krueger’s Cream Ale to faithful Krueger drinkers in Richmond, Virginia. Ninety-one percent of the drinkers approved of the canned beer, driving Krueger to give the green light to further production..”

- <https://www.wired.com/2011/01/0124first-us-canned-beer/>

“Krueger had been brewing beer since the mid-1800s, but had suffered from the Prohibition and worker strikes. When American Can approached with the idea of canned beer, it was initially unpopular with Krueger execs. But [American Can offered to install the equipment for free](#): If the beer flopped, Krueger wouldn't have to pay.”

- <http://keglined.pssht.com/main.html>

“The earliest beer cans reminded consumers to **COOL BEFORE SERVING**. Apparently brewers feared people would overestimate the beer can's abilities - thinking it was such a revolutionary creation it could keep a product chilled indefinitely.”

- Church key flat top can opener:



History

- January 24, 1935 – first canned beer sold
 - Richmond, VA
 - Krueger's Cream Ale and Finest Beer
 - “Keglined” inside coating – similar to a keg
- Pabst – Summer 1935 – first large brewery for cans
- 1940 – cone top cans – didn't last long
- WWII – no domestic sales, only for troops
- 1958 – first aluminum can, Hawaii (Coors 7 oz. 1959)
- 1963 – first pull tab (removable) – Pittsburgh Brewing Company
- 1975 – first fixed pull tab – Falls City Brewing in Louisville
- 1979 – first bar code on a beer can
- Beer can museum – Northampton, MA
[http://yeolwateringhole.com/beer can museum.htm](http://yeolwateringhole.com/beer_can_museum.htm)



Cans or Bottles – Which is Better?

Criteria	Cans	Bottles	Notes
Freshness (Protection of beer)	X		Beer's enemies: light, oxygen, heat
Convenience (Weight, portability, storage)	X		6 pack of 12 oz. cans: 5 lbs 6 pack of 12 oz. bottles: 7.5 lbs
Cost	X		
Sustainability (Environmental)	X		Lower weight = less shipping fuel Easier to recycle
Gets cold faster	X		
Stays cold longer		X	
Consumer perception		X	
Label flexibility		X	
Bottle conditioning		X	

Local Craft Breweries – Cans or Bottles?

Brewery	Location	Cans	Bottles
Green Flash	Virginia Beach	X	X
Young Veterans	Virginia Beach	X	X
Commonwealth	Virginia Beach	X	
Back Bay	Virginia Beach		X
Smartmouth	Norfolk (and VB)	X	
O'Connor	Norfolk	X	X
The Virginia Beer Co.	Williamsburg	X	
Aleworks	Williamsburg		X
Hardywood	Richmond	X	
Devil's Backbone	Lexington	X	X

Craft Beer Packaging and Trends

<https://www.brewersassociation.org/insights/cans-bottles-craft-beer-packaging-trends/> - January 30, 2017

<https://www.brewersassociation.org/insights/cans-and-bottles-craft-beer-packaging-trends-in-2017/> - January 9, 2018

- Craft Brewery Production:
 - 41% Draft
 - 42% Bottles
 - 17% Cans
- Bottles continue to be dominant
- The gaps in consumer perception between bottles and cans are closing
- Growth of cans is faster than growth of bottles
- Small craft brewers are going to cans faster than large craft brewers
- 12 oz cans: 82% of the can market. 16 oz cans: 18%



YOUNG VETERANS BREWING CO.

ESTD 2012 • Virginia Beach, VA

★ HIGH SPEED • HIGH QUALITY ★

OPERATION:
VANQUISH THE Suck

1. JOIN THE CRAFT BEER MOVEMENT
2. KNOW WHO OWNS YOUR BEVERAGE
3. DRINK LOCAL BEER



★ PROUDLY SERVING ALES WELL DESERVING OF THOSE WHO HAVE SERVED AND THOSE STILL SERVING ★

★ PROUDLY SERVING ALES WELL DESERVING OF THOSE WHO HAVE SERVED AND THOSE STILL SERVING ★

DEATH BY POWERPOINT

BLACK PILSNER



999 SLIDES TO GO