

# Legacy Business Registry Staff Report

HEARING DATE JUNE 24, 2019

## ANCHOR BREWING COMPANY

*Application No.:* LBR-2018-19-053  
*Business Name:* Anchor Brewing Company  
*Business Address:* 1705 Mariposa Street  
*District:* District 10  
*Applicant:* Laura Braun, Community Marketing Manager  
*Nomination Date:* April 10, 2019  
*Nominated By:* Mayor London N. Breed  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

San Francisco's Anchor Brewing Company, presently located at 1705 Mariposa Street, was founded in 1896 by German brewer Ernst F. Baruth and his son-in-law, Otto Schinkel, Jr. The pair bought an old brewery at 1431 Pacific Street, dating from the mid-1850s, and named it Anchor. Anchor Steam brand beer derives its name from the 19th century when "steam" seems to have been a nickname for beer brewed on the West Coast of America under primitive conditions and without ice. The word "steam" may have referred to the pressure of natural carbonation.

Baruth died suddenly in February 1906, and two months later, the fire and earthquake destroyed the Anchor Brewery building. In January 1907, just as Anchor Brewery was re-opening at its new location, Schinkel, Jr., was run over by a streetcar. German brewers Joseph Kraus and August Meyer, along with liquor store owner Henry Tietjen, were able to keep Anchor going until Prohibition began in 1920. After Prohibition ended in 1933, Kraus began brewing Anchor Steam Beer again. By the 1950s, changing taste had taken a toll on Anchor's already declining sales. Anchor was purchased by Lawrence Steese in 1960, and in 1965 Fritz Maytag took over the business. By 1975, Anchor was producing new distinctive beers. Though the terms "microbrewing" and "craft brewing" had yet to be coined, Anchor was leading a brewing revolution in San Francisco that would eventually spread across the country. After 45 years, Maytag retired in 2010 with the sale of Anchor Brewing to Keith Greggor and Tony Foglio, and in 2017, Anchor was purchased by Sapporo.

The business is located on the south side of Mariposa Street between De Haro and Carolina streets in the Potrero Hill neighborhood.

### CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

1431 Pacific Ave from 1896 to 1906 (10 years)  
18th Street and Hampshire Street from 1907 to 1920 (13 years)  
(Prohibition from 1920 to 1933 – 13 years)  
17th Street and Kansas Street from 1933 to 1959 (26 years)  
541 8th Street from 1960 to 1979 (19 years)  
1705 Mariposa Street from 1979 to Present (40 years)

### **CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?**

Yes, Anchor Brewing Company has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Anchor Brewing Company is associated with the craft of beer brewing.
- The property has a Planning Department Historic Resource status code of "C" (No Historic Resource Present). The building was found to be ineligible for listing on the California Register during the Showplace Square/Northeast Mission Historic Resource Survey. The warehouse was constructed in 1937.
- Anchor Brewing Company is frequently highlighted in publications including, but not limited to: San Francisco Chronicle, San Francisco Business Times, San Francisco Examiner, San Francisco Travel, Mercury News, Hoodline, Eater SF, USA Today, ABC 7 Bay Area, Time Out San Francisco and many more. In 2018, Anchor accepted the prestigious Dr. Albert Shumante Memorial Award. The award is presented each year to a person, group, or organization for doing something remarkable to spark the preservation or remembrance of the city's history.

### **CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?**

Yes, the applicant is committed to maintaining the physical features and traditions that define the business.

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Anchor Brewing Company qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Traditional brewing techniques paired with modern methods of sanitation, finishing, packaging and transportation.
- Copper brewhouse and fermenting pans.
- One-of-a-kind glass bottles.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Brewery.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Anchor Brewing Company currently located at 1705 Mariposa Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE JUNE 24, 2019

ANCHOR BREWING COMPANY

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2018-19-053  
*Business Name:* Anchor Brewing Company  
*Business Address:* 1705 Mariposa Street  
*District:* District 10  
*Applicant:* Laura Braun, Community Marketing Manager  
*Nomination Date:* April 10, 2019  
*Nominated By:* Mayor London N. Breed  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ANCHOR BREWING COMPANY, CURRENTLY LOCATED AT 1705 MARIPOSA STREET.

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on June 24, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Anchor Brewing Company in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Anchor Brewing Company:

Physical Features or Traditions that Define the Business:

- Traditional brewing techniques paired with modern methods of sanitation, finishing, packaging and transportation.
Copper brewhouse and fermenting pans.
One-of-a-kind glass bottles.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Anchor Brewing Company on the Legacy Business Registry:

- Brewery.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. \_\_\_\_\_

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-053  
*Business Name:* Anchor Brewing Company  
*Business Address:* 1705 Mariposa Street  
*District:* District 10  
*Applicant:* Laura Braun, Community Marketing Manager  
*Nomination Date:* April 10, 2019  
*Nominated By:* Mayor London N. Breed

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?       X       Yes       X       No

1431 Pacific Ave from 1896 to 1906 (10 years)  
 18th Street and Hampshire Street from 1907 to 1920 (13 years)  
 (Prohibition from 1920 to 1933 – 13 years)  
 17th Street and Kansas Street from 1933 to 1959 (26 years)  
 541 8th Street from 1960 to 1979 (19 years)  
 1705 Mariposa Street from 1979 to Present (40 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?       X       Yes                      No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?       X       Yes                      No

**NOTES:** There is a break in known operations from 1920 to 1933 due to Prohibition. There may have been a few “activities” in general during Prohibition and the era of bootlegging, but there is no record of Anchor Brewery doing anything—legal or illegal—during this time.

**DELIVERY DATE TO HPC:** May 23, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



OFFICE OF THE MAYOR  
SAN FRANCISCO



LONDON N. BREED  
MAYOR

April 10, 2019

Director Regina Dick-Endrizzi  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Anchor Brewing for inclusion on the Legacy Business Registry.

The purpose of the City's Legacy Business Registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the city. Per ordinance, a business must be nominated by the Mayor or a member of the Board of Supervisors to be reviewed, processed and approved by the Small Business Commission as a Legacy Business at a public hearing if it meets the criteria set forth.

Originally founded in 1896, this iconic San Francisco institution has been operating for over 120 years, fostering activities that strengthened the community and, cultural fabric and vitality throughout San Francisco. Anchor Brewing has survived fires, Prohibition, earthquakes, droughts, and more. Many say Anchor Brewing was the birth of craft beer. The business has contributed to the history and identity of the city and fostered civic engagement and pride.

It is an honor to recognize the legacy and contributions of Anchor Brewing to our great city of San Francisco.

Sincerely,

A handwritten signature in blue ink that reads "London Breed".

London N. Breed  
Mayor

1 DR. CARLTON B. GOODLETT PLACE, ROOM 200  
SAN FRANCISCO, CALIFORNIA 94102-4681  
TELEPHONE: (415) 554-6141

# Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business’s San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Anchor Brewing Company		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Sapporo Breweries, LTD.		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1705 Mariposa St. San Francisco, CA 94107		((415))863-8350
		<b>EMAIL:</b>
		info@anchorbrewing.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
anchorbrewing.com	facebook.com/anchorbrewing	yelp.com/anchor-brewing-company-san-francisco

<b>APPLICANT’S NAME</b>	
Laura Braun	<input type="checkbox"/> Same as Business
<b>APPLICANT’S TITLE</b>	
Community Marketing Manager	
<b>APPLICANT’S ADDRESS:</b>	
1705 Mariposa St. San Francisco, CA 94107	
<b>TELEPHONE:</b>	
(415) 863-8350	
<b>EMAIL:</b>	
[REDACTED]	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0451897	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1431 Pacific Ave	94109	1896
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1896-1906	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
18th St & Hampshire St	94110	Start: 1907
		End: 1920

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
17th St and Kansas St	94103	Start: 1933
		End: 1959

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
541 8th St	94103	Start: 1960
		End: 1979

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1705 Mariposa St.	94107	Start: 1979
		End: Current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Laura Braun

5/1/2019

*Laura Braun*

Name (Print):

Date:

Signature:

## **ANCHOR BREWING COMPANY**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

San Francisco's Anchor Brewing Company, presently located at 1705 Mariposa Street, was born in 1896 when German brewer Ernst F. Baruth and his son-in-law, Otto Schinkel, Jr., bought an old brewery at 1431 Pacific Street (the first of Anchor's six San Francisco locations over the years) and named it Anchor. No one knows why Baruth and Schinkel chose the name Anchor except, perhaps, for its indirect but powerful allusion to the booming Port of San Francisco.

The rich history of San Francisco's Anchor Brewing Company can actually be traced all the way back to the California Gold Rush, when German brewer Gottlieb Brekle arrived in the city with his family in the mid-1850s. Brekle purchased an old beer-and-billiards saloon on Pacific Street near Russian Hill for a mere \$3,500, transforming it into the American brewery that, 25 years later, would be sold to Baruth and Schinkel and renamed Anchor.

Anchor Steam brand beer derives its unusual nickname from the 19<sup>th</sup> century when "steam" seems to have been a nickname for beer brewed on the West Coast of America under primitive conditions and without ice. The word "steam" may have referred to the pressure of natural carbonation. Today the brewing methods of those days are a mystery, and for many decades Anchor alone has used the quaint name "steam" for its unique beer.

In an uncanny year of misfortune, co-owner Ernst Baruth died suddenly in February 1906. Two months later, the devastating fire following San Francisco's great earthquake consumed Anchor Brewery. In January 1907, just as Anchor Brewery was opening at its new location south of Market Street at 18<sup>th</sup> and Hampshire, Otto Schinkel, Jr., was run over by a streetcar. Fortunately, German brewers Joseph Kraus and August Meyer, along with liquor store owner Henry Tietjen, were able to keep Anchor going.

Prohibition effectively shut Anchor down in 1920. There may have been a few "activities" during Prohibition and the era of bootlegging, but there is no record of Anchor Brewery doing anything—legal or illegal—during this time, other than waiting with the rest of San Francisco for the return of Anchor Steam<sup>®</sup> Beer. After Prohibition ended in December 1933, owner Joe Kraus began brewing Anchor Steam<sup>®</sup> Beer once again after a hiatus of 13 years. As luck would have it, his newly reopened brewery went up in smoke the following February. He re-opened Anchor in an old brick building at 17<sup>th</sup> and Kansas with a new partner, Joe Allen, just a few blocks from where the historic Brewery is today.

In the 1950s, America's newfound "taste" for mass-produced, heavily-marketed lighter beers had taken its toll on Anchor's already declining sales. Anchor was even shut down for a brief period during 1959. Anchor was purchased by Lawrence Steese in 1960 during a time of declining sales. By the early 1960s, most of Anchor's former accounts began rejecting the town's once beloved Anchor Steam® Beer. However, the year 1965 was a massive turning point for the brewery with the arrival of Fritz Maytag.

In 1965, a young Stanford graduate named Fritz Maytag learned that the makers of his favorite beer were soon to close their doors forever. Despite its primitive equipment and financial condition, Fritz rushed to buy 51% of the historic little San Francisco brewery—for a few thousand dollars—rescuing Anchor from imminent bankruptcy. In 1971, 100 years since Gottlieb Brekle first opened Anchor's doors, Fritz began bottling Anchor Steam® Beer – the first bottled Anchor Steam® in modern times. By 1975, Anchor had produced four other distinctive beers, Anchor Porter®, Liberty® Ale, Old Foghorn® Barleywine Ale and the first annual Christmas Ale. Though the terms "microbrewing" and "craft brewing" had yet to be coined, it was clear that Anchor was leading a brewing revolution in San Francisco that would eventually spread across the country.

By 1977, Anchor had five products, a dozen employees and had nearly outgrown its most recent brewery located on 8th Street. After a long search, Fritz purchased an old coffee roastery, built in 1937, on nearby Potrero Hill. On August 13, 1979, Anchor brewed its first Steam® Beer at its new Mariposa Street home, which remains our home today.

After 45 years, Fritz Maytag, having inspired thousands of top craft brewers, announced his retirement in 2010 with the sale of Anchor Brewing to Keith Greggor and Tony Foglio.

In 2017, Anchor was purchased by Sapporo. Through the recent transitions, Anchor continues to lead a spirit of innovation and while fostering its rich heritage in the city of San Francisco, where Anchor is proud to call its forever home.

**b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?**

Prohibition—the nationwide constitutional ban on the production, importation, transportation and sale of alcoholic beverages—effectively shut down Anchor from 1920 to 1933.

**c. Is the business a family-owned business? If so, give the generational history of the business.**

Anchor was a family-owned business with Ernest Baruth and Otto Schinkel, Jr.'s leadership between 1896 and 1907. Since then, Anchor's various owners have been San Francisco locals and/or experienced figures in the brewing industry.

**d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.**

Ernest Baruth and Otto Schinkel, Jr. founded Anchor Brewing Company and owned it through 1907. German brewers Joseph Kraus and August Meyer, along with liquor store owner Henry Tietjen, kept Anchor afloat until Prohibition struck in 1920. At the repeal of Prohibition, owner Joe Kraus and new partner Joe Allen re-opened Anchor in an old brick building on 8<sup>th</sup> Street.

Kraus and Allen valiantly and lovingly kept Anchor afloat until Kraus's death in 1952. Anchor was purchased by Lawrence Steese in 1960 during a time of declining sales. Due to a competitive, heavily-marketed beer landscape, Steese retained Joe Allen to carry Anchor's craft brewing tradition forward. But over the next few years, one of Anchor's oldest accounts, the Crystal Palace Market, had already closed its doors. Steese had an increasingly difficult time convincing loyal Bay Area establishments to continue serving Anchor Steam<sup>®</sup>. By 1965, Steese was ready to shut Anchor down. That's the year when Fritz Maytag, having no prior brewing experience, decided to purchase 51% of Anchor Brewing Company, saving the San Francisco original from disappearing, and went on to spearhead the American craft beer revolution.

Over 45 years of Fritz's leadership, Anchor produced originals such as the first modern American Porter, IPA, Barleywine, Wheat Beer and Christmas Ale. Having started at Anchor when there were only 70 breweries in the country, Fritz announced his retirement in 2010—a time when nearly 2,000 breweries existed in America.

Anchor's torch was passed to Keith Greggor and Tony Foglio, who owned the brewery for seven years. In August 2017, Anchor was acquired by Japan's Sapporo Holdings Ltd., the brewery's current owner.

An ownership history of Anchor Brewing Company is as follows:

1896 to 1906:	Ernest Baruth and Otto Schinkel, Jr.
1906 to 1907:	Otto Schinkel, Jr.
1907 to 1933:	Joseph Kraus, August Meyer and Henry Tietjen
1933 to 1952:	Joe Kraus and Joe Allen
1952 to 1960:	Joe Allen
1960 to 1965:	Lawrence Steese
1965 to 2010:	Fritz Maytag and Lawrence Steese
2010 to 2017:	Keith Greggor and Tony Foglio
2017 to Present:	Sapporo Holdings Ltd.

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

Anchor Steam's headquarters at 1705 Mariposa Street is not recognized by the Planning Department as being historically significant, but it is an attractive Art Deco building built in 1937 that was originally a coffee roastery.

## **CRITERION 2**

**a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.**

Anchor Brewing is one of the most traditional breweries in America while also a pioneer of the craft brewing movement.

Modern steam beer, also known as California common beer, was originated by Anchor Brewing Company. By the mid-1970s, even though the terms "microbrewing" and "craft brewing" had yet to be coined, it was clear that Anchor was leading a brewing revolution in San Francisco. In 1984, Anchor brewed a special wheat beer, which was the first wheat beer in America since Prohibition. In 1989, Anchor's pioneering spirit and reverence for classical brewing led to its Sumerian Beer Project and Ninkasi, a beer made according to a 4,000+-year-old recipe. In 1993, Anchor Brewing became the first brewery in the world with its own in-house distillery. Anchor Distilling, doing for microdistilling what Anchor Brewing had done for microbrewing nearly 30 years before, began making Old Potrero® rye whiskey as it might have been made by George Washington. And then, in 1997, Anchor Distilling began making its unique pot-distilled gin, Junípero®.

Today, Anchor Steam® Beer is known throughout the world, and it is still handmade in Anchor's handsome copper brewhouse in San Francisco. The city has been the home of Anchor Brewing Company for over 122 years. The company never has, and never will, leave the city limits. Anchor's relentless commitment to innovation derives from the support of its diverse San Francisco community. Although you can find Anchor beers around the world, the brewery fully identifies with the city of San Francisco—a truly extraordinary place. In 2010, the San Francisco Museum and Historical Society presented its William C. Ralston Award to Anchor Brewing Company, "a business that has made significant contributions to the collection, preservation and interpretation of San Francisco history."

**b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?**

Anchor Brewing Company celebrates Anchor Steam Beer year after year with Drink Steam Week. Back in 2015, the Mayor of San Francisco proclaimed the third week of August to be Drink Steam Week, celebrating Anchor's pioneering role in the American beer industry and continued commitment to brewing in San Francisco. Drink Steam Week has expanded nationwide, with workshops, events and special discounts on our flagship beer at establishments across the country.

We are also proud to participate in San Francisco Beer Week year after year to celebrate the craft brewing community all around us. For the 2019 festivities, we held public events at Anchor Public Taps, our pilot brewery and bar, as well as bars and restaurants throughout the Bay Area.

**c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?**

Anchor Brewing Company is frequently highlighted in publications including, but not limited to: San Francisco Chronicle, San Francisco Business Times, San Francisco Examiner, San Francisco Travel, Mercury News, Hoodline, Eater SF, USA Today, ABC 7 Bay Area, Time Out San Francisco and many more. In 2018, Anchor accepted the prestigious Dr. Albert Shumante Memorial Award. The award is presented each year to a person, group, or organization for doing something remarkable to spark the preservation or remembrance of the city's history.

**d. Is the business associated with a significant or historical person?**

Fritz Maytag, who owned Anchor 1965-2010, is considered to be the grandfather of the American Craft Beer Movement. Fritz rescued the brewery from imminent bankruptcy, preserving the only brewery and keeping the legacy of San Francisco's steam beer alive. If it weren't for him, steam beer would likely be a footnote in San Francisco history. By 1975, Fritz had already created the first modern American Porter, IPA, Barleywine, Wheat Beer and Christmas Ale. Such innovation and creativity inspired a new generation of breweries. Though the terms "microbrewing" and "craft brewing" had yet to be coined, it was clear that Fritz's work at Anchor was leading a brewing revolution in San Francisco.

**e. How does the business demonstrate its commitment to the community?**

Anchor Steam Beer has been brewed in San Francisco since 1896. Its unique story, brewing process and one-of-a-kind taste is quintessentially San Franciscan. San Francisco is the home of the first craft brewery and the resulting global revolution to the way people consider and consume beer.

Several beers in Anchor's portfolio are inspired by the community of San Francisco. Anchor has partnered with local businesses such as San Franpsycho and local nonprofit San Francisco Baykeeper to release collaboration brews that are celebrations of our interconnected communities. We've also put a local spin on classic brews by offering limited-edition Anchor

Steam® San Francisco Giants 12-Packs and Anchor California Lager in exclusive Golden State Warriors packaging around both sporting seasons.

We're proud to be San Francisco's beer, with a legacy we plan to grow for many years to come.

**f. Provide a description of the community the business serves.**

Anchor is proudly and authentically a San Francisco institution, but we're honored to reach beer lovers and beer beginners from around the globe. Anchor beers are available in all 50 states and over 25 countries.

We welcome locals and tourists alike to our daily brewery tours and Anchor Public Taps, our pilot brewery and bar just across the street from the main brewery on Potrero Hill. There's something for everyone at Public Taps—arts and crafts workshops, trivia nights, educational seminars, musical performances and more. Since the opening of Public Taps in 2017, Anchor brewers have had the freedom to experiment on a small batch basis. New beers are constantly brewed in the 7-barrel system, and guests can share their feedback with over 18 beers on tap. Public Taps has allowed Anchor Brewing Company to explore, collaborate and create in new ways with our San Francisco community.

**g. Is the business associated with a culturally significant building/structure/site/object/interior?**

Anchor's home in Potrero Hill since the late 1970s is a historic Art Deco building built in 1937 that was originally a coffee roastery. Last year, Anchor Brewing received the Art Deco Society's 2018 Art Deco Preservation Award. The award fosters recognition of notable architectural examples and acknowledges the efforts of individuals in preserving the culture and artifacts of the period.

**h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

Anchor Brewing Company is the pioneer of craft brewing in San Francisco and the United States as a whole. Without Anchor Brewing Company, San Francisco would lose a local icon with a treasured brewing heritage that has witnessed decades of historical growth and innovation even beyond the city limits.

### **CRITERION 3**

**a. Describe the business and the essential features that define its character.**

A sense of place, heritage and authenticity are all incredibly valuable in the U.S. craft beer business. We are fortunate that Anchor represents all three of those. We know of no brewery in the world that matches our efforts to combine traditional, natural brewing with such



carefully applied, modern methods of sanitation, finishing, packaging and transporting. The brewery's unique story, brewing process and one-of-a-kind taste of Anchor Steam is quintessentially San Francisco. And, San Francisco is the home of the first craft brewery and the resulting global revolution to the way people consider and consume beer. We're proud Anchor is San Francisco's beer and this transition continues that legacy for many years to come.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

Anchor's beers have always been and will always be made using time-honored brewing practices and quality ingredients. Our beers are handmade from an all-malt mash in our traditional copper brewhouse. Anchor does not use any adjuncts and uses whole-cone hops, which are no longer customary in craft brewing, but we keep alive.

The fermentation of Anchor Steam® Beer and other Anchor beers takes place in our shallow, very wide, open fermenting pans, cooled entirely by filtered San Francisco air moving through the fermentation room. These fermenters are an important part of our unique brewing history and represent a marked difference from the vertical tanks found in other breweries in America. Except for the occasional hot day, we still simply use the naturally cool air from San Francisco's foggy coastal climate.

Overall, our process combines the historic art of classical craft brewing with carefully applied, state-of-the-art modern methods.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

Anchor's one-of-a-kind glass bottles are instantly recognizable across the beer landscape. We own the mold. The bottles are specifically produced for our own use and they are not available on the commercial market.

In the 1970s, Anchor Brewing became the only customer for this particular bottle, but the glass manufacturers were going to discontinue the style as it wasn't popular like the "long-neck" glass bottles. Anchor's brewers admired the uniqueness of the bottle shape and, having always had a spirit of innovation, Anchor decided to stay with it. To insure a continued supply, Anchor bought the design and the molds and arranged to have our glass custom-produced as needed. Today, the shape of our bottles is a signature element to all Anchor beers.

At the brewery, the most iconic feature is our copper brewhouse. Employees and visitors alike marvel at the beautiful, gleaming brewhouse where all Anchor beers are made. The equipment

is 100% copper and is truly antique, purchased from a now-defunct brewery in Germany and shipped to San Francisco.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Anchor Brewing has been brewing beer since the business was founded in 1896.



ERNST F. BARUTH

BREWER

Proprietor Anchor Brewery. Born Germany, 1843.  
Arrived in Cal. 1867. Address, San Francisco.



OTTO SCHINKEL

BREWER

Proprietor Anchor Brewery. Born Germany. Arrived  
in California 1876. Address, San Francisco.





ALL KINDS of BOTTLED BEER  
and  
**WINES**  
HOT DOGS

Christian Bros.  
**VINTAGE WINE**  
San Francisco's Newest Wine Sensation  
FEATURED AT THIS DEPT. ONLY

**STEAM BEER**  
PURE BEER ON DRAUGHT  
HOT DOGS  
WINES

**STEAM BEER**

**STEAM BEER**  
ON DRAUGHT

IT'S HERE!  
Christian Bros.  
**VINTAGE WINE**  
San Francisco's Newest Wine Sensation  
Featured at this Dept. only

The Christian Brothers  
Library  
Five Columns  
Pure















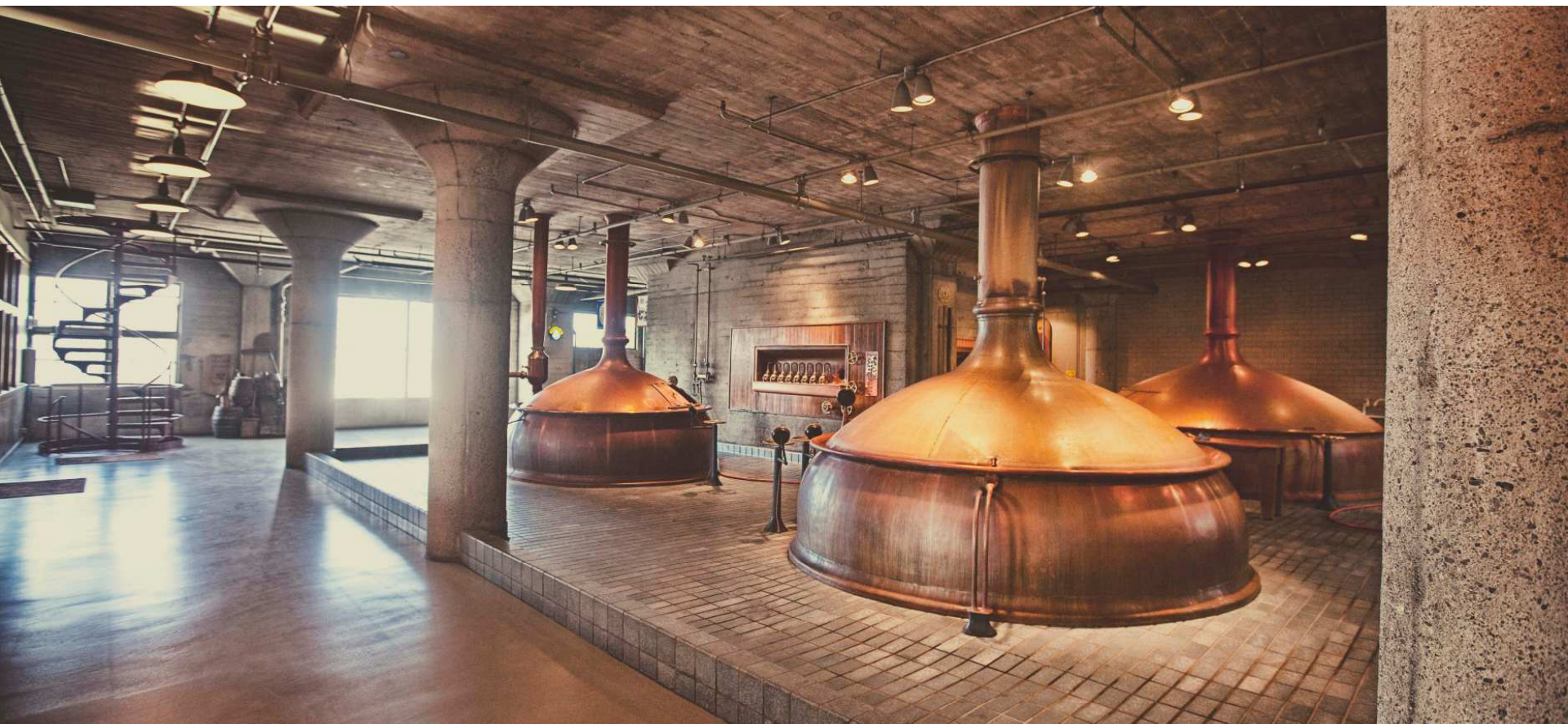
PREPARED HOPS SEEDED  
01 UK 83 292  
A. HINGE & SONS LTD.  
EAST KENT  
HOME FARM  
BORDEN



PREPARED HOPS SEEDED  
01 UK 83 292  
A. HINGE & SONS LTD.  
EAST KENT  
HOME FARM  
BORDEN

LOT 20  
HAAS  
1896 CROP  
YAKIMA  
NORTHERN  
BREWER  
HOPS  
1







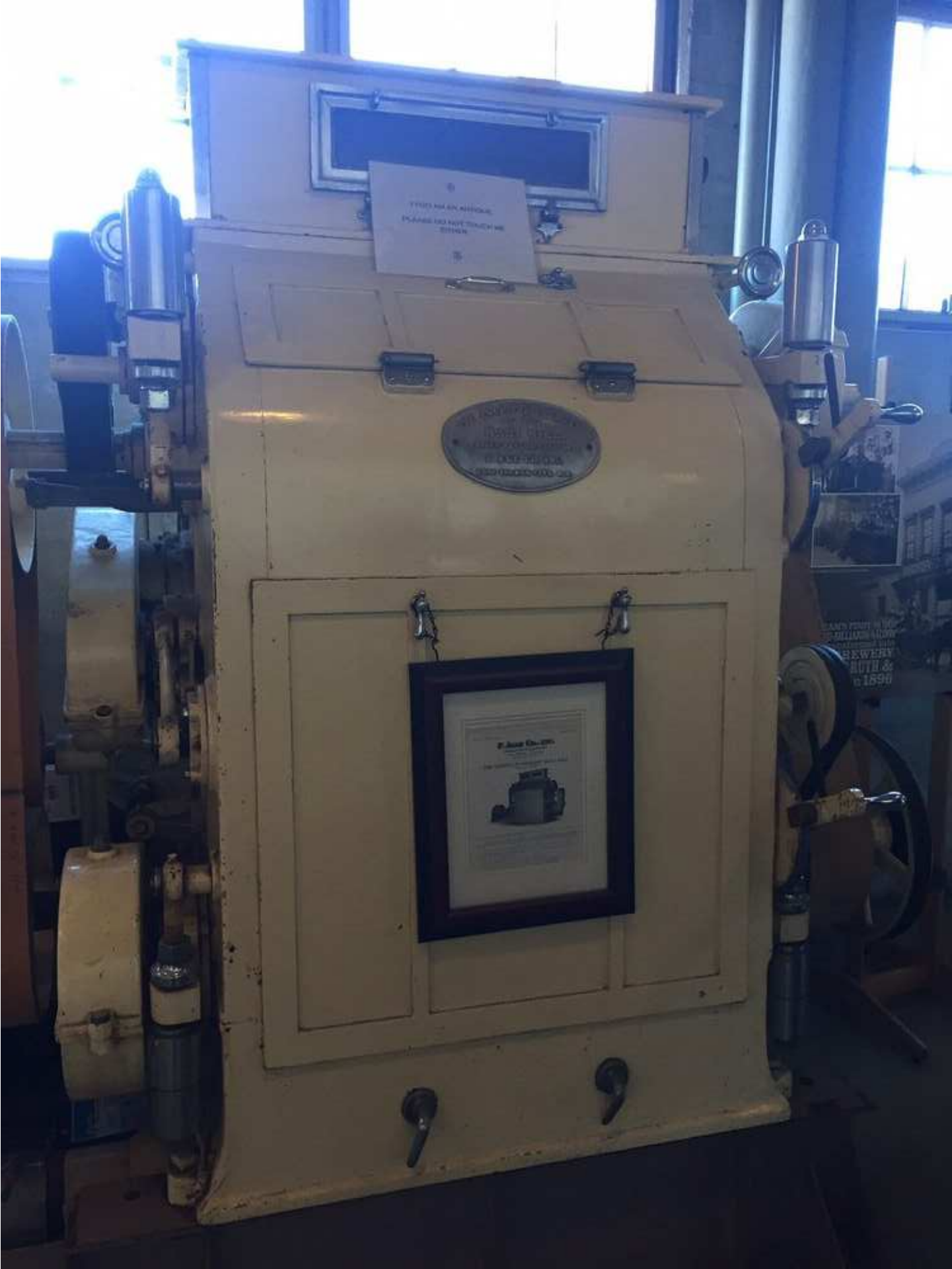












PLEASE DO NOT TOUCH ME  
EITHER

WILLIAM ALMOND & CO.  
BREWERY RUTH & CO.  
1890

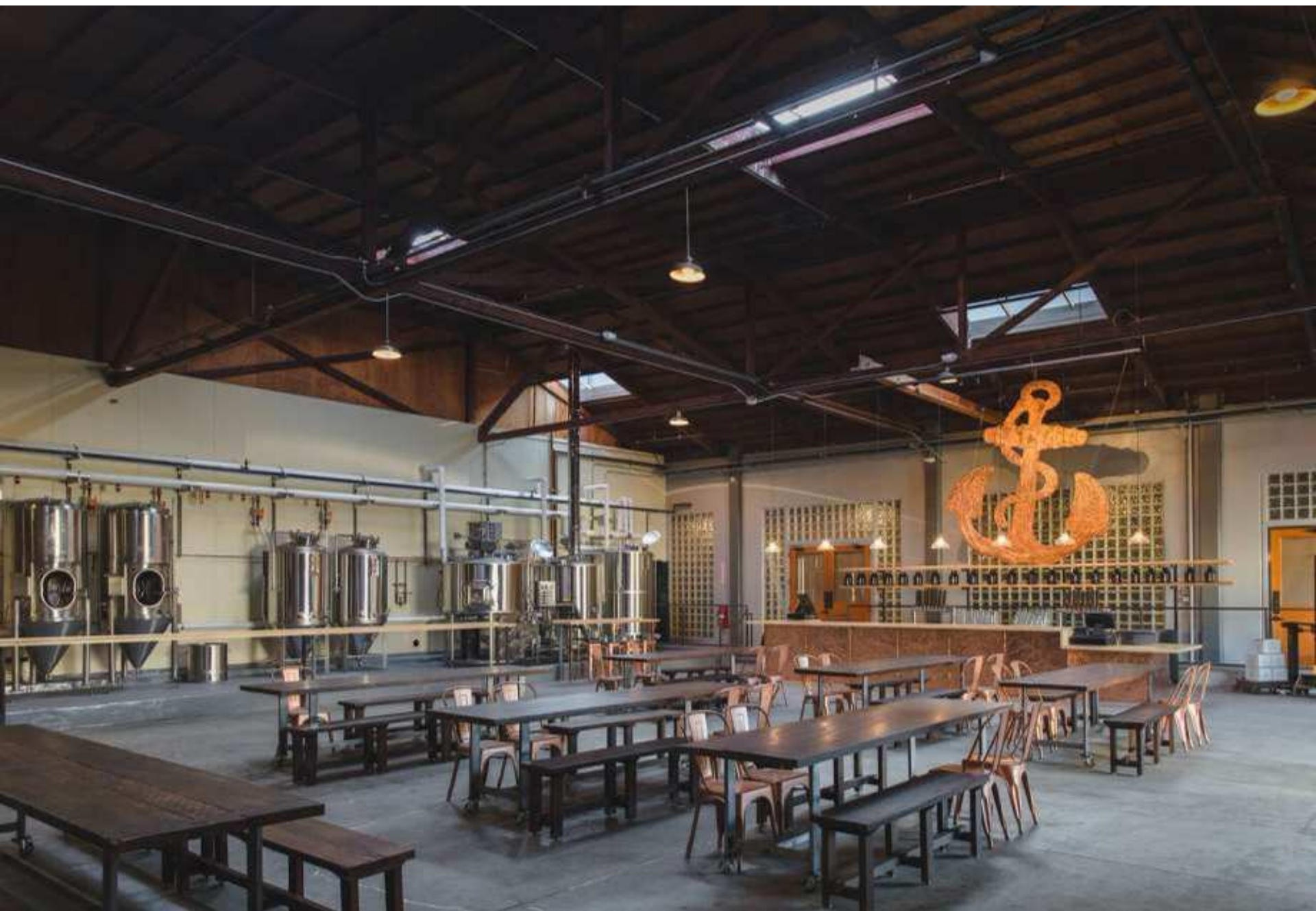
W. Almond & Co.  
Brewery Ruth & Co.  
1890

MASHING FIRST IN THE  
WORLD BY WILLIAM ALMOND  
& CO. BREWERY  
RUTH & CO.  
1890

THE AMERICAN PEERLESS  
SIX ROLL  
MALT MILL  
BUILT EXCLUSIVELY BY  
E AUE CO. INC.  
LONG ISLAND CITY, N.Y.

# ANCHOR BEER STEAM









■ CRAFT BEER

# The 7 Anchor Beers To Try First



Tom Acitelli

July 13, 2015

Like 0

Share



California's pioneering Anchor Brewing Co. has played an integral role in America's growing craft-beer scene. (Courtesy of Anchor Brewing.)

It is almost impossible to overstate the **Anchor Brewing Co.**

<http://www.anchorbrewing.com/> 's contributions to American beer during the past half-century. It is the oldest craft brewery and perhaps the most influential one, with a roster of firsts that would be the envy of any operation, large or small.

A sampler: the first seasonal craft beer, the first craft porter, the first barleywine in modern times and the first American wheat beer since Prohibition, which was also

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively. [Get the Latest!](#) [Understand](#)

the first craft beer to call itself “summer” (more on that later). Oh, and of course, the only genuine steam beer in America (more on that later, too).

The modern iteration of San Francisco’s Anchor dates from August 1965 — 50 years ago next month — when Fritz Maytag, an heir to the Iowa-based home-appliance fortune, bought control of the struggling brewery for what he described at the time as the price of a used car. Anchor, which dated from 1896 and had been through several owners before Maytag, was the last independently owned brewery in the U.S. making small batches of beer with traditional ingredients.

Such an approach basically assured its oblivion back then, during an era of rapid consolidation wherein (just like now) a few brewing companies made most of the beer consumed in the U.S. What they made (just like now) was generally watery, thin and ruthlessly inoffensive, with additions such as corn and rice speeding up fermentation and insuring an almost creepy consistency no matter where the beer was made or how far it was shipped. These beers were triumphs of engineering, not necessarily taste.

Here came Maytag and his small crew (some of whom are still at the brewery), who spent the late 1960s and early 1970s turning out this band of firsts, plus what many consider the first American IPA and that signature steam brew. The approach all but doomed the brewery financially; it lost money for years and its distribution made it past Northern California only in fits and starts. (The brewery didn’t start bottling its beers until 1971.)

Then, in the mid-1970s, American brewing began to catch up to Anchor. For more than a decade, the facility had been the only craft brewery in the U.S. Others opened, some with active help and encouragement from Maytag. Consumers soon caught up, too. Anchor, in an old coffee grindery in the Potrero Hill neighborhood since 1979, found itself by the late 1980s at the vanguard of what was fast becoming a full-fledged revolution in taste and method in American beer.

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively. [Get the Latest!](#) [I Understand](#)

You can't talk about craft beer in the U.S. — its styles, its reach, its people and its trends — without referencing Anchor. Or at least, you *shouldn't*.

In 2010, Maytag sold control of the brewery (and of Anchor Distilling, a distillery he launched in 1993) to Tony Foglio and Keith Greggor, veterans of the spirits trade. They boosted production, and the brewery earlier this year opened **a beer garden** <http://www.foodrepublic.com/2015/05/27/7-urban-breweries-to-visit-around-america/> in a lot adjacent to AT&T Park, home of Major League Baseball's San Francisco Giants. Distribution appears to have widened, too.

Otherwise, the traditions remain largely intact, not least because Foglio and Greggor promoted Mark Carpenter, an Anchor employee since 1971, to brewmaster. That had been Fritz Maytag's job.

One final note: The Brewers Association, the main trade group representing smaller brewers, altered its definition of a craft brewer in 2014 to include those working with adjuncts such as corn and rice. That opened the definitional door to the likes of Yuengling (founded in 1829) and August Schell (founded in 1860). As far as we, and many others, are concerned, Anchor is still the oldest.

Here are seven beers, representing roughly half of Anchor's seasonal and year-round output, to ease you into experiencing the granddaddy of craft breweries.



Anchor's Old Foghorn, introduced in 1975, was the first modern American barleywine. (Photo: Anchor Brewing Co.)



## 1. Anchor Steam

Anchor owns the trademark to steam beer, **one of only three styles original to the U.S.** <http://www.foodrepublic.com/2015/06/16/as-american-as-cream-ale-only-three-beer-styles-were-born-in-the-u-s-a-heres-the-story-behind-each/> , so this is the sole representation of it (at least officially). What is it, exactly? The simplest way of defining Anchor Steam is that it's a lager brewed like an ale (e.g., at higher temperatures). It's malty and sweet, with a crisp, slightly bitter finish. Tons of carbonation.

## 2. Anchor Liberty Ale

When Anchor Liberty Ale first dropped in the spring of 1975 — for the 200th anniversary of Paul Revere's ride — it was a revelation. Made with Cascade hops, the **first American-made aroma hop, it set the bitter, citrusy rubric for all other**

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively. [Get the Latest!](#) [Understand](#)

American-style India pale ales to come. While bitter for its original era, Liberty Ale would taste positively mild to most hopheads today.

### 3. Anchor Summer Beer

Initially released in 1984, this was not only the first American-made wheat beer since Prohibition, but very likely the first U.S. beer, period, to slap “summer” in the name. It’s extremely clean and light, with tiny hints of lemon and a crisp drinkability —and **awesome in the heat**

**<<http://www.foodrepublic.com/2015/05/26/here-are-the-15-beers-to-drink-this-summer/>>** . (The August Schell Brewing Co., out of Minnesota, also released a wheat beer in the summer of 1984.)

### 4. California Lager

Anchor uses Cluster hops, one of the most widely used varieties in California in the 19th century, to give this breadly throwback what little bitterness comes through. Mostly it’s light on the palate and belly, unobtrusive to a fault. As we’ve said before, **perfect for a summer barbecue <<http://www.foodrepublic.com/2015/06/24/20-best-beers-for-summer-grilling-period/>>** .

### 5. Old Foghorn

When Anchor released Old Foghorn in 1975, it resurrected the barleywine style not only in the U.S., but in the U.K., where it was born. True to form, Old Foghorn tastes rich and complex, with a fruity nose and a heavy mouthfeel full of caramel. It’s not to be toyed with, either: Some batches clock in at 10 percent alcohol by volume.

### 6. Anchor Porter

Breweries had been making the smoky, dark style for decades when Anchor picked it up and ran with it in the winter of 1972, most notably Pennsylvania’s Yuengling, whose porter dates to the early 1800s. Anchor’s iteration, though, marked a turning point. Once one of the world’s most popular beer styles, porter had all but disappeared here and in Europe. Anchor Porter brought it — well, not *roaring* back,

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively. [Get the Latest!](#) [I Understand](#)

but back from the brink of extinction. Dark, smoky, almost peaty on the finish. Classic.

## 7. Christmas Beer

This proverbial meal in a glass dates from the fall of 1975 and is considered the first seasonal from an American craft brewer. It is difficult to describe for one elephant-in-the-room reason: Anchor says the recipe changes annually. And from what we've been able to tell, that is indeed the case. Generally, though, the Christmas Beer tends to be thick and busy. Also, the label, like the recipe, changes every year, with a different tree designed by artist James Stitt. In 2014, it was the Giant Sequoia. Stay tuned this November for the next one.

*Tom Acitelli is the author of **The Audacity of Hops: The History of America's Craft Beer Revolution** <<http://www.amazon.com/The-Audacity-Hops-Americas-Revolution/dp/1613743882?tag=foodrepu-20>> . His new book, **American Wine: A Coming-of-Age Story** <<http://www.amazon.com/American-Wine-Coming-Age-Story/dp/1569761671?tag=foodrepu-20>> , is available for preorder.*

Where To Find The Best Plant-Based Food In Vienna, Austria  
Remembering Jonathan Gold, Our Greatest Food Writer  
Here's What You Should Be Grilling This Labor Day Weekend  
Listen To Food Republic Today's Food And Comedy Special

Recommended by

### You Might Also Like



Why We're Still Talking About The New Albion Bre...



The State Of Craft Beer In 2016



7 Holiday Beers For Your Yuletide Cheers



Why The Bud-Miller Union Won't Be Bad For Cr...

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively. [Get the Latest!](#) [I Understand](#)

<https://www.mercurynews.com/2015/08/10/drink-steam-week-coming/>

# The Mercury News

## Drink Steam Week coming

By Mercury News | [themerc@bayareanewsgroup.com](mailto:themerc@bayareanewsgroup.com) |

PUBLISHED: August 10, 2015 at 8:32 am | UPDATED: August 12, 2016 at 1:55 am



Anchor Brewing Co. was bought by Fritz Maytag 50 years ago this week.

Last week, San Francisco mayor Ed Lee signed a proclamation declaring August 16-23, 2015 to be “Anchor Brewing Company Week (a.k.a. Drink Steam Week). Fifty years ago this week, Fritz Maytag acquired and revived the Anchor Brewing Co., igniting a movement that would lead to today’s American Craft Beer Revolution. The proclamation was designed to commemorate Anchor’s role in sparking the beer revolution that led to there being over 3,500 breweries in America today.

Throughout Drink Steam Week, locals will receive a chance to Raise their Anchor in the birthplace of American Craft Beer by participating in citywide tap takeovers, giveaways, special events, and much more. Visit [DrinkSteam.com](http://DrinkSteam.com) to find a complete list of events taking place.



Special events include:

**August 16-23:** Visit The Yard for Anchor Steam specials and giveaways all week long.

**August 16th:** Drink Steam at Stern Grove Festival! Grab a 6-pack of Anchor Steam and head out to the free concert featuring Talib Kweli.

**August 20th:** Drink Steam with local maker and artist Ricky Watts as he brings his art to life before your eyes in an intimate live-painting session. Location TBD.

**August 21st:** Get a free scoop of Humphry Slocombe's Anchor Steam Cream with a pint of Anchor Steam Beer at The Yard, or combine them to make a float!

**August 24th:** Drink Steam with TechShop SF. Come check out TechShop's cutting-edge tools, equipment, and computers and hear from local tech makers. Laser-cut a custom coaster, tour the workshop, check out live-demos, and more!

The post [Drink Steam Week coming](#) appeared first on [Eat, Drink, Play](#).

<https://www.sfchronicle.com/wine/article/Q-A-Anchor-Brewing-s-Mark-Carpenter-looks-to-6442875.php?psid=1TrkP>

# San Francisco Chronicle

Food // Wine

## Q&A: Anchor Brewing's Mark Carpenter looks to the future

Jonathan Kauffman

Aug. 12, 2015 Updated: Aug. 13, 2015 12:47 p.m.



Brewmaster Mark Carpenter poses for a portrait at the Anchor Brewery in San Francisco, CA Thursday, August 6, 2015. Photo: Michael Short, Special To The Chronicle

*On Aug. 2, 1965, a young Stanford grad named Fritz Maytag purchased a controlling interest in Anchor Brewing, a nearly defunct San Francisco brewery that had been founded in 1896. Anchor produced steam beer — a style created during the Gold Rush using a lager yeast that ferments at higher temperatures. By 1965, steam beer was déclassé, practically extinct —and 100 percent San Franciscan.*

*Maytag didn't just modernize Anchor Brewing. He sparked America's craft-brewing renaissance. In the 1970s and 1980s, Anchor introduced or helped resurrect traditional beer styles — porters, wheat beers, Christmas beers — that millions of amateur and professional brewers now reproduce. With the dry-hopped Liberty Ale, Maytag invented the West Coast IPA (India Pale Ale), now the top-selling style of craft beer in the country.*

*Maytag sold the business to Keith Greggor and Tony Foglio in 2010, and under the new owners, Anchor Brewing has embarked on another wave of reinvention and expansion. That's been led by the current brewmaster Mark Carpenter—who, in fact, had started working at the brewery in 1971. His appetite for evolving Anchor remains strong.*

*The Chronicle sat down with both Fritz Maytag and Mark Carpenter to talk about the past and future of San Francisco's most famous brewery. Find the Fritz Maytag interview [here](#).*

**Q: Jonathan Kauffman, Chronicle staff writer: Since the sale of Anchor, it seems that not just your job title but your job description has changed pretty significantly.**

**A:** Well, we pretty much continue what we were doing before. Fritz and the crew created a lot of beers that were the first of their varieties: The first dry-hopped ale, the first barleywine, the first wheat beer. We had a history of trying to make unique beers, and maybe do styles that haven't been done for a long time.

**Q: Could you tell me a little bit about how the Zymaster series came to be?**

**A:** I wanted to create beers that weren't necessarily designed to be full-time beers. If you're designing a new full-time beer, the pressure's really on. But if you're designing a beer just for a brief release, you can put out anything you want. That was really the inspiration.

**Q: What do you feel is the role of those more experimental releases for Anchor Brewing and for the beer industry at large?**

**A:** It's what customers want these days. So many bars these days have a lineup of draft beers, but not very many of them are on draft all the time. Distributors seem to like these new beers, so we're just responding to demand. What's funny is that in the early 1980s, we tried to sell our wheat beer as a summer seasonal, and many distributors said they were OK with the Christmas ale, but they didn't want any other seasonals. Now it's 180 degrees opposite.



The brew crew at Anchor Brewing Co.  
Photo: Courtesy of Anchor Brewing Co.

**Q: With all these new styles, how do you maintain continuity? How would you characterize the Anchor style?**

**A:** That's a good question that I can't answer, and I'll tell you why. I'm often told, "Your beers have a style." But when I make these beers, and when my fellow brewers and I drink them, we think they're all quite different. But I know what you're referring to, because I have that same reaction to other breweries. I say, oh, look, this is very much in Sierra Nevada's style or Lagunitas' style.

**Q: With Anchor Steam's new expansion at Pier 48, projected to open in 2017, your maximum output is going to increase from 180,000 barrels to 600,000 barrels. What is the new facility going to allow you to do, and how are you seeing Anchor grow?**

**A:** We hope that we're going to have the great organic growth that we have now. The new brewery is going to be a bigger brewhouse, but we're not closing down the old brewery. We're going to be able to do the big sellers — the steam and the lager — at the new brewery, and we'll have the (Mariposa Street site) make beers that sell less but we still find interesting.

**Q: The number of craft breweries in the country keeps increasing.**

**A:** There's over 3,800 right now. The numbers are just unbelievable. If you keep in mind that each one has an average of 10 beers, that's 38,000 different beers out there.

**Q: What do you see as the role of Anchor in this new landscape?**

**A:** When Fritz was creating Anchor and building up the business, there wasn't enough demand in California to support our brewery. So he had to go farther afield. Now Anchor is sold nationwide. If we were starting our brewery today, we probably wouldn't look at going beyond the Bay Area.

We sell all over the nation, but quite honestly, with all the other competition in these other places, I can envision that we might pull back from some areas. I would hope it wouldn't happen, because everywhere we sell beer we have good customers. But you're having more and more breweries every day, and so people are drinking more and more local. The majority of our business is in California.

**Q: If you could project 50 years into the future, where would you hope Anchor would be?**

**A:** Well, I hope it's still going. I hope it's not too big. We're just a wonderful, traditional, hands-on brewery, and I would hope in 50 years we're still that. There's no reason we have to go modern. I go into a lot of new breweries these days, and they make great beers, but it's like I'm working in a miniature version of a large brewery, with closed stainless steel tanks and (hop) pellets or extracts. When I walk into my brewery, there's an all copper brewhouse and the guys, not computers, are turning on the steam valves. You can see the beer fermenting. I really do like that.

*Jonathan Kauffman is a staff writer at The Chronicle. E-mail: [jkauffman@sfchronicle.com](mailto:jkauffman@sfchronicle.com)  
Twitter: @jonkauffman*

BEER DRINKS BRIEF HISTORIES

# The History of Steam Beer, America's Original Craft Brew

How Anchor Steam went from San Francisco curiosity to brewing legend

by [Tom Acitelli](#) | Oct 10, 2017, 9:29am EDT

Illustrations by [Kim Sielbeck](#)



If the last 50 years of American craft beer has a liquid godfather, it's Anchor Steam. "In my mind, it's the first craft beer," says Randy Mosher, author of *Tasting Beer* and one of the world's leading experts on the drink. Even more than that, Anchor Steam is a singular achievement in American food and drink: It's the sole commercial representation of the oldest indigenous beer style in the United States.

In fact, steam beer is one of the few styles born in the U.S. The others readily recognizable today are cream ale, kept alive in its dark ages 60 years ago by Rochester, New York-based Genesee Brewery; and modern light beer, introduced by Miller in 1975. Then there's the steam-like Kentucky Common and the anise-flavored Pennsylvania Swankey, both long dead by the time interest from 21st-century beer geeks led to their reanimation.

But while cream ale waxed and waned — Genesee Cream Ale was a creature largely of the Northeast until just recently — and light beer had to await the Miller-Bud wars of the 1970s and 1980s, the at-least-150-year-old steam style chugged along uninterrupted, save for a Prohibition-related disruption from 1920 to 1933.

It owes that survival in large part to Anchor Steam, a slightly sweet, caramel-y standout that truly tastes different in a craft beer world of ever-bitterer India pale ales and increasingly funkier seasonals (**spiced pumpkin beer**, anyone?). It is a beer that cuts across tastes and events, a beer as perfect for spicy as for savory, one for the ball game as for the business lunch, a bibulous beacon in a beer world of dry, alkaline pilsners and impossibly bitter, strong IPAs.

From the bottle or the glass, Anchor Steam *works*. This reputation is hard won and, like its native land, a work in progress. But the Japanese brewing giant Sapporo **took over** Anchor Brewing Co., Anchor Steam's maker and California's oldest brewery, this past summer, leaving its fans to ask, **what's the future of steam?**

---

In the mid-1800s, especially after the discovery of gold, Americans started pouring into territorial California. Most were of northern European descent, and so lager was one of their choicest drinks.

Lager dates from perhaps the Middle Ages, but really started to boom in the 19th century, when Bavarian brewers started experimenting with bottom-fermenting yeasts and, colder fermentation and aging using deep caves and

cellars full of ice. (That was a departure from the top-fermenting yeasts and warmer temps that defined much older ale). The cold requirement made lager difficult to come by in the newly settled West Coast because, unlike back East, there were no ready sources of lots of ice. Plus, mechanical refrigeration would not emerge in the American brewing industry until the 1870s.

What to do when the new arrivals wanted beer? Rudimentary breweries like Anchor started cobbling together what ingredients they could, and brewing at ale-like temperatures with lager yeast, chemistry be damned.

The ingredients **amounted to brewing potpourri**. Malted barley or wheat would have been the top two traditional grains for brewing, but neither was readily available (for beer, at least), so early West Coast brewers used grits and cereals as sugary fuel that the yeast could convert to ethyl alcohol. Add some more sugar and some hops, plus that lager yeast, and there you had it: a new style of beer.

Native Americans in what's now the Southwest were brewing a beer-like drink from corn for centuries by the time European descendants arrived; but the "steam" style, as it came to be known, was the first homegrown beer style in the U.S. "This beer is largely consumed throughout the state of California," reads the "California Steam Beer" entry in the oft-cited 1901 work *American Handy Book of the Brewing, Malting and Auxiliary Trades*. "It is called steam beer," authors Robert Wahl and Max Henius wrote in that entry, "on account of its high effervescing properties and the amount of pressure ('steam') it has in the packages."

Except not exactly. There is no agreed upon etymological back story for "steam" beer, but many theories. It could have been that pressure, or the sound that release of that pressure made when barrels were tapped and bottles opened. There's also the theory that early batches of the brew were cooled on San Francisco rooftops, and the Pacific breeze collided with the just-boiled, pre-fermentation beer, throwing off clouds of steam. Then there's the one about American brewers of German descent naming this ad-hoc creation after



*dampfbier* back in the old country. Dampf means “steam,” and that beer was born in a remote area of Bavaria with whatever ingredients were readily available. Sound familiar?

Whatever the origins of its name, the style took. Pre-Prohibition accounts have breweries throughout the West making this hastily invented, rudimentary lager-ale hybrid by the start of the 20th century.

And that might've been steam's peak were it not for laundry money.



The bottle cap of Anchor Steam proclaims it's “America's First Craft Brewery.” | Justin Sullivan/Getty Images

In its earliest decades, the Anchor Brewing Co., which debuted in 1896, endured a pair of fires that wiped out two locations, not to mention the death of two owners — one when he fell from one of San Francisco's newfangled cable

cars. Then it survived Prohibition and the post-World War II consolidation of the brewing industry that destroyed so many of its smaller brethren.

It limped into the 1960s with antiquated equipment and a single employee — probably the smallest working brewery in America and likely the only one making steam beer in large quantities.

In the 1960s, big operations such as Anheuser-Busch and Miller were hoovering up market share with uniformly made pilsner that tasted much blander and sweeter than its Czech original. These homogeneous beers could be bottled and canned, and then shipped far and wide, thanks to preservatives and refrigeration, never mind the new Interstate Highway System. Bud, Miller, Coors, Pabst, et al, tasted the same wherever it landed — that is to say, watery and slightly sweet (“alcoholic soda pop,” as Sam Adams’ originator, Jim Koch, once so perfectly described it).

**Anchor Steam, on the other hand, was a culinary freak show.** It was available only in kegs because a dearth of retail accounts did not justify the expense of bottling or canning — and the brewery probably couldn’t have done so without releasing case after case of sour or spoiled steam. Anchor Brewing and its signature beer would both surely be gone soon, dying embers in a once-blazing American beer landscape.

But, crucially, Anchor’s remaining retail accounts were loyal, if for no better reason than nostalgia for a San Francisco original. One of those accounts was the Old Spaghetti Factory, a campily decorated bar that served as an early counterculture siren. In August 1965, Old Spaghetti Factory owner Fred Kuh ambled over to one of his regulars, a trim, bespectacled, 20-something former Stanford graduate student in Japanese studies.

The young man was drinking the only beer that Kuh kept on draft: Anchor Steam. In an exchange now all but sacral to craft beer aficionados, Kuh asked his regular if he had ever been to the brewery; when he replied in the negative, Kuh encouraged him to pay it a visit.

The next morning, Kuh's regular walked the roughly mile and a half from his apartment to the brewery then on Eighth and Brannan Streets; and, after poking around a bit, bought a 51-percent stake for what he later described as less than the price of a used car.

The young man could do so because he was Fritz Maytag, an heir to the home-appliance fortune his great-grandfather founded. The idea of owning the last small-batch, traditional brewery in San Francisco — maybe in America — appealed to him. “I was just enthralled with the idea of a business that had character, and history, and curiosity,” Maytag [told the \*San Francisco Chronicle\* in 2015](#). “Plus, it was so little money.” Maytag would buy full control of the brewery in 1969, and then **set about radically reforming its signature offering**. He ditched the sugar and food coloring that the old Anchor was using, and switched to all malted grains, especially crystal malt (aka caramel malt). He started using the Northern Brewer hop, a relatively young breed from England.

Finally, Anchor introduced a yeast strain specific to its steam beer — improbably, the brewery had occasionally been using baker's yeast out of desperation, according to Randy Mosher. The end result of these changes was a consistently delicious and unique beer ready for bottling, which Maytag finally did in April 1971. It was soon available beyond California, especially in Colorado and parts of the East Coast.

It was a curiosity at the time, a bubbly, malty, kind of bittersweet alternative to the watery pilsners dominating the marketplace. “We were what the whole craft brewing industry is today: a combination of modern food science technology and traditional brewing,” Maytag said in 2015. “It was a unique combination. That was really our secret.” Anchor Steam would remain largely a San Francisco curiosity throughout the 1970s, until that wider distribution and a cresting craft beer wave in the 1980s carried it farther and further than ever before.





Anchor Steam was acquired by Japanese brewing conglomerate Sapporo in August 2017. | Justin Sullivan/Getty Images

---

The wider net also meant the widest reach yet for steam beer. Anchor Steam, of course, was but a vestige of the frontier original. But it was the only steam beer in town, so to speak: Maytag's brewery received federal permission to trademark "steam beer" in August 1982. Stylistically vestigial or not, steam beer was Anchor Steam, Anchor Steam was steam beer.

Any imitators since have used the "common" or "California common" on their own interpretations of the American style, perhaps a franker and more accurate nod anyway to the style's origins. (Some have incurred Anchor's **legal wrath** for using "steam.")

And beer-judging bodies such as the Brewers Association have used "common" rather than "steam" in their categorizations, largely in deference to Fritz Maytag. (Maytag also received a **2008 Lifetime Achievement Award** from the James Beard Foundation, in part for his work in keeping the beer style alive.)

---

Maytag, who's now 79 years old, hasn't been involved day-to-day with Anchor since 2010, when he sold control of the brewery to a pair of investors best-known for popularizing Skyy vodka. It was those investors who **sold the brewery to Japanese giant Sapporo earlier this year.**

According to the brewery, the new owner has no intention of meddling with Anchor Steam's recipe. It would be incandescently stupid to do so.

Anchor Steam is a reinvented American original, a kind of Neanderthal of craft brewing that grew up alongside faster-evolving (European) styles such as pale ale, India pale ale and pilsner, but never really interacted with them. Instead, there is Anchor Steam as it has been for decades, with a stylistic pedigree that has not left the lower 48 for at least a century and a half.

Given this status and that of Anchor Brewing as the Rosetta stone of American craft breweries, that coverage of the Sapporo deal brought a chorus of obituaries for Anchor Steam as a "craft" beer. It was of the same species of faddish obsequies that followed the acquisitions of other beloved brews such as Lagunitas (to Heineken), Goose Island (to Anheuser Busch-InBev), and Wicked Weed (to Anheuser Busch-InBev again).

Anchor Steam deserves the benefit of the doubt, though, for now. It's earned it, after all.

*Tom Acitelli is the editor of Vox Media's [Curbed Boston](#) and the author of [The Audacity of Hops: The History of America's Craft Beer Revolution](#), now in its second edition.*

*Editor: [Erin DeJesus](#)*

*Fact-checker: Dawn Mobley*



**Eater.com**

The freshest news from the food world every day

# San Francisco Travel®



September 19, 2018

Photo by Erin Conger

## How to Experience San Francisco's Anchor Brewing and Anchor Public Taps

San Francisco draws more than 25 million visitors each year, and attractions like the Golden Gate Bridge and Coit Tower aren't the only reason. Innovation and excellence set the Bay Area apart from other travel destinations. That extends to the city's long tradition of craft beer. Whether you are in town for a day or a week, make sure Anchor Brewing (America's first craft brewery) and Anchor Public Taps are part of your San Francisco itinerary.

### The History of Anchor Brewing

The 1849 gold rush impacted the U.S. in unexpected ways. That year, immigrants arrived from all over the world, including German brewer Gottlieb Brekle. Brekle opened his brewery in 1871, making it the first craft brewery in the nation. After 25 years, he sold the business to Ernst Baruth and his son-in-law, Otto Schinkel, Jr. The two christened their new business Anchor, and a legend was born.

Despite significant obstacles, including a major earthquake, two massive fires, and a tragic streetcar accident that claimed Otto's life, Anchor survived. Anchor's crew waited patiently

through thirteen years of Prohibition to carry on their practice of traditional craft brewing methods (even though the term craft brewing had not yet been coined).

In 1971, one hundred years after Brekle first opened his doors, Anchor expanded its market by bottling its distinctive Anchor Steam brew. A series of other unique beers followed, including Liberty Ale, Anchor Porter, Old Foghorn Barleywine Ale, and its first annual Christmas Ale.

The brewery moved to its current Mariposa St. home in 1979, where it continued to create and innovate. The fifth anniversary on Mariposa St. brought a new product: the first wheat beer brewed in the U.S. since Prohibition. Later, Anchor launched the Sumerian Beer Project, which followed a 4,000-year-old beer recipe to create the remarkable Ninkasi brew.

Anchor's innovation expanded beyond beer in 1993, when the company unveiled its own in-house distillery. This made Anchor the first brewery in the world with a distillery, and the artisans on staff wasted no time making their mark. They created Old Potrero rye whiskey using methods from George Washington's time, as well as the unusual pot-distilled gin, Junípero.

Today, Anchor's beers are still made by hand, and you can experience the process for yourself. Take a tour of the brewery, then cap off your visit with a tasting in the tap room. If that doesn't quench your thirst, make your next stop the brand-new Anchor Public Taps.



## Touring the Brewery

Your tour of the Brewery takes you through all three floors of the facility, so you see how Anchor's liquid gold is made from start to finish. Along the way, your knowledgeable guide will share historic details and Anchor trivia. This portion of the tour lasts approximately 45 minutes.

Afterwards, you will spend 45 minutes in the taproom for a tasting session. In addition to the classics, you may have an opportunity to try other Anchor favorites like Go West! IPA, Anchor's Mango Wheat, Anchor Coffee Porter, and Anchor's Blood Orange Blonde.

Anchor Brewing tours are quite popular. While we recommend you book your reservations online at least a month in advance, the tours can be booked the week of. If you are designing your itinerary well ahead of time, you can make reservations up to three months before your tour date. All guests over the age of 21 must pay the tour fee, and the full amount is due at the time of reservation. Public tours are \$25 per person; private tours and tastings are \$40 per person. If you must change or cancel your reservation, be sure to do so at least 48 hours before your scheduled start time.

## Anchor Public Taps

Before or after the tour, head over to Anchor Public Taps, a new project from Anchor, offering a perfect gathering place for San Francisco locals and visitors. It is located across the street from the Brewery at 495 De Haro St. in San Francisco's Potrero Hill district. Here, you can enjoy an exclusive selection of craft brews developed through Anchor's Potrero Project, which you won't find anywhere else. Popular choices include Nelson Session IPA, Citra Pale Ale, BayBright Brut IPA, Emperor Norton Imperial Steam Beer, and Deep Purple Berliner Weisse.

Anchor Public Taps also features the area's best food trucks, with a different selection every day of the week. Recent guests include Frank Grizzly's, Batter Up SF, and La Flamme. The events calendar is always packed, so plan to stick around a while. Join the party at Public Taps for a 49ers game, or test your brain power at Trivia Night.

## Getting There

If you are driving, there is limited on-street parking around Anchor Brewing and Anchor Public Taps. Many visitors prefer ride sharing services like Uber and Lyft, or they use San Francisco's



excellent public transportation system. The closest BART station is 16th St., and the 22 Muni bus will let you off one block from the Brewery.

## Neighboring Attractions

You can fill your days in the Potrero Hill and Dogpatch neighborhoods, whether you choose to check out a band at the Bottom of the Hill or try more beer at the Triple Voodoo Brewery. The Museum of Craft and Design always has something fascinating on display. In 2019, you can enjoy the sculpture of six diverse artists in Material Domestication, and in 2020, catch a glimpse of architecture in the age of climate change with Survival Architecture.

No visit to the Bay Area is complete without a look at the United States' first craft brewery. Make sure Anchor Brewing is at the top of your list of must-see attractions.







<https://www.bizjournals.com/sanfrancisco/news/2018/10/05/anchor-brewing-craft-beer-business-model-strategy.html>

## SAN FRANCISCO BUSINESS TIMES

FOOD & LIFESTYLE

# After its acquisition, Anchor Brewing turns back to local, craft beer strategies for growth

By **Hannah Norman**

– Digital Producer, San Francisco Business Times

Oct 5, 2018

Updated Oct 8, 2018



A little over a year ago, Japan's Sapporo Holdings Ltd. bought Anchor Brewing Co. for \$85 million. Yet even after being snapped up by a multinational conglomerate, the craft beer pioneer sees shoring up its local customer base as critical to its success.

Since then, the San Francisco mainstay known for its Gold Rush-era steam beer has opened Anchor Public Taps, a pilot brewery next door to its production facility at the base of Potrero Hill. As one of the few manufacturing holdouts in an increasingly mixed-use area, Anchor hopes to tap into a neighborhood swelling with new residents.

On the premises, Anchor serves 18 beers on tap — split half and half between existing core beers to introduce customers to the legacy brands and new, experimental flavors.

The tap room doesn't serve food, but Anchor schedules local restaurants like Frank Grizzly's BBQ to set up shop and food trucks to park just outside. Bands also regularly play in the warehouse eating space.

For the brewery, Anchor Public Taps serves as ground zero for its innovation pipeline, allowing for new beers like their recently released "Fog Breaker IPA" to go through multiple iterations before being produced and distributed in mass.

The tap room's experimental brews, food, and entertainment combines to bring in roughly \$1 million in annual revenue for the brewery, according to Anchor's beermaster Scott Ungermann, mimicking the very strategy many smaller craft brewers turn to for attracting more beer drinkers.

[Justin Catalana](#), CEO of San Francisco-based Fort Point Brewing Co., points to a changing business model of breweries where cultivating a local customer base trumps widespread distribution.

"Craft beer in general is becoming fragmented and hyper local," said Catalana. "People are beginning to look at craft beer like they do restaurants."

Since joining the Bay Area's beer scene in 2014, Fort Point has experienced rapid growth, hiring 50 more employees this year alone to keep up with its increasing presence across California. The company expects about a 65 percent jump in revenue this year over 2017, according to Catalana.

Still, distribution of Fort Point's five core beers is much smaller than a conglomerate-owned brewery like Anchor Brewing; it expects to sell 35,000 barrels this year, while Anchor Brewing sold 115,000 barrels in 2017, according to the Brewers Association.

San Francisco's number of brewing companies is constantly on the rise, according to Catalana. That said, of the city's 16 brewing companies, only three are production breweries — Anchor, Fort Point and Speakeasy Ales & Lagers. The vast majority are brew pubs, which only brew and serve onsite.

Acquisitions are not uncommon, according to Julia Herz, craft beer program director at the Brewers Association. Twenty formerly independent brewing companies have been acquired by international conglomerates since 2001.

Beyond Heineken's purchase of Petaluma-based Lagunitas Brewing Co. 17 months ago, recent acquisitions include Corona-owner Constellation buying both Florida-based brewery Funky Buddha and Ballast Point in San Diego.

California is home to the nation's largest grossing craft beer industry, adding \$8.2 billion to the national economy, according to the Brewers Association. Yet while 98 percent of today's U.S. breweries are independent craft brewers, they comprise less than 13 percent of the beer by volume.

"The biggest trends in beer are new and local, that's what everyone wants," said Ungermann. "But you can only be new once, and you only can be local in one place."

Ungermann added that for the San Francisco-based brewery, little has been disrupted by Sapporo's purchase.

Not all acquired former independent brewing companies feel so fortunate. Lagunitas said Tuesday that it is cutting 12 percent of its workforce — more than 100 employees — as sales contract.

The experience of a sister company called Sleeman Brewery in Canada, which was purchased by Sapporo in 2006, gives Ungermann particular hope. The third-largest brewing company in Canada, Sleeman is currently undergoing a \$7 million project to re-vamp its production, according to CBC News. Anchor's distribution in Canada has also accelerated in the past year.

"They have really long-term vision and want us to continue to innovate," said Ungermann, pointing to Sapporo's own storied tradition as the oldest brewing company in Japan, founded in 1876.

With beginnings in 1870, Anchor Brewing prides itself in being steeped in San Francisco history. Its original brewery burned down in the fires following the devastating 1906 earthquake; a year later, one of the founders died, cut in half by a tram.

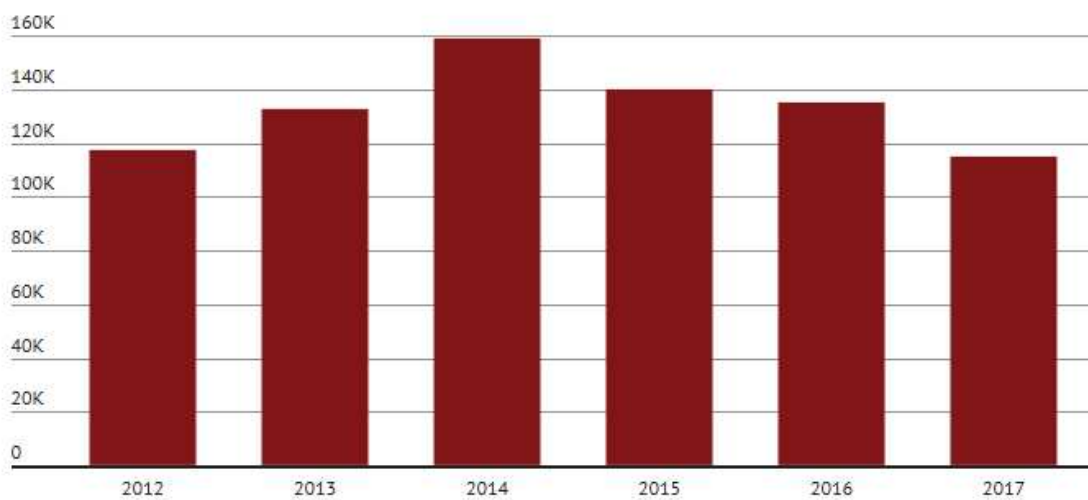
In 2010, local investor The Griffin Group bought the company from retiring longtime owner Fritz Maytag, who had purchased the run-down company on the verge of bankruptcy in the 1965, transforming it into what is dubbed by many as America's first craft brewery.

Anchor has harnessed its history into another revenue stream, enticing roughly 25,000 people annually to take part in tours that range from \$25-\$40, netting approximately \$1 million in annual revenue.

Today, Anchor has about 100 employees, 60 of which are on the production side. The company's beers can be found in all 50 states and 35 countries. Though Anchor declined to share revenue numbers, its production levels leading up to its 2017 acquisition arched downward — hitting a high of 159,000 barrels in 2014 before decreasing annually to only 115,000 in 2017, according to the Brewers Association.

## ANNUAL BEER PRODUCTION BY ANCHOR BREWING CO.

Last year, the number of barrels Anchor Brewing produced slid below 2012 levels.



SOURCE: BREWERS ASSOCIATION

<https://www.forbes.com/sites/claudiaalarcon/2019/04/30/iconic-san-francisco-brewery-releases-ipa-that-honors-the-citys-culture/#5dd6ee1119bb>

# Forbes

## Iconic San Francisco Brewery Releases IPA That Honors The City's Culture

Apr 30, 2019

**Claudia Alarcón, Contributor**

[Anchor Brewing Company](#) and [San Franpsycho](#), a community-based clothing and lifestyle brand, have just released their limited-edition collaboration brew, [San Franpsycho IPA](#), in cans. Last year, the beer's first release in bottles won gold in the [2018 World Beer Awards](#) for packaging design and bronze in the taste category.

The label depicts a scene of San Francisco's Noriega hilltop looking down to the Outer Sunset and Ocean Beach, the neighborhoods where San Franpsycho was born. IPA aficionados will find alluring tropical fruit flavors and aromatics with a slightly sweet finish. To amplify the marked stone fruit taste, brewmaster Scott Ungermann added fresh peach and apricot purees in secondary fermentation. He also used El Dorado, Eureka, Cascade and Simcoe Cryo hops to lend extra fruity aromas of peach, apricot and pineapple to perfectly accentuate the fruits in the beer.



The award-winning label depicts a scene of San Francisco's Noriega hilltop looking down to the Outer Sunset and Ocean Beach, the neighborhoods where San Franpsycho was born.



This IPA was first brewed as part of a larger experiment at Anchor's pilot brewery and bar in Potrero Hill, [Public Taps](#). This is a gathering place where locals and tourists alike share their opinions on the brewery's perpetual experiments. "We brew up something new here on a weekly basis," says Ungermann. Anchor, along with San Franpsycho, invited beer lovers to taste various batches and vote on their favorite fruity recipe. This summery, tropically-tinged recipe at a quaffable 6.3% ABV was the favorite.

Anchor Brewing Company's roots date back to the California Gold Rush, making it one of America's oldest breweries, and its Anchor Steam beer has been a San Francisco icon since 1896. Earlier this year, the legendary brewery released [Baykeeper IPA](#), a bright and citrusy IPA made in collaboration with local nonprofit San Francisco Baykeeper, the only nonprofit that confronts polluters and stops harmful actions from occurring in the San Francisco Bay, one of California's most important ecosystems, to celebrate the non-profit's 30th anniversary. A portion of the proceeds from this brew will directly support San Francisco Baykeeper and their efforts to stop polluters and keep the bay healthy for wildlife and the local communities.



Earlier this year, Anchor released Baykeeper IPA, a bright and citrusy IPA made in collaboration with local nonprofit San Francisco Baykeeper.

Ungermann is always keen to participate in these projects which not only allow him to experiment with new brews, but also let Anchor give back to the communities that have supported them for over a century:

“Anchor Brewing Company is all about San Francisco, so it is our pleasure to team up with fellow social and environmental champions of this wonderful city. The community around us is the foundation of who we are as a brewery. Our recent partnership with Baykeeper supported San Francisco’s local waters and crown jewel of the Bay Area—the Bay itself. Now, we’ve teamed up with community lifestyle brand San Franpsycho to brew an IPA that celebrates the city’s unique and eclectic culture.”



San Franpsycho IPA comes in 12oz. cans at retail outlets nationwide and on draft at select bars, restaurants, as well as at Anchor Public Taps and the Anchor Brewing Taproom in San Francisco.

Since both beers are part of the seasonal collaboration series with local organizations, Baykeeper IPA ended its run as San Franpsycho IPA was released. It will be available until early September, when Anchor’s next collaborative brew launches. The can presentation will make it ideal for summer picnics, backyard gatherings and anywhere people wish to raise a toast to the weird and wonderful city by the bay.

Find San Franpsycho IPA in 12oz. cans at retail outlets nationwide and on draft at select bars, restaurants, as well as at Anchor Public Taps and the Anchor Brewing Taproom in San Francisco. You can find a brew near you by using the [Anchor Beer Finder](#).

<https://www.sfchronicle.com/business/article/Anchor-Brewing-workers-can-drink-to-new-union-13686556.php>

# San Francisco Chronicle

Biz & Tech // Business

## Anchor Brewing workers can toast to their new union

Shwanika Narayan

March 13, 2019

Updated: March 13, 2019 8:37 p.m.



1 of 2. The exterior of Anchor Brewing Company in San Francisco. Workers at the company have voted to unionize. Photo: Gabrielle Lurie / The Chronicle 2018



2 of 2. Daniel Wolff checks the beer production at Anchor Brewers & Distillers in San Francisco last year. Union organizers say that Anchor is now one of the only beer companies in the nation to have unionized. Photo: Gabrielle Lurie / The Chronicle 2018

Workers at Anchor Brewing Co. voted to unionize Wednesday.

Employees at the production facility at 1705 Mariposa St. voted 31-16 to organize with the International Longshore and Warehouse Union. Workers across the street at Anchor Public Taps, an affiliated restaurant, will vote on Friday.

The unionization efforts became public last month after more than a year of organizing at the 123-year-old brewery often credited with America's original craft beer.

"I'm extremely excited, I've been working with (the ILWU), and my phone's been going off nonstop," said Patrick Machel, a part-time worker at Anchor Taps who was in class at San Francisco State University when the result were announced.

Machel, 28, was one of two workers in February who said they were taken aside by management and told to take off yellow pins with the phrase "Union Strong." That led to the ILWU filing a complaint with the federal National Labor Relations Board last month.

Workers are asking for better hours and benefits. Machel said management has scheduled him and others at 29 hours of work a week, preventing him from acquiring full-time status. Workers are also dealing with shorter lunch breaks, reduced sick days and costlier health benefits, he said. The union effort highlights the tensions service workers face trying to get by in San Francisco on low-paying jobs.

In 2017, Anchor Brewing was bought by Sapporo for \$85 million, raising concerns among workers about the impact of overseas ownership.

That prompted the workers to start meeting, and the ILWU began to work with them last April, said Agustin Ramirez, lead organizer for the union in Northern California.

“Anchor will become one of the first beer companies in the country to have a unionized workforce,” Ramirez said.

In May, Splinter reported that none of the country’s approximately 7,000 craft breweries were unionized despite harsh working conditions.

“Anchor Brewing started the craft beer industry in America, and we hope this sets the stage for other breweries to start unionizing as well,” Ramirez said. A similar unionization effort at the now-defunct Pyramid Brewery in Berkeley failed in 2013.

“Anchor is proud of its long history of firsts, which ignited the modern craft beer movement. We look forward to discussions with the newly formed union and strengthening our collective future with all of our employees,” the company said.

About 69 full- and part-time employees who sought to join the union work at Anchor’s production facility and at Anchor Public Taps. The brewery employs approximately 160 people, according to a 2016 report by Brewbound, a trade publication.

Anchor, founded in 1896, has had several owners and almost closed shop in the 1960s. It was bought by Fritz Maytag, heir to a washing machine dynasty, who revitalized it and sold the company decades later to local investment firm Griffin Group in 2010.

Anchor Brewing now has 10 days to dispute the union vote, Ramirez said.

*Shwanika Narayan is a San Francisco Chronicle staff writer. Email: shwanika.narayan@sfchronicle.com Twitter@shwanika*



Our employees voted on March 13th to unionize, marking a major milestone for our brewery. Our priority was to ensure that all of our employees were given the opportunity to vote in a secret ballot election. We fully respect the results of the vote and are committed to negotiate in good faith with the newly formed union. We look forward to strengthening our collective future with all of our employees.

## **ANCHOR BREWING CO.**

**Laura Braun**

Manager of PR, Events & Community Engagement

1705 Mariposa Street

San Francisco, CA 94107

**Tel** 415.863.8350 x6473

[anchorbrewing.com](http://anchorbrewing.com)

[Facebook](#) / [Instagram](#) / [Twitter](#)

# Video



<https://vimeo.com/299742699>

## **Anchor Brewing Company on ABC 7 Bay Area**

Published on November 1, 2018

**There is no  
strong beer.  
Only weak men.**



*Filing Date:* May 23, 2019  
*Case No.:* 2019-011974LBR  
*Business Name:* Anchor Brewing Company  
*Business Address:* 1705 Mariposa Street  
*Zoning:* PDR-1-G (Production, Distribution, and Repair – General) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4007/001A  
*Applicant:* Laura Braun, Community Marketing Manager  
1705 Mariposa Street  
San Francisco, CA 94107  
*Nominated By:* Mayor London Breed  
*Located in:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org

## **BUSINESS DESCRIPTION**

San Francisco's Anchor Brewing Company, presently located at 1705 Mariposa Street, was founded in 1896 by German brewer Ernst F. Baruth and his son-in-law, Otto Schinkel, Jr. The pair bought an old brewery at 1431 Pacific Street, dating from the mid-1850s, and named it Anchor. Anchor Steam brand beer derives its name from the 19th century when "steam" seems to have been a nickname for beer brewed on the West Coast of America under primitive conditions and without ice. The word "steam" may have referred to the pressure of natural carbonation.

Baruth died suddenly in February 1906, and two months later, the fire and earthquake destroyed the Anchor Brewery building. In January 1907, just as Anchor Brewery was re-opening at its new location, Schinkel, Jr., was run over by a streetcar. German brewers Joseph Kraus and August Meyer, along with liquor store owner Henry Tietjen, were able to keep Anchor going until Prohibition began in 1920.

After Prohibition ended in 1933, Kraus began brewing Anchor Steam Beer again. By the 1950s, changing taste had taken a toll on Anchor's already declining sales. Anchor was purchased by Lawrence Steese in 1960, and in 1965 Fritz Maytag took over the business. By 1975, Anchor was producing new distinctive beers. Though the terms "microbrewing" and "craft brewing" had yet to be coined, Anchor was leading a brewing revolution in San Francisco that would eventually spread across the country. After 45 years, Maytag retired in 2010 with the sale of Anchor Brewing to Keith Greggor and Tony Foglio, and in 2017, Anchor was purchased by Sapporo.

The business is located on the south side of Mariposa Street between De Haro and Carolina streets in the Potrero Hill neighborhood. It is within a PDR-1-G (Production, Distribution, and Repair – General) Zoning District and a 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1896.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Anchor Brewing Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Anchor Brewing Company has operated continuously in San Francisco for 123 years.
- ii. Anchor Brewing Company has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco.
- iii. Anchor Brewing Company is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the craft of beer brewing.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. The building was found to be ineligible for listing on the California Register during the Showplace Square/Northeast Mission Historic Resource Survey. The warehouse was constructed in 1937.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. The property has a Planning Department Historic Resource status code of "C" (No Historic Resource Present).

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Anchor Brewing Company is frequently highlighted in publications including, but not limited to: San Francisco Chronicle, San Francisco Business Times, San Francisco Examiner, San Francisco Travel, Mercury News, Hoodline, Eater SF, USA Today, ABC 7 Bay Area, Time Out San Francisco and many more. In 2018, Anchor accepted the prestigious Dr. Albert Shumante Memorial Award. The award is presented each year to a person, group, or organization for doing something remarkable to spark the preservation or remembrance of the city's history.

### ***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 1705 Mariposa Street

**Recommended by Applicant**

- Traditional brewing techniques paired with modern methods of sanitation, finishing, packaging and transportation
- Copper brewhouse and fermenting pans
- One-of-a-kind glass bottles

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JUNE 19, 2019

*Case No.:* 2019-011974LBR  
*Business Name:* Anchor Brewing Company  
*Business Address:* 1705 Mariposa Street  
*Zoning:* PDR-1-G (Production, Distribution, and Repair – General) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4007/001A  
*Applicant:* Laura Braun, Community Marketing Manager  
1705 Mariposa Street  
San Francisco, CA 94107  
*Nominated By:* Mayor London Breed  
*Located in:* District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ANCHOR BREWING COMPANY CURRENTLY LOCATED AT 1705 MARIPOSA STREET, BLOCK/LOT 4007/001A.**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business has contributed to the City's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on June 19, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Anchor Brewing Company qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Anchor Brewing Company.

**Location(s):**

- 1705 Mariposa Street

**Physical Features or Traditions that Define the Business:**

- Traditional brewing techniques paired with modern methods of sanitation, finishing, packaging and transportation
- Copper brewhouse and fermenting pans
- One-of-a-kind glass bottles

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-011974LBR to the Office of Small Business June 19, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: