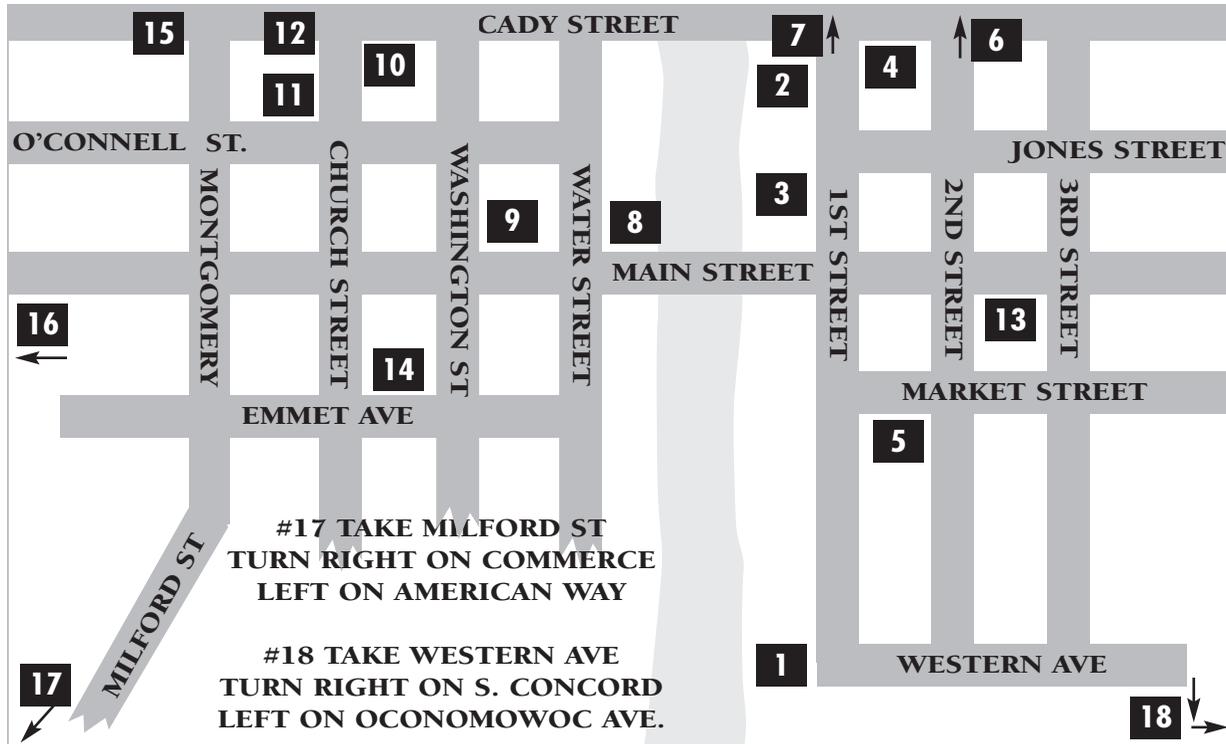
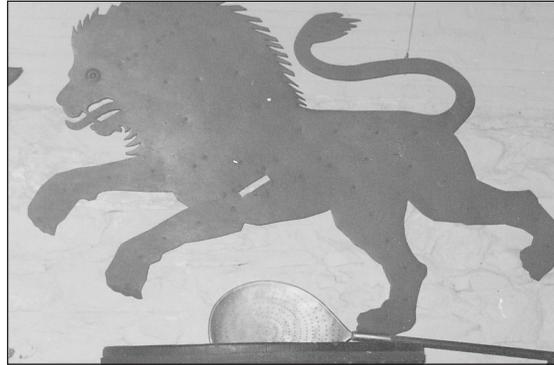


17 1224 AMERICAN WAY
This is the location of the Watertown Hops Company, a division of the Miller Brewing Company. The plant opened in 1989 and processes hops for the Miller Brewing Company's six breweries.

18 1434 OCONOMOWOC AVENUE
In 1851 Joseph Hussa opened a small brewery on this site, later owned by Friedrich Raasch and ultimately the Habegger family. Called the Rock River Brewery, this plant burned to the ground in 1871. Hussa later moved to Bangor, WI, where he operated a very successful brewery there.



WATERTOWN BREWERY TOUR

Compiled by W. F. Jannke III

The history of brewing in Watertown goes back almost to the very beginnings of the city's history. In 1846, an Englishman named William Anson arrived here and opened an ale brewery and began to produce a poor product which was described by his contemporaries as tasting like "weak coffee". Unsuccessful in his venture, he nevertheless opened the door for other brewers, starting in 1847 with the arrival of Johann Jacob Hoeffner.

Hoeffner opened what can be called the first true brewery here in 1847. His concern was a lager brewery and it allowed the thirsty German settlers of the city to have a taste of the type of beer that they loved so well. Hoeffner's brewery became the proving grounds for other brewers, such as August Fuermann, who opened his own company in 1848. Fuermann's brewery would be one of two major breweries in Watertown in the nineteenth century.

In 1854, Hoeffner sold his brewery to Joseph Bursinger, an up and coming progressive brewer who started a series of improvements in brewing (most notably the building of a series of lagging tunnels located under the city streets in 1860) and by the 1870s his City Brewery had risen to great heights. But this continuing improving of his plant proved to be his downfall and in 1884, in order to satisfy his many creditors, Bursinger's brewery was sold to a pair of Milwaukee brewers, William Hartig and his cousin Carl Manz.

Hartig & Manz took the existing Bursinger Brewery and continued to enlarge and improve its brewing methods. They introduced Bock Beer here and were the first brewery in the city to have their own bottling plant and also a special railroad spur line to allow for their product to be shipped throughout the mid-west. Manz retired in 1896 and William Hartig continued to run the plant under his name and as the Hartig Brewing Co., this brewery eclipsed all others in the city and lasted until 1947 when, through mismanagement and shoddy production values, coupled with the inability to compete with the larger Milwaukee breweries, the Hartig Co. went bankrupt and closed.

Other breweries in Watertown came and went during the 1850s through the 1880s, among them the Hussa Brewery, Plank Road Brewery, etc., but none surpassed the Hartig Co. They even bought out the Fuermann Brewing Co. in 1897!

For more than 50 years the city was without a brewery, an industry that Watertown was known for at one time. Until 2001 when a micro brewery decided to relocate in Watertown in the historic Cole Building located on Watertown's historic Main Street. Thus, the story of brewing in Watertown is brought full-circle and once again the citizens of Watertown and the surrounding area can enjoy hometown beer. Prost!

Rev 1.01

HISTORIC BREWERIES



*A Guide to the Historic Neighborhoods
of Watertown produced by the:*

Watertown Tourism Council

Visit our website: www.watertowntourism.com

1 SOUTH END OF FIRST STREET

Located along the river, this was the site of the first brewery in Watertown. Opened in 1846 by William Anson, an emigrant from England, this was his ale brewery. His product was not well received by the residents of Watertown and he soon went out of business. In 1855 the brewery buildings were struck by lightning and destroyed.

2 100 EAST CADY STREET

In November, 1847, Johann Jacob Hoeffner opened the first lager brewery on this site. His brewery became very successful and in 1854 he sold the plant to Joseph Bursinger. Bursinger called his plant the "City Brewery" and began to implement many improvements. In 1884 William Hartig and his cousin Carl Manz bought out Bursinger and continued to stream-line operations. In 1896 Manz retired from the company and William Hartig ran the plant alone. The brewery continued after his death, but after WWII it was unable to compete with larger Milwaukee breweries and the company declared bankruptcy in 1947. Today a supermarket is on this site.

3 100 JONES STREET

In the fall of 1848, August Fuermann, a former employee of Hoeffner's "Red Brewery", opened the "Empire Brewery" on this site. By the 1850s it became the second largest brewing concern in the city. Known for its modern brewing methods, the company continued to thrive until the death of its founder in the 1890s. The brewery began to steadily decline then in 1897 it was bought out by the Hartig Brewing Co. Later this site became Memorial Park, but since the mid 1960s this has been Watertown's Municipal Building.



4 118 EAST CADY STREET

This was the home of Johann Jacob Hoeffner, founder of the "Red Brewery", which later became the Hartig Brewing Co. Built in the 1850s, this home was owned by the Hoeffner family until the early 1920s. In the mid 1860s Hoeffner ran a tavern out of his home, with the bar room located in the basement.

5 200 SOUTH SECOND STREET

In 1894 George Schweickhart Jr., of Wauwatosa, opened a bottling plant here called the Castalia Bottling Co. on this site. Locally the plant was run by the Ohm Brothers, who also maintained an ice company. The Watertown branch of the Castalia Bottling Co. closed in 1898.

6 1026 NORTH SECOND STREET

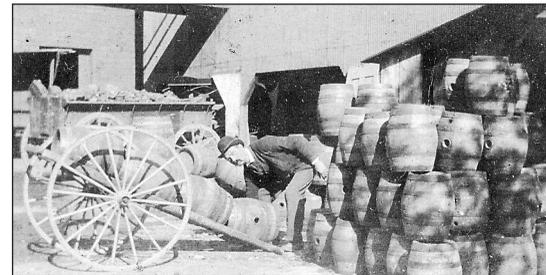
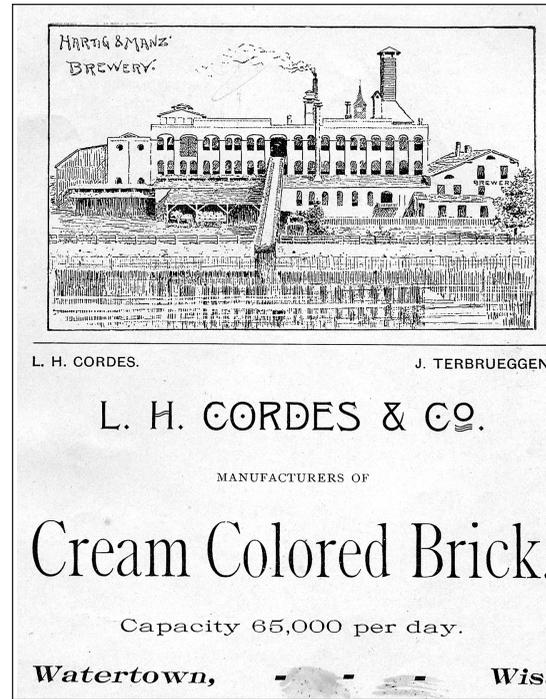
In 1897 Albert Fuermann, son of brewer August Fuermann, opened the Watertown Bottling Co. on this site. His plant bottled beer for William Hartig's brewery.

7 100 EMERALD STREET

In 1882 Paul Hoppe opened a bottling plant located on East Cady Street, about where the parking lot is today connected with St. Henry's Catholic Church. In 1885 he purchased a former tannery and relocated his bottling plant to this site and became the sole bottler for the Hartig & Manz Brewery. Also, somewhere in this vicinity was once the ice house of the August Fuermann Brewery.

8 307 N. WATER STREET

This lovely and interesting parking lot was once home for the Badger State Bottling Co. Founded by S.M. Eaton, this company later became the 7-Up Bottling Co. located on South First Street. In the 1940s a new firm used the name Badger State Bottling Co. and put out its own brand of soda until 1963 when it was bought out by the Mayville Bottling Company. Though primarily a soda company, the plant also bottled beer for the Bursinger Co. in the 1870s. The buildings on this site were raised in 1965. Incidentally, the building currently housing the Watertown Bowl was originally Eaton's Ice House, a storage facility for his ice business.



9 305 N. WASHINGTON STREET

This two-story cream brick home was built in 1895 for William Hartig, owner of the Hartig Brewing Co., the major brewery in the city from 1884 to 1947. Hartig was a relative of the famous Schlitz family of Milwaukee, well-known brewers.

10 CORNER, CADY AND N. CHURCH STREET

At one time there was an opening to lagering tunnels. These tunnels, built in 1860 for the Joseph Bursinger Brewery, were used to properly cool and age the beer and were located approximately six feet below the surface of the street. Many tunnels ran along Cady Street. This stretch of beer tunnels were filled in by the city in 1998.

11 216 N. CHURCH STREET

This distinctive pink stained brick home was originally built in 1849 for Robert Howell, but was enlarged in the 1850s when it became the home of Joseph Bursinger, prominent brewer here. It is a more commonly associated with the Kusel family, who owned the home for over 70 years. The Kusel family were pioneer hardware merchants.

12 309 N. CHURCH STREET

This Queen Anne style home was built in the early 1890s for Carl Manz, partner in the Hartig & Manz Brewery, located at 100 Cady Street. Manz, a relative of the famous Schlitz family, retired from the business in 1896 and devoted the rest of his life to civic projects. He died in 1903.

13 201 EAST MAIN STREET

In 2001 a micro brewery opened a brew pub, the first brewery to open in the city for over 50 years. This micro-brewery/pub serves home-made beer, provides a relaxed atmosphere and also features soup, sandwiches and live entertainment.

14 210 EMMET STREET

This was the site of the Eaton & Green soda company, founded in 1868. This concern later became the Badger State Bottling Co. Prior to the opening of the soda company, the buildings on this site were used as a distillery. The Badger State Bottling Company also bottled beer in its early days.

15 317 N. MONTGOMERY STREET

Through a cul-de-sac one can just make out a former carriage-house belonging to the former home of William M. Dennis, since demolished. This carriage house, which dates to the 1850s, was rumored to have been used as an illegal brewery during Prohibition.

16 CORNER, DAYTON & WEST MAIN STREETS

In 1852 William Buchheit and Charles Reidinger opened a small brewery on this site, called the Plank Road Brewery. In 1865 it was acquired by Friedrich Schwartz of Milwaukee who brewed "weiss beer" or wheat beer in this plant and in 1867 it closed down. Afterwards the buildings were used as a glue factory before burning to the ground in 1871.