



Left: A photograph of the Nashville Brewing Company—circa 1885
Nashville Brewing, Acadia Publishing, 2006

Below: The William Gerst Brewing complex as shown in this lithograph from 1900.



Collecting Breweriana Leads to

Collecting a Brewery!

Nashville Brewery.
The consumption of Lager Beer and other varieties of Ale has been for several years largely on the increase. The amount consumed in this region, and which is obtained principally from Cincinnati, is enormous and almost impossible to tell. Though dealers have had to depend mainly on Cincinnati, this need not much longer be the case. Messrs. Straub & Frutkin, two of our enterprising German citizens have recently established an extensive Brewery, and are now manufacturing Lager Beer in great quantities and of a most superior flavor and quality.
My. Demerick, in the Union and American Build ing, has for sale Lager Beer of their make.

An 1859 editorial introducing the Nashville Brewery
Nashville Union and American, February 2, 1859

BREWING COMPANY.
WILLIAM WALKER, JOHN BURKHARDT, ARCHIBALD WALKER,
Late of Walker's Brewery, Cincinnati. Late of Walker's Brewery, Cincinnati.
Nashville Brewing Co.,
BURKHARDT, WALKER & BRO., Proprietors.
SELECT AND PURE
LAGER BEER.
Office and Brewery: Cor. High and N. Liberty Sts., Nashville, Tenn.
Telephone 204. 1875 18

An 1883 ad for the Nashville Brewing Company, under the ownership of Burkhardt and the Walker Brothers
The Daily American, May 25, 1883

CCA member Scott Mertie (#28310) moved to Nashville in 1992. He began collecting breweriana from Tennessee, and over the next decade he started obtaining more and more information about Nashville's brewing past.

Scott found that in 1859—just prior to the Civil War—Jacob Stiefel (aka “Stiefel”) built a small brewery just south of downtown Nashville to satisfy the request of Nashvillians for fresh local beer. This brewery was located on South High Street (now 6th Ave S.) and opened its doors to the city's hard-working citizens as the Nashville Brewery.

Although operations halted briefly during the Civil War, the renamed South Nashville Brewery overcame disruptions and reopened with a focus on German-style lagers. Stiefel and his business partner Louis Pfeiffer continued brewing quality beer for the next 12 years.

Over the course of the next decade, the brewery changed hands many times. Owners included the Maus Brothers, followed by John Burkhardt, along with William and Archibald Walker of Cincinnati. After a buyout of Burkhardt and the death of Archibald, the brewery was sold to two German brewers from Cincinnati and was then later acquired by prominent Cincinnati brewer Christian Moerlein, with his apprentice William Gerst in 1890.

Because of Moerlein's successful Cincinnati endeavors, he practically had unlimited resources to invest in the Nashville brewery. He had plans to rebuild the brewery into one of the largest operations in the South. Gerst relocated to Nashville to oversee operations of the newly named Moerlein-Gerst Brewing Company.

The original Nashville Brewery was rebuilt into a massive complex capable of brewing 50,000 barrels per year. Moerlein sold his shares of the brewery in 1893 to Gerst, and it operated as the famous William Gerst Brewing Company until 1954.

Jump ahead now to 2006. Through the encouragement of his wife Candy, Scott Mertie wrote *Nashville Brewing* (Acadia Publishing 2006). Later, in 2011, the couple spearheaded the Nashville Historical Commission effort to erect a marker where this historic brewing location had existed for nearly 100 years.

Mertie then partnered with longtime friend Kent Taylor, the cofounder of Blackstone Brewing Co., Nashville's oldest operating craft brewery, to contract brew the Nashville brand. Scott's dream of reviving the Nashville Brewing Company spirit became a reality when Nashville Lager hit the market in December 2016.

Beer Cans & Brewery Collectibles



Nashville Brewing Company moniker



An envelope and letterhead from the South Nashville Brewery (from the collection of Scott Mertie)

Nashville Lager is a traditional Bavarian Helles brewed in the time-honored fashion of the 1800s. Helles means "bright" in German, and this beer lives up to its name. A bright golden lager, it's brewed with Weyermann Pilsner malt and Hallertauer Mittelfrüh hops imported from Germany, giving it a delicate, malty mouthfeel balanced with a spicy hop character.

Just after its release in December, Nashville Lager won a Gold Medal in the Munich Helles category at *All About Beer* magazine's Beer Army Beer Wars national competition. Plans are in the works to brew other seasonal lagers that are true to the late nineteenth century, including Maibock, Pilsner and Festbier, a Märzen style amber lager. Says Mertie:

"We are proud to continue this brewing tradition and create the next chapter in this brewery's history. We hope thirsty Nashvillians enjoy this wonderful beer made by Nashville's oldest brewery."

It's exciting to see a beer with 165 years of history behind it almost come full circle and become available for thirsty Nashvillians to enjoy again.



Scott Mertie with Nashville Brewery Historical Marker



NASHVILLE BREWING CO.
EST. 1859

BREWERS OF GENUINE LAGER BEERS

LAGER BEER

Visit us online at www.nashvillebrewing.com

#NashvilleBrew #NashvilleBrewing #NashvilleBeer

THE TRADITION BEGAN IN 1859

THE TRADITION CONTINUES IN 2017

Nashville Brewing Company began operating in 1859 and brewed their quality beers through the end of the 19th Century. Now, over one hundred years later, we continue the tradition by re-creating those wonderful lager beers.

In Stores and on Draft Everywhere in Nashville!




The current brands brewed by the Nashville Brewing Company are based off of historical styles brewed in the late 1800s. Plans are in the works to brew other seasonal lagers that are true to the late 19th century, including Maibock, 1897 Pilsner, and Festbier, a Märzen style amber lager.