



# New Belgium Brewing Co.

Beer From A Good Home

October 2003

## The Birth of New Belgium

It is hard to believe, but New Belgium Brewing Co. officially started in a basement in Fort Collins, Colorado.

The story begins in Belgium where Jeff Lebesch, an American electrical engineer, was cruising along on his fat tired mountain bike. On his journey he was given a special yeast strain, which is now used for Abbey Belgian Style Ale. It was then that he decided to pursue his dream of opening a small brewery back home in Colorado.

Upon returning to Colorado, Jeff began his home-brewed variations of Belgian style beers. After the beers were tested and approved by friends, Jeff and his wife Kim started the bottling.

In June 1991, New Belgium Brewing Co. was born in Jeff and Kim's basement where the first bottles were capped.

Kim reminisces, "We had

a neighbor paint water-colors that we printed up as beer labels. Jeff would brew, we would bottle together with some help from our son, Zack, then I would call accounts and deliver the beer."

Fat Tire Amber Ale, named after Jeff's bike ride through Belgium, along with the other New Belgium beers attracted a fan following in Fort Collins and then in the rest of Colorado.

Shortly after, Jeff and Kim, along with a new crew, parted with the basement and moved into their second brewery location at the railroad depot in Fort Collins. In 1995, the New Belgium crew designed themselves a new brewing facility to be proud of. The main parts of the brewery include two quality assurance labs, a profoundly automated



brew-house, a one-of-a-kind yeast propagator and six miles of stainless steel piping.

New Belgium beers are now being distributed in a third of the Western U.S. The brewery is constantly receiving phone calls and e-mails inquiring when the beers will be available elsewhere.

The New Belgium Brewing Co. has come a long way from its birthplace in a basement. The motto on the boxes in which the beer is distributed sums this up. "In this box is our labor of love."

## Inside

*Wind = Beer, The Proper Pour, and More!*

Page 1



# New Belgium Brewing Co.

## From Wind To Beer

This is Greeking. It should probably be a lower-cased greeking because it really has nothing to do with Greece. It's nonsense words that we use as fillers in the design class because we need text to look like a real story. If you don't use greeking, some students will type in a bunch of x's, and that never looks like a real story because there are no ascenders or descenders.

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## The Perfect Pour

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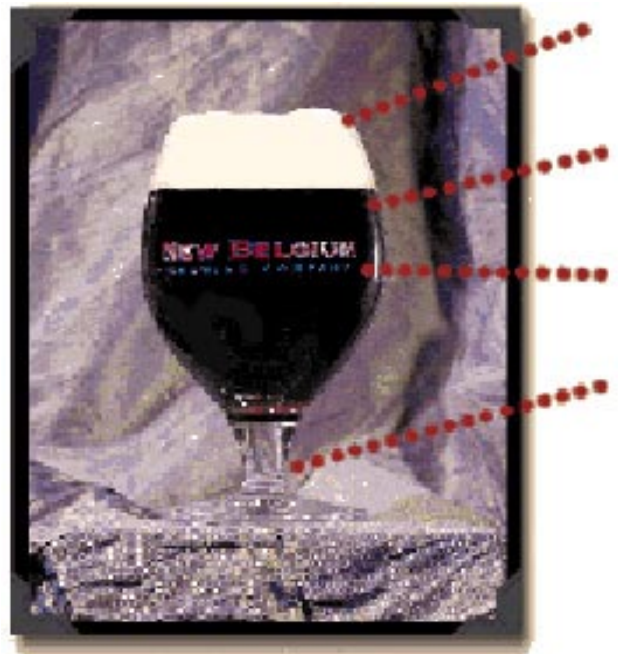
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## Brewing with the Best

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