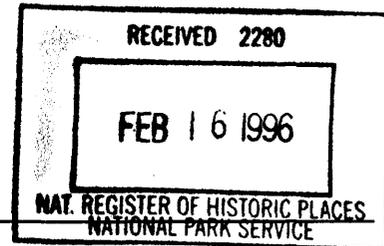


United States Department of the Interior
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

1. Name of Property

Historic Name The Bavarian Brewing Co.

Other Names/Site Number The Party Source

2. Location

Street & Number 522 West 12th Street

City or Town Covington

State Kentucky Code KY

County Kenton

Zip Code 41011

Not for Publication N/A

Vicinity N/A

Code 117

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

David L. Morgan, Executive Director and
State Historic Preservation Officer

Signature of certifying official

Kentucky Heritage Council, the State Historic Preservation Office

2-7-96

Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register _____
 ___ See continuation sheet.
 determined eligible for the National Register _____
 ___ See continuation sheet.
 determined not eligible for the National Register _____
 removed from the National Register _____
 other (explain): _____

Signature of Keeper

Patrick Andrews

Date of Action

3/21/96

5. Classification

Ownership of Property: private

Category of Property: building

Number of Resources within Property

Contributing	Noncontributing
1	0 buildings

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.) N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Industry/Processing/Extraction	Sub: Manufacturing Facility
Commerce/Trade	Warehouse

Current Functions (Enter categories from instructions)

Cat: Commerce/Trade	Sub: Specialty store; restaurant
	WORK IN PROGRESS

7. Description

Architectural Classification (Enter categories from instructions)

Romanesque

Materials (Enter categories from instructions)

foundation stone
roof
walls brick
other

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Industry

Period of Significance 1903 - 1945

Significant Dates 1903

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

X preliminary determination of individual listing (36 CFR 67) has been requested.

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

10. Geographical Data

Acreage of Property 3.3

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	16	714710	4328060	3	_____	_____
2	_____	_____	_____	4	_____	_____

See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Leah J. Konicki, Preservation Officer

organization City of Covington

date December 22, 1995

street & number 638 Madison Avenue telephone 606/292-2111

city or town Covington state KY zip code 41011

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name P.S.D./L.L.C.

street & number 1115 Main Street telephone 606/581-2739

city or town Covington state KY zip code 41011

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.). Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7

Page 1

The Bavarian Brewery
Kenton County, Kentucky

The Bavarian Brewery building is located at 522 West 12th Street in Covington, Kentucky. It is a complex of contiguous industrial buildings dating from the early decades of the twentieth century.

The Bavarian Brewing Company occupied the complex from its construction until 1966, when the brewery was closed. The complex is the dominant structure in the block bounded by 12th Street on the south, Main Street on the east, 11th Street on the north, and Willow Run or the I-75/71 off-ramp on the west (see Photo 1). Although there are residential buildings lining the north side of 12th Street and on Riedlin Street, the mass and scale of the Brewery building causes it to be the most visible structure on the block. The complex is located in a dense urban residential area, which, although it has not been nominated to the National Register of Historic Places, has been identified by the State Historic Preservation Officer as eligible for listing. In fact, a nomination is currently being prepared for a portion of the neighborhood to the east of the Bavarian Brewery. The surrounding residential district consists primarily of townhouses from the last quarter of the nineteenth century.

The plan of the building is irregular, due to a variety of additions that have in some cases connected what were originally separate buildings. The most prominent section of the building is a large block fronting on 12th Street, dating from approximately 1910 (see Photo 2). This block consists of a five-story mill house flanked by the four-story brew house to the north, and a four-story unidentified portion to the south facing 12th Street (see Photo 3). Brick corbeling, recessed bays, a crenelated parapet wall, round-arched window openings, and a tower highlight this prominent section of the building. These details, which are Romanesque in character, are combined in a way that is suggestive of a castle, perhaps a design device suggested by the company's name. The name "Bavarian Brewing Co." is found engraved in stone on the west and south elevation; in addition, the mill house and brew house are also identified with engraved stone tablets.

The building extends 270 feet to the east, behind a row of homes facing 12th Street. This section of the building, also four stories in height, is identified as the stock house (see Photo 8). It is much simpler in detail and is industrial in character. It is treated at the top with brick corbeling; original window openings (now filled in) were jack arched. This portion of the building was built at two different times; the westernmost portion was constructed by 1909. The easternmost portion, which features greater details, was the bottling section of the plant; it was built between 1909 and 1945.

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The Bavarian Brewing Co.
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The north side of the building has an addition that was built probably after 1969 (see Photo 9), when the city of Covington agreed to the complete closing of Lehmer Street, the street on the north side of Brewery property. This addition is a one-story metal building, and is a non-contributing element, due both to its late construction date and to the fact that it is not associated with the brewery operation. It connects the main building to a one-story building that was originally an ice house, and later served as a garage. This building, which was built between 1894 and 1909, is undetailed, and is utilitarian in character. It is immediately east of a 1960 brick addition, which was built as the bottling plant (Photo 6). It is faced in modern yellow brick. The only articulation on this building is found on the north elevation, which is arcaded. This portion of the building is essentially utilitarian in character; it is also a non-contributing element due to its late construction date. It is in turn connected on the west to a two-story building, built by 1894, which is plainly detailed but does have brick corbeling and windows with jack arches. This building is wrapped on the south elevation with a modern office two-story office addition (Photo 5).

The interior of the building is for the most part unfinished industrial space, with exposed mechanicals and support columns. There are a variety of structural systems and materials found in the building, a result of its construction over time. The most unique portion of the interior is found in the five-story portion, which features an open stair well with intact metal railings (Photos 12 and 13). Some damage occurred on the interior when brewing equipment was removed in the late 1960s.

The building has not had a primary tenant since the brewery was closed in 1966; as a result, it is in disrepair. Holes in the roof and missing windows have allowed the elements to infiltrate, resulting in additional damage.

Integrity Consideration

The Bavarian Brewery complex retains integrity of location, design, setting, and materials. In terms of location, the brewery was in all likelihood originally located near Willow Run Creek and what became known as ice ponds because of the availability for water needed in the brewing process. In addition, it was located along a major thoroughfare that was characterized by its collection of manufacturing uses in the mid-nineteenth century. The modern-day complex remains primarily in its original location, and shows how the use of the land evolved over time. The complex has remained in the same location since the beginning of the period of significance.

In terms of design, the brewery building expresses a character that is consistent with the name of the brewery, Bavarian. The building is most-often described as "castle-like", and its design seems

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The Bavarian Brewing Co.
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suggestive of a Bavarian castle. In addition, the building projects an image of solidity and substance, that suggests a solid operation. The design of the structure allows us today to recognize it as the historical beermaking facility. The large scale of the building, together with its overall nineteenth century utilitarian character -- as characterized by the such elements as the brick, often used decoratively, and jack arch windows -- provides clues to the manufacturing origins of the structure. The changes and additions to the building over time provide clues to the changing nature of beermaking during the period of significance, and help us today to understand the history of the structure.

In terms of setting, the Bavarian is part of a dense urban site, which seems to reflect the continuous evolution not only of the brewery complex, but of the city around it. Finally, in terms of materials, the brewery complex is dominated by several large structures built of brick with decorative stone elements. Brick is a material that is commonly found in Covington construction of the nineteenth and twentieth centuries. The original materials on the building are intact, in fair condition, and will be restored as part of the rehabilitation process.

Preservation Plans

The Bavarian Brewery is being proposed for listing in the National Register of Historic Places in conjunction with a planned rehabilitation project. The proposed project will once again utilize the entire structure. The proposal is to incorporate a retail party store, a brew pub and restaurant into the existing facility. This use is completely compatible with the building's historic function as a brewery. As currently planned, the rehabilitation will meet the *Secretary of the Interior's Standards for Rehabilitation*, so that the owners can take advantage of the 20 percent Investment Tax Credit for Historic Preservation. As part of this rehabilitation, two minor portions of the building are to be demolished, including the modern office structure on the southwest corner, and the ice house on the north side of the building.

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The Bavarian Brewing Co.
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The Bavarian Brewing Company

The Bavarian Brewing Company building meets criterion "A" as the home of a important local manufacturer of beer. The period of significance is from 1903, when the majority of the existing structure was built, to 1945, when the plant had been reestablished after prohibition. The Brewery has been evaluated within the context of Beer-making in Greater Cincinnati and Covington from 1835 to 1945.

The period of significance established for the Bavarian Brewing Company is based on the following: Although The Bavarian Brewing Company was an integral part of Covington's economy for 100 years, from its founding in 1866 until the plant was closed in 1966, construction was begun on most of the complex as it is known today in 1903. The company was always located in the block bounded by the modern streets known as 12th, Main, 11th, Pike, and Willow Run (I-75/71 Right-of-Way). Two earlier buildings that housed brewery operations are still in existence on 11th and Pike Streets; these buildings are not part of this nomination as they are currently under separate ownership. In addition, the westernmost of these buildings has been radically altered and, as a result of these alterations, is not currently considered eligible for listing in the National Register of Historic Places.

The Bavarian Brewing Company is composed of a complex of inter-connected buildings that were built over time as the demands of beer brewing and distribution changed. A significant portion of the structure was under construction beginning in 1903, when a local newspaper headline announced "BIG: Will Be the Bavarian Brewery When the Plans for Additions Are Carried Out by Owners" (*Kentucky Post*, February 19, 1903.)

The end date for significance of 1945 was chosen to fit within the 50 year frame work usually associated with National Register significance. This date allows for consideration of the Brewery's role in the local economy following Prohibition, and ends the historic period prior to the company's apparent efforts to expand beyond the local economy.

The Bavarian Brewery had its beginnings in 1866, when a brewery was founded on Pike Street by Julius Deglow. Originally called the Deglow & Co. Brewery, as early as 1869 the brewery was known as the Bavarian Brewery. The Brewery was originally located on the Lexington Pike (now Pike Street), adjacent to a tannery also operated by the Deglow family. As early as 1877, the Brewery property included a large property that stretched from Pike Street south to 12th (at that time, 11th Street stopped west of Bullock), as shown on Map 1.

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The Bavarian Brewing Co.
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Ownership and management of the brewery changed several times through the 1870s, but it remained consistently in operation under the name Bavarian. Finally, in 1882, a German immigrant named William Riedlin entered into partnership with John Meyer, who had been involved with the operations of the brewery since 1879.

The Bavarian Brewery continued to occupy a large parcel of land that in 1886 is identified as part of the Western Baptist's Theological Institute 3rd Subdivision, as shown on Map 2. As mentioned above, in that year, the Brewery building was located on Pike Street at the intersection with 11th, with ice ponds occupying much of the block, and an ice house located along 12th Street. A number of dwellings are also identified facing 12th Street. A street paralleling 12th, Lehmer Street, does not extend west of Main at this time.

The brewery's location in proximity to large ponds used for the manufacture of ice was undoubtedly intentional; refrigeration was critical to the fermentation process for lager beer. Before refrigeration was readily available, most breweries incorporated deep, extensive cellars to provide a cool environment for storing the beer until it was ready for tapping. The Bavarian's location evidently provided a ready supply of ice before refrigeration became common.

At the turn of the century, Bavarian's market area was the Cincinnati metropolitan area. The company was incorporated as The Bavarian Brewing Company in 1889 with William Riedlin as president, Anton Ruh as superintendent, and J. H. Kruse as secretary-treasurer. Ruh also served in the capacity of brewmaster, and by 1894 was named vice president. The incorporation of the company at this time followed a national trend. According to William Downard, who studied the history of beermaking in Greater Cincinnati, it was common for brewers, as well as manufacturers in general, to change their organizational structure from individual proprietorships and partnerships to corporations. The reasons for this were many. For example, laws were changed simplifying the process for incorporation, making it easier to do. Secondly, a corporate structure allowed the company to continuously operate, even when the partner or founder died; this was unlike a partnership or proprietorship, which had to be completely restructured after the loss of a partner. Finally, most of the incorporations created closed corporations, enabling the family to retain ownership and management of the company.

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The Bavarian Brewing Co.
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Riedlin was an important community leader in Covington, as well. He had immigrated to the United States in 1870, and arrived in Cincinnati. He held a variety of jobs until 1878, when he opened a saloon and beer hall in Cincinnati's Over-the-Rhine, an important German-American community. In 1882, he sold the saloon to become a partner with John Meyer in the Bavarian Brewery. By 1893, Riedlin had been elected to the Covington Board of Aldermen. He was also a director of Covington's German National Bank and treasurer for the Covington Turner Society, a German-American civic group.

During Riedlin's tenure as president of Bavarian, many changes occurred to the physical plant of the brewery. One source states that a major renovation of the brewery was undertaken in 1886. The brewery's first bottling plant was constructed in 1892, which must have occurred shortly after the crown cap for bottles was invented. This cap, along with pasteurization, made it possible for large quantities of beer to be bottled for distribution to a wider area. The 1894 Sanborn map shows that the block had been subdivided east of the brewery property, and Bush Street (later Lehmer) and an unnamed north-south street had been laid out. The brewery complex itself is limited to a few buildings, facing both Pike and 12th Streets (see Map 3).

The changes to the physical plant of the Bavarian Brewery reflect changes also in the brewing and distribution of beer. In the mid-nineteenth century, when refrigeration was not common, pasteurization had not been invented, and the only way to seal a bottle was with a cork, it was difficult to bottle and ship beer. Breweries were primarily local operations, and the beer was consumed near its point of manufacture. New technology, such as refrigeration, automatic bottles, and the crown bottle cap, made it possible to manufacture beer on a larger scale and ship it further from its point of production, while a transcontinental railway system made shipping beer farther from its point of manufacture more feasible. William Riedlin came upon the scene as a partner in the Bavarian Brewery at the same time of these technological advances; it seems that he was able to capitalize upon these advances and turn his brewery into a successful operation. Under Riedlin's leadership, the Bavarian Brewery evolved from a small operation serving the local community to a modern facility that was identified in 1893 as "one of the fastest growing businesses in Covington".

In 1903, an article appeared in the *Kentucky Post* announcing plans for the construction of a two-story bottling house, a two-story stable and a two-story washhouse. These changes are reflected on the 1909 Sanborn, which shows the brewery complex had grown to include several buildings, and houses have been built facing Main Street (see Map 4). The new construction must have included the building facing 11th Street (now under separate ownership), which is identified on the 1909

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Sanborn as "Bottling Dept.", as well as the core of the complex now known as the Brewery, which has a date that appears to read "1903" on the top of the north elevation. Riedlin held a luncheon in 1906 to celebrate the completion of this building. However, the physical plant of the brewery continued to grow and evolve; in August of 1913 ground was broken for a new stock house, which is a three-story building that originally faced the now-closed Lehmer Street. The changes to the physical plant of the Bavarian Brewery was another common trend among Cincinnati brewers, according to Downard. The evolving mechanical devices and technology resulted in physical changes to the breweries themselves. (Downard, 1973, p. 40).

In 1908, William Riedlin, Jr. replaced Anton Ruh as vice president of The Bavarian Brewery, although apparently Ruh continued as brewmaster until 1917, when his son Joseph took over the position. In 1918, and in all likelihood in anticipation of Prohibition, the name of the company was changed to "The William Riedlin Beverage Company". This name change seems to suggest that there were plans to continue operating the facility in some capacity after prohibition set in. However, William Riedlin, Sr. died in February 1919. It is probable that his son was being groomed to take over the leadership at Bavarian; unfortunately, he, too, died a few weeks after his father, in March of 1919. Whatever plans there may have been before the Riedlins' deaths, the Brewery was simply closed down during Prohibition, although The William Riedlin Beverage Company continued to exist as an entity. Part of the property facing 11th Street was sold to the Kenton County Ice Company in 1925 by William Riedlin's daughter, Lucia Riedlin Schott. The secretary of the Kenton County Ice Company was Joseph Ruh, who had been brewmaster for the Bavarian. From the 1909 Sanborn, corrected most recently in 1945, it appears that additional land was sold off for the construction of houses; Lehmer Street (now Riedlin) was extended through the block and a group of homes was built (see Map 5).

After prohibition, the Brewery was reopened, but, according to one source, did not open as quickly as other breweries in the area (Reis, 1986). In fact, a May 1933 newspaper article announced the opening of a brewery completely new to Covington, the Heidelberg Brewery. The brewmaster for Heidelberg Brewery was Joseph Ruh, who before Prohibition, had been Bavarian's brewmaster. When The Bavarian Brewery reopened, it was under the leadership of a man named M. L. Vorhees, who was married to Riedlin's granddaughter, Rosemary. Little else is known of Vorhees, although by 1937, he and Rosemary were divorced. The Brewery apparently struggled financially under Vorhees' leadership, and went into receivership in 1937. In 1938, the Brewery and all of its assets was purchased from the United States District Court by Lucia Riedlin Schott's sons, George M., William C., Louis, and Chris Schott.

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Through the remainder of the history of the brewery, Riedlin's descendants were involved in the company's leadership and the company thrived, at least initially. In 1949, the Heidelberg Brewery was purchased by Bavarian; their building at Fourth and Philadelphia (demolished in 1985) became Bavarian Plant No. 2. A brewery in Cincinnati, Bruckmann, was purchased the next year. According to one report, between 1945 and 1952, Bavarian operated 24 hours a day, 7 days a week to meet the demand for its beer. The Heidelberg plant was subsequently sold in 1956. In 1959, The Bavarian Brewery merged with International Brewing of Detroit and continued to operate as the Bavarian Division. A new bottling plant was constructed in Covington in 1960. Bavarian won first prize for taste for its beer at a 1962 European beer festival. Despite this success, the brewery was losing money, and in 1966, a decision was made to close the plant. The buildings and equipment were sold at auction in that same year.

Since the brewery was closed, a variety of small users have occupied parts of the buildings; however, the entire building has been underutilized. The proposed new use of a retail store, restaurant and brew pub, will bring new life and vitality to this important Covington landmark.

Brewing in Greater Cincinnati

Covington's history has always been tied to the history of Cincinnati. Beermaking played an important role in Cincinnati's history. Because of the close relationship between the two cities, by looking at Cincinnati brewing, we can better understand the history of beermaking in Covington.

The city of Cincinnati was initially founded in 1788, and, taking advantage of the Ohio River, quickly established itself as a trade center. The fledgling community grew steadily, with a population in 1810 of 2,540. The first brewery in the Cincinnati began in January 1812, begun by an immigrant from Philadelphia, David Embree. By 1813, the city boasted two breweries, a number which remained stable through the 1820s. For example, in 1826, Cincinnati had two breweries which employed 18 men. By 1836, by which time the population of Cincinnati had grown to over 25,000, the city had 10 breweries that provided employment for 70 men.

During the first half of the nineteenth century, Cincinnati continued to grow steadily, reaching a population of 46,000 in 1840. By 1860, this figure had tripled, with a total population of over 200,000 in that year. An important factor in this growth was the immigration of Germans to the Cincinnati area. In 1830, German natives represented 5 percent of Cincinnati's total population; by 1840, more than 25 percent of Cincinnatians were of German birth. The influence of the Germans impacted the brewing industry. Prior to 1850, the majority of brewers in Cincinnati were predominantly English or Scottish, with one Frenchman, who made ale, porter and stout. According

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to Downard, "by 1860 the Germans dominated the [brewing] industry in Cincinnati and most brewing centers of the United States. . ." (1973, p. 12).

Part of the success of the German brewers was due to the introduction in the 1840s of a new type of brew known as lager beer. This type of beer was first brewed in Vienna during the 1830s. A special yeast and a different fermentation process result in a brew that is both lighter and more effervescent than English ales and stouts. Lager beer could only be brewed during cool weather, primarily in December, January and February, and then stored in cool cellars until the summer months, when the barrels were tapped. The beer derives its name from the brewing process; "lager" means "storage". This brew had some limitations, however; in addition to its limited brewing season, it was very perishable and tasted best when freshly tapped. Despite these limitations, lager beer quickly became popular with the German population in Cincinnati, and by the late nineteenth century, the majority of beer produced in the city was lager beer.

After the introduction of lager beer in Cincinnati, the number of breweries and the amount of beer produced steadily increased. In 1850, the town boasted 13 breweries with approximately 172 employees; by 1860 this number had increased to 36, employing 315 men. Cincinnati's Chamber of Commerce reported in 1859 that "the production of ale and beer had increased three times in the decade from 1849 to 1859" (Chamber of Commerce Report for 1859, quoted in Downard, 1973, p. 19). By this time, the brewing industry had become one of Cincinnati's most important industries.

By 1860, the Cincinnati brewers were predominantly of German birth. The most successful Cincinnati brewer of this period was Christian Morelein, who had been born in Bavarian in 1818 and immigrated to the United States in 1841. By 1842, Morelein had moved to Cincinnati. He opened a small brewery in 1853, which in 1854 produced 1,000 barrels. By 1860, the quantity had grown to 20,000 barrels. Morelein began brewing lager beer in 1856; by 1864, only lager beer was produced at his brewery.

The period 1860 to 1918 brought many changes to the brewing industry nationally, which were reflected in the organizational structure and physical plant of the majority of Cincinnati brewers. At the same time, the production of beer in Cincinnati continued to increase, from 353,776 barrels in 1870 to 558,708 barrels in 1879. Three-fifths of this beer was consumed in Cincinnati.

Although Cincinnati breweries marketed regionally and even nationally, they considered Cincinnati to be their primary market. And, indeed, it was. For example, in 1893, the annual per capita consumption of beer nationwide was 16 gallons, while in Cincinnati, the annual per capita

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The Bavarian Brewing Co.
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consumption was 40 gallons. Beer was part of the social and family life for Cincinnati's large German population, who through the nineteenth century lived primarily in the Over-The-Rhine area of the city. Partly as a result of this large local consumption, Cincinnati grew to be the fourth largest brewing center in the United States, ahead of both Milwaukee and Chicago. Cincinnati brewers were responsible for over 50 percent of all beers produced in the state of Ohio. During this time period, the only Cincinnati brewer to gain national prominence was the Christian Moerlein brewery.

From 1880 to 1918, the number of breweries in Cincinnati remained stable, with an average of 23 breweries listed in city directories. The Bavarian Brewery in Covington and the Wiedemann Brewery in Newport are considered to be contributors to Cincinnati's success as a brewing center during this same time period (Downard, 1973). The production of these breweries continued to increase, with over 1.5 million barrels produced in 1890. The increased production reflects an increased demand for the product, which was due at least in part to the continued growth of Cincinnati's population, which continued to steadily increase. By 1880, the population had grown to over 225,000; by 1900, the population totaled more than 325,000 -- an increase of more than 40 percent. At the same time, annual per capita consumption of beer in Cincinnati continued to grow -- in 1895, the figure was 50 gallons, which had increased to 65 gallons by 1910.

In addition to increased demand, Cincinnati brewers were able to continue to produce greater quantities of beer due to improving technology, including improvements in processing, refrigeration, and bottling. According to Downard, the 1880s marked a turning point where "technical improvements and business innovations . . . made brewing an efficient and perhaps 'modern' industry" (1973, p. 34). As a result of these changes, fewer breweries were able to produce greater quantities of beer. The total number of breweries nationwide peaked in 1880, at over 2,200; by 1900 the number of brewers in the United States was down to 1,800 (Anderson, 1987; Downard, 1973). At the same time, average annual production of beer nationally increased from 5,600 barrels in 1880 to over 22,000 barrels in 1900 (Downard, 1973).

An improvement was pasteurization, which consisted of exposing the freshly brewed beer to high temperatures to destroy bacteria that spoiled the beer. As a result of pasteurization, beer kept much longer, and could be distributed further from its point of manufacture. Improved bottles and the introduction of the crown bottle cap in 1892 also made it more feasible to distribute beer to a wider market. As a result of tax laws in effect at the time, bottling plants were usually separate legal and physical entities from the breweries. The first bottling plant in Cincinnati was open in 1874; by 1882, there were eight beer bottlers listed in business directories (Downard, 1973). By the 1890s, it was more common for the brewers to own and operate their own bottling departments.

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The Bavarian Brewing Co.
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These technological changes required physical changes to the structures in which the breweries were housed. As a result, it was not uncommon for area brewers to spend considerable sums to built new, much larger buildings that both modernized the brewing process and provided the brewers with an image of substance. In fact, according to Downard, there was an emphasis on monumental buildings with attention paid to the aesthetics for industrial buildings nationwide following the Civil War; this trend was reflected by the buildings built for Cincinnati brewers during this period.

In the 1910s, public sentiment began to grow in favor of prohibition. Beer making actually ceased on December 1, 1918. This was due to an order of President Wilson which prohibited brewing, partly because of a combination of crop failures and a shortage of labor. The prohibition continued with the passage of the Volstead Act in 1919. Prohibition, of course, had a devastating affect on breweries in Cincinnati and elsewhere. Many breweries tried to survived by making "near beer", which was not popular, and soft drinks. Others closed their plants and liquidated their assets. Of 20 breweries in Cincinnati that were in operation in 1918, only one reopened when Prohibition was repealed in 1933. It was supplemented by two Northern Kentucky breweries that had operated period to 1918, Bavarian and Weidemann.

Following Prohibition, many new breweries opened in Cincinnati, frequently located in the buildings built by the nineteenth century brewers. These new breweries quickly returned to the 1918 capacity, with 800,000 barrels produced in 1933, and 1,114,000 barrels made in 1934. A major change beginning in the 1930s was the increased emphasis on packaged beer, either bottled or, beginning in 1937, canned. Advantages to canned and bottled beer were that the beer could be more widely distributed, resulting in greater profits and less waste. At the same time, increased use of home refrigeration made it possible for consumers to store beer at home. In 1934, only 25 percent of the beer made was bottled; by 1941, this figure had grown to over 50 percent. This emphasis on packaged beer contributed to the national trend for bigger breweries with greater production capacity.

This trend affected the number of breweries in Cincinnati. By the mid-1940s, Cincinnati boasted 9 breweries (including Bavarian and Weidemann) which together employed more than 3,500 and produced 2.3 million barrels of beer each year. In 1966, when the Bavarian Brewery closed, the number of local breweries was down to 4; together, they made 2 million barrels of beer a year. Nationally, the number of breweries decline from 250 in 1950 to 110 in 1969 (Downard). The 1980s and 1990s have seen a resurgence of brewing, with the emphasis once again on small, local breweries with modest capacity, usually serving the beer in the same building in which it is brewed.

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Brewing in Covington

The history of brewing in Covington parallels the history of brewing in Cincinnati. Between 1837 and 1966, there was at least one brewery in operation in Covington. At the time Julius Deglow opened the Bavarian Brewery in 1867, there were five breweries in operation. The first brewery opened in downtown Covington at the intersection of Pike and Scott in 1837. It was begun by a man named Peter Jonte, a Frenchman. By 1842, this brewery had been taken over by Charles Geisbauer, a German, who continued to operate it until 1877. According to the 1850 Manufacturing Census, Geisbauer produced 10,000 barrels of beer each year and employed 7 men. By 1870, production was measured in gallons; Geisbauer's brewery produced 225,060 gallons. He had 13 employees in 1870. Although this brewery changed hands several times, it was in continuous operation for 73 years, from 1837 until 1912. One building associated with this Brewery still remains at the southwest corner of Pike and Scott. It appears to date from the 1860s, and was the office building for the brewing complex.

The second brewery to open in Covington was the Lexington Brewery, located in the neighborhood of Lewisburg. This brewery was originally operated by a woman, Mrs. Margaret Duhme, who lived in the Cincinnati neighborhood of Over-the-Rhine. This brewery remained in operation for only 23 years, under a variety of names. In 1870, this brewery produced 4,500 barrels each year. Charles Lang was the third brewery operator in Covington; he opened the Lewisburg Brewery in 1866; this later became the Covington Brewing Company (in 1895), which remained in operation until 1905. No buildings remain from either of these breweries.

In addition to these breweries, a group of about eight "tavern brewers" were active in Covington between 1860 and 1883. These smaller brewers, who apparently brewed beer for use in their own saloons, were located in the vicinity of the Licking River, on Covington's east side (Scala, 1986). At this time, it was in fact not uncommon for beer to be brewed in taverns and saloons, for consumption in the tavern only.

The brewery initially begun by Julius Deglow which evolved into the Bavarian Brewery was the fourth brewery to operate in Covington. In 1870, the brewery produced 7,341 barrels of beer annually. By 1914, the capacity of the brewery was 216,000 barrels or 6,796,000 gallons (advertisement for The Bavarian Brewing Company in 1914 Centennial publication). The history and evolution of the Bavarian Brewery echoes the history and evolution of breweries in Greater Cincinnati in many ways. For example, the increase in capacity cited above reflects an industry-wide trend, which is representative of breweries in Greater Cincinnati as a whole. Other changes to the Bavarian include a bottling plant, shows up as early as 1886. Major changes to the physical

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plant occurred in 1903, within the time period when many Cincinnati brewers were rebuilding their structures, in response in large part to the changes in technology. The new structure built for the Bavarian is monumental in character, yet reflects a concern for the appearance and style of the building.

The Bavarian Brewery remained in operation for 100 years, making it the longest-lived brewery opened in the city. It is representative of the history of beermaking in Greater Cincinnati from the mid-nineteenth century, with the dominance of the industry by those of German origin and the introduction of lager beer, through the mid-twentieth century, when it rebounded after Prohibition and met the challenges to brewers in what really was a new era for the industry. In addition, buildings associated with every aspect of beer making remain on the Bavarian site, making it the only remaining intact brewery site in the city. Finally, its new use, which will incorporate a micro-brewery and a selection of beers from similar entities across the country, reflects the renewed interest in locally manufactured beers which brings the history of beer making full circle.

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The Bavarian Brewing Co.
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Verbal Boundary Description

Situated along the north side of Twelfth Street and along the west side of Main Street in the City of Covington, Kenton County, Kentucky:

Beginning at a P.K. Nail at the southwest corner of Eleventh and Main Streets; thence with the west line of Main Street S 10°-26' E 307.12 feet to a cross notch at the northeast corner of Lot. No. 189 of the Western Baptist Theological Institute Subdivision (C. & R. Plat 347); thence with the north line of Lot Nos. 182 through 189 of said Subdivision S 79°-40' W 198.00 feet to a tack in a wooden fence; thence with the east line of Lot. No. 181, S 10°-26' E 89.00 feet to a steel post in the north line of Twelfth Street; thence with said north line S 79°-40' W 278.12 feet to a pin; thence with the east lines of the Zimmer Subdivision (Original 473), N 16°-35' W 100.00 feet to a pin, S 79°-40' W 4.86 feet to a pin and N 10°-16' W 118.72 feet to a cross notch in the north line of Riedlin Avenue; thence with the north line of Riedlin Avenue S 79°-40' W 7.89 feet to a pin at the southeast corner of Lot No. 26 and the west line of a 12.60 foot alley N 7°-06' W 65.65 feet to a spike in said line; thence crossing said alley N 82°-54' E 12.60 feet to a cross notch in the east line of said alley; thence with said east line N 7°-06' W 18.02 feet to a cross notch at the southwest corner of the Boehmer Property (deed book 546, page 428); thence with the south line of said property N 70°-55' E 122.27 feet to a pin at the southeast corner of same; thence with the south line of Glier's Meats, Inc. (deed book 543, page 600), S 18°-35' E 13.75 feet to a pin, N 71°-15' E 57.65 feet to a pin, N 18°-45' W 2.06 feet to a pin, N 79°-40' E 19.60 feet to a pin, N 10°-26' W 13.50 feet to a pin, N 79°-40' E 52.50 feet to a notch, S 10°-26' E 11.40 feet to a pin, and N 79°-40' E 21.85 feet to a P.K. Nail at a northwest corner of a small parcel conveyed to Justin M. Schneider (deed book 868, page 90); thence with the west line of same N 10°-26' W 9.28 feet to a P.K. Nail; thence with the north line of same and the south line of a small parcel conveyed to Glier's Meats, Inc. (deed book 868, page 87), N 79°-40' E 188.10 feet to a P.K. Nail at the southeast corner of same; thence with the east line of same and the west and north lines of a parcel conveyed to Justin M. Schneider (deed book 559, page 434), N 10°-26' W 68.50 feet to a P.K. Nail in the south line of Eleventh Street; thence with said line N 79°-40' E 90.00 feet to the place of beginning. CONTAINING 3.330 ACRES.

This property was conveyed to Justin M. Schneider in deed book 541, page 469, deed book 559, page 434 and deed book 868, page 90 and is part of the platted land on Copy & Restored Plans 347 and 371 and also being the vacated area of Lehmer Street west of Main Street, Incumbrance Book 12, page 577.

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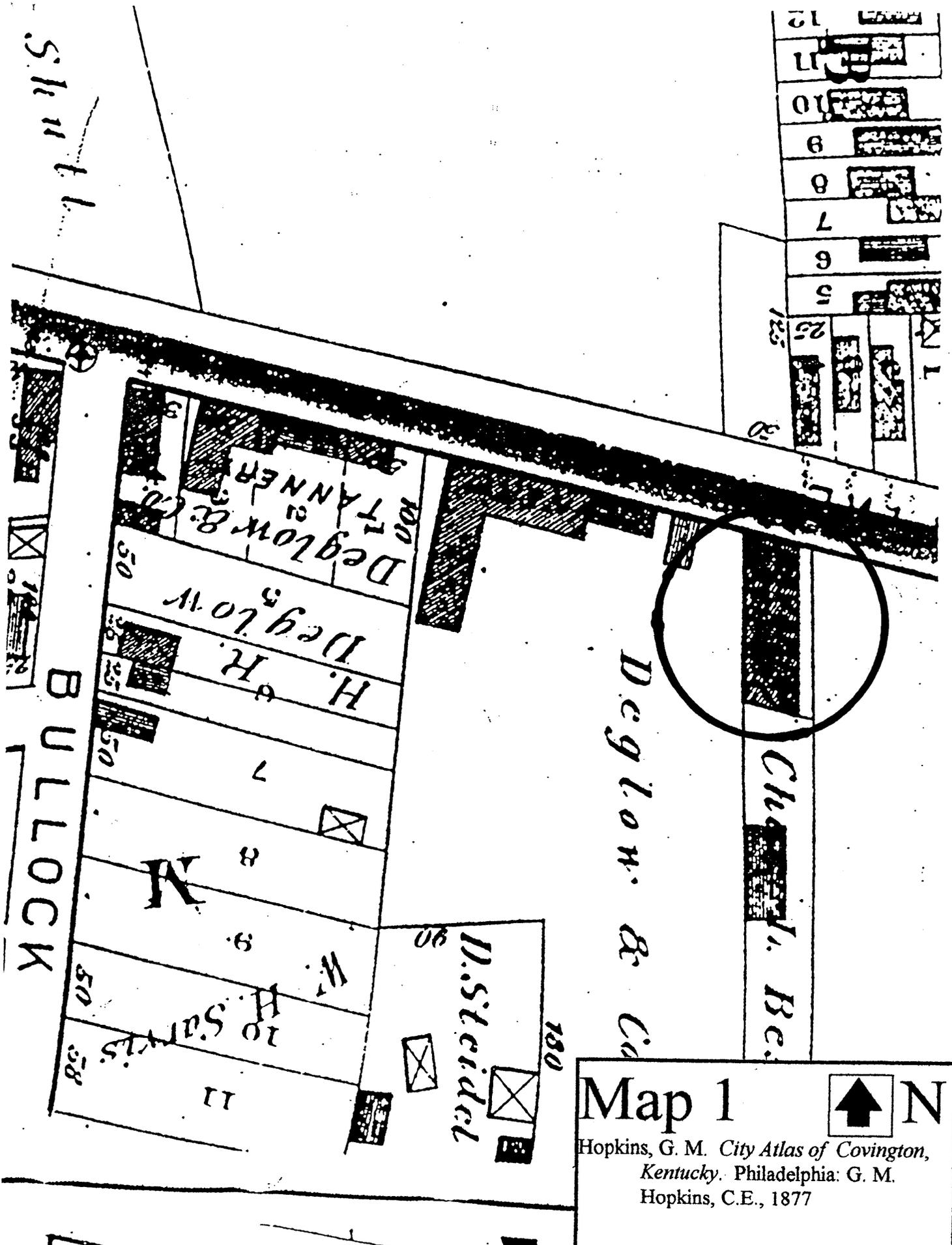
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The Bavarian Brewing Co.
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Verbal Boundary Justification

The boundaries chosen for inclusion in this National Register nomination are the legal boundaries of the property recently purchased for rehabilitation, which developed historically as the Bavarian Brewery. Not included in this nomination are two parcels containing buildings that were historically associated with the brewery, but which are currently under separate ownership. The boundary also does not include residential structures on the block; rather, the nomination is limited to the manufacturing facility known as the Bavarian Brewery.



Map 1  **N**

Hopkins, G. M. *City Atlas of Covington, Kentucky.* Philadelphia: G. M. Hopkins, C.E., 1877

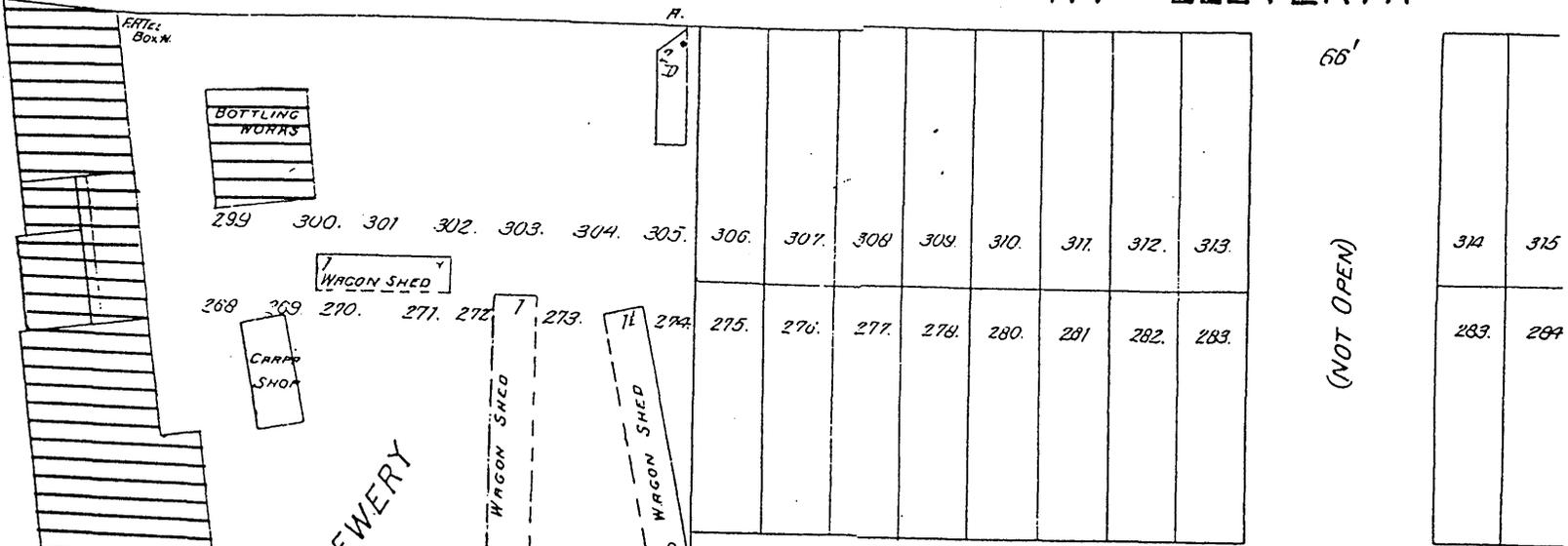
Pike St.

1574-32

22

W. 11th St.

W. ELEVENTH



66'

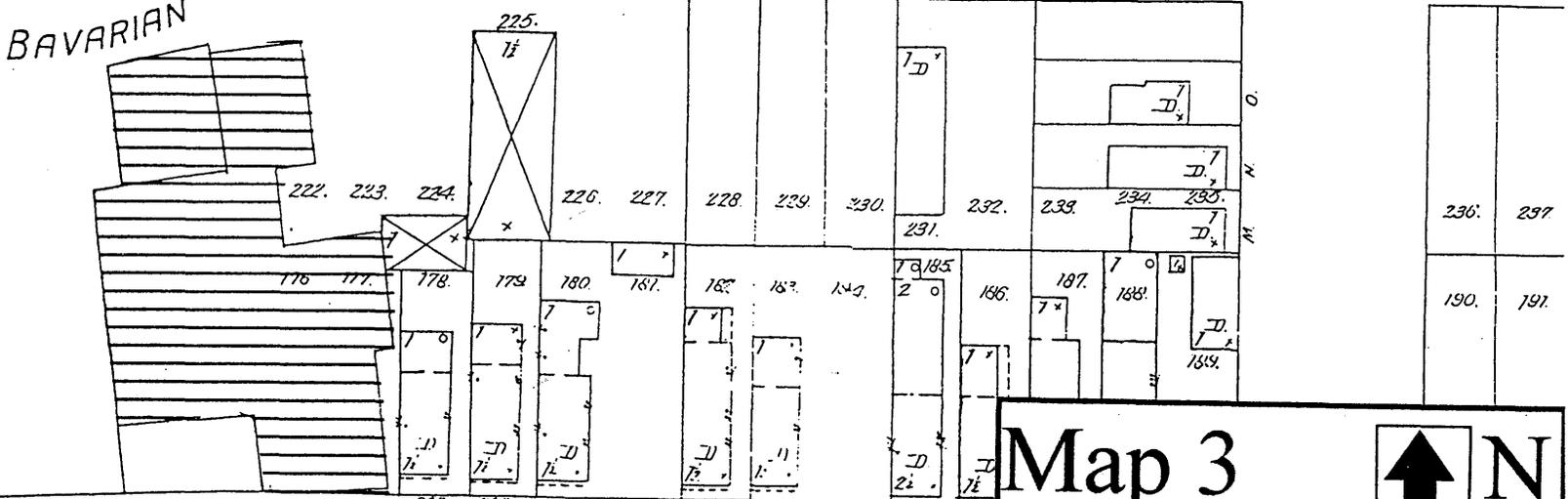
(NOT OPEN)

251

[Bank] (NOT OPEN)

BU

BAVARIAN



W. 12th St.

Main St.

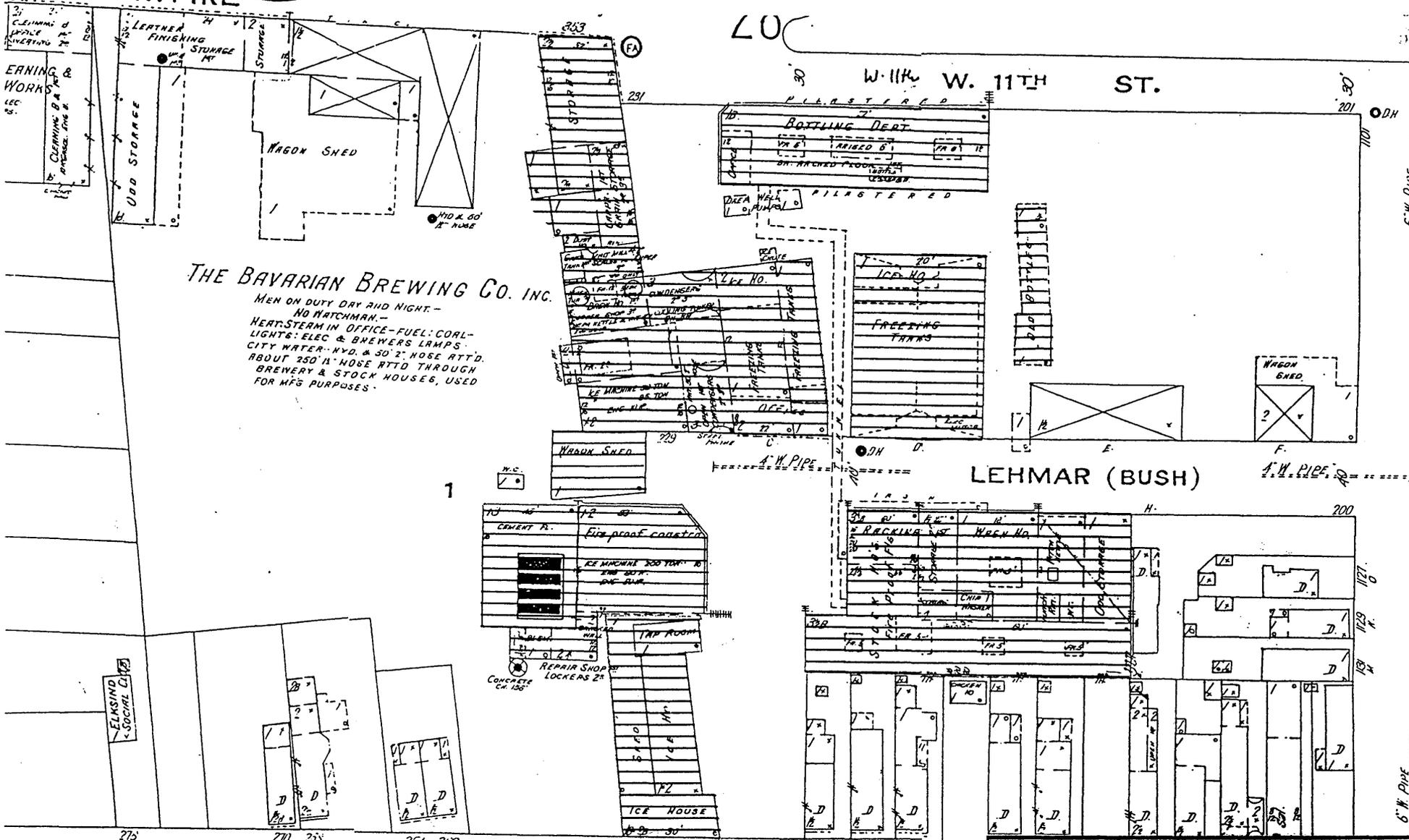
Map 3  N

Sanborn Map and Publishing Company.
 Insurance Maps of Covington,
 Kentucky, 1894. New York:
 Sanborn Map and Publishing
 Company, 1894.

W. PIKE 1909-35

LOC

W. 11th W. 11TH ST.



W. 12th St.

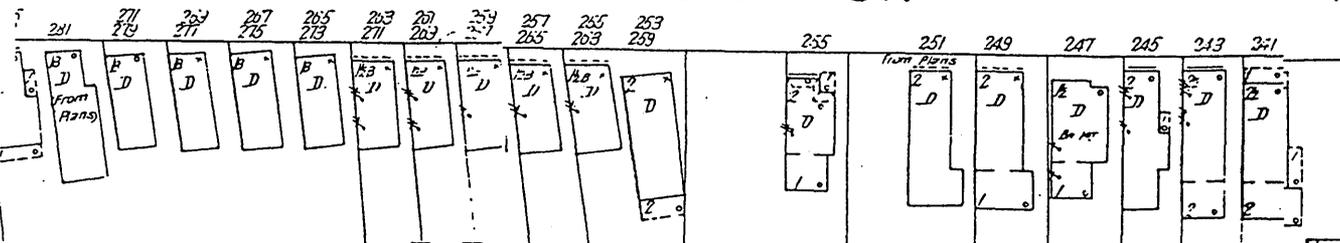
W. 12TH ST.

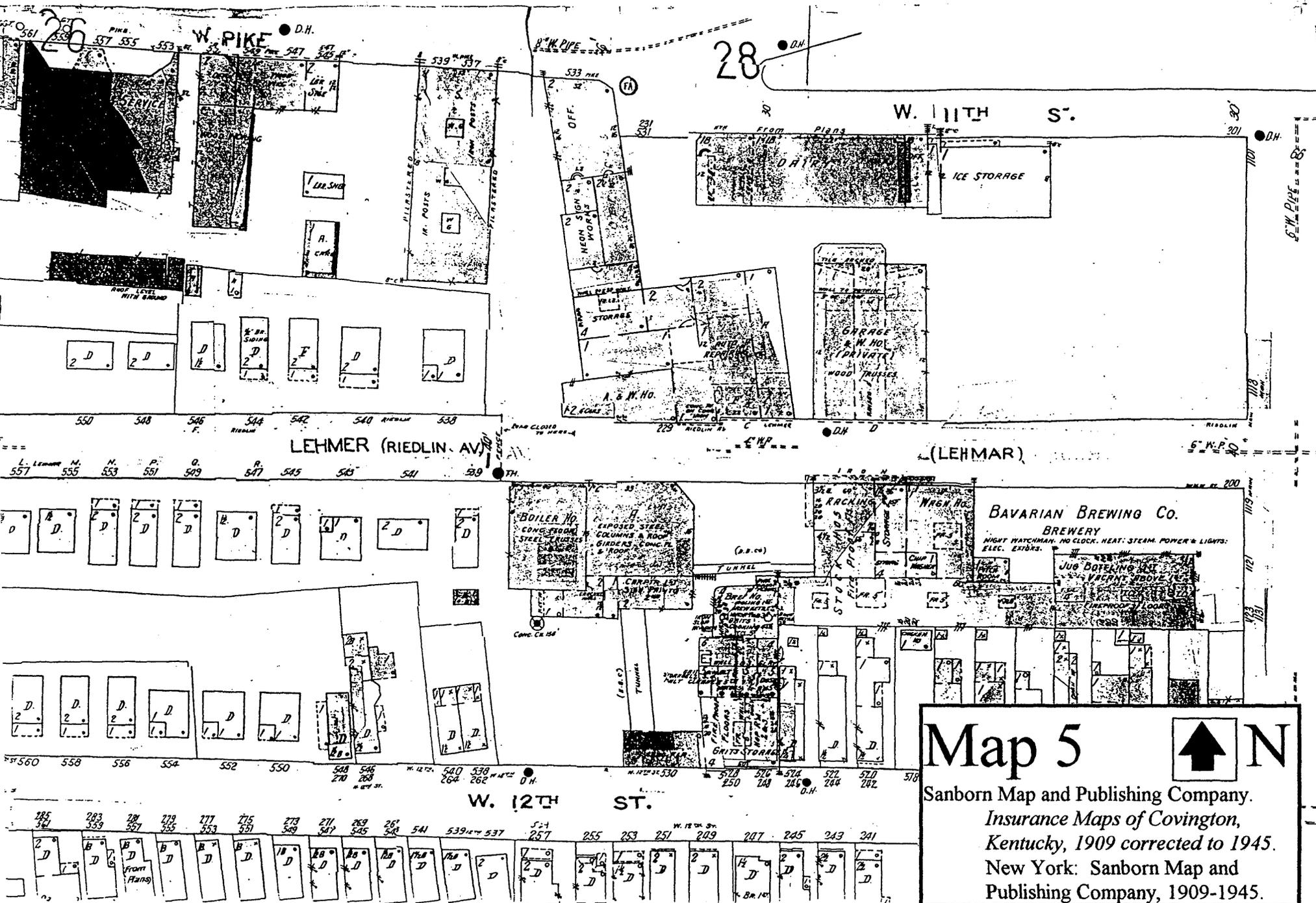
W.

Map 4



Sanborn Map and Publishing Company.
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Map 5  **N**

Sanborn Map and Publishing Company.
*Insurance Maps of Covington,
 Kentucky, 1909 corrected to 1945.*
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