

PH0509493

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

DATA SHEET

FOR NPS USE ONLY

RECEIVED NOV 29 1977

DATE ENTERED MAR 31 1978

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Sugar Loaf Brewery

AND/OR COMMON

Bub's Brewery

2 LOCATION

STREET & NUMBER

Just US 14/61 and MN 43

SW 1/4, NE 1/4, Sec. 35, T107N, R7W

NOT FOR PUBLICATION

CITY, TOWN

Winona

VICINITY OF

CONGRESSIONAL DISTRICT

First

STATE

Minnesota

CODE

22

COUNTY

Winona

CODE

169

3 CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER: vacant

4 OWNER OF PROPERTY

NAME

John Jeremiassen

STREET & NUMBER

905 Birch Blvd.

CITY, TOWN

Winona

VICINITY OF

STATE

Minnesota

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Registry of Deeds -- Winona County Courthouse

STREET & NUMBER

CITY, TOWN

Winona

STATE

Minnesota

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Minnesota Statewide Historic Sites Survey

DATE

January, 1977

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

Minnesota Historical Society -- Building 25, Fort Snelling

CITY, TOWN

St. Paul

STATE

Minnesota

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

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## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Sugar Loaf Brewery is situated at the base of a limestone and sandstone bluff known as Sugar Loaf for the unique man-made stone formation at the summit. This location was chosen for the brewery to take advantage of the local sources of water and the facility of constructing caves into the hillside for natural cooling and aging of the beer. For this reason, the central section of the stone brewery was constructed in 1861-62. Subsequent alterations and additions were necessary due to increased demand for the product; the earliest major alteration was to approximately double the space after fire destroyed the wooden interior of the first building in 1872.

The original section of the brewery is a three storey limestone building with gable roof. After the fire of 1872, a large five-storey stone and brick section was added to the original building to provide facilities for the actual preparation of wort to beer. At that time, the original section served as the bottling plant, hops storage, etc. All of the interior structural system of the building is of wood. A wooden grain-elevator type structure formerly connected to the second level of the front facade; this was removed after discontinuation of the brewery operation. The buildings were then painted in an effort to unify the facades where sections of the building had been removed or modified. After discontinuation of the brewery operation, most of the equipment was removed from the building and a section converted into commercial use as a retail store. The store closed in 1977 and the building is now vacant.

Most important is the existence of three large caves which extend into Sugar Loaf. These were originally dug to provide for cooling and aging of the beer. Each cave is approximately fifty feet to as much as one hundred thirty feet. Caves were important assets to early breweries in Minnesota prior to the invention of mechanical refrigeration; the caves at the Sugar Loaf Brewery continued in use until 1969.

No longer extant are Peter Bub's residence and barns. A modern office has been constructed to the immediate south of the old brewery.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES      1872                                      BUILDER/~~ARCHITECT~~      Peter Bub

## STATEMENT OF SIGNIFICANCE

Bub's Sugar Loaf Brewery of Winona is significant for its association with Peter Bub and his successors who were responsible for the brewing of "Bub's Beer" for ninety-eight years.

When Minnesota became a state in 1858 eleven breweries were in operation. In 1872, there were forty-five breweries, all operating in the southern half of Minnesota.<sup>1</sup> The increase in the number of breweries coincided with the arrival of German immigrants who possessed the know-how to brew lager beer, a lighter and more popular version of the original German beverage.

Beer production until 1900 was in many cases a local industry. Transportation facilities had not been fully developed to allow large scale importation of ingredients and the mass distribution of the finished product. Brewers, therefore, were chiefly concerned with community demand, available ingredients, good water and aging and storage facilities.

In 1856 a Bavarian immigrant, Jacob Weisbrod, arrived in Winona County and established a brewery in East Burns Valley 2-3 miles from the City of Winona. Here he found an abundant supply of water and barley, two necessary ingredients for beer production. (The third element, hops, still had to be imported from Europe.) Increased consumer demand that surpassed production capacity caused Weisbrod to build a new brewery at the base of Sugar Loaf Mountain in Winona. The first beer brewed in the new plant was ready in the spring of 1862.

Seven years later Peter Bub arrived in Winona from the Best Brewing Company in Milwaukee and was hired by Weisbrod to be brewmaster and plant foreman. Weisbrod died in 1870 and Bub assumed managerial control of the brewery. One year later he married Weisbrod's widow.

A fire in 1872 leveled the brewery to the sandstone foundation. Borrowing money, Bub rebuilt the brewery and post fire years saw the steady expansion in brewing operations. Brewery capacity was multiplied twenty times from an annual 500 barrel output to ten thousand barrels yearly.

In 1903, Bub hired William Miller who in turn married the boss's daughter and in 1911 assumed managerial control of the brewery at Bub's death. Continuing to keep the brewery in the Bub family, Carlus Walter married Miller's daughter and became affiliated with the brewery operation.

1. Robert Britton, "Trouble A' Brewing, Decline of an Industry," Earth Journal (Winter 1976-1977): 43.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Britton, Robert, "Trouble A' Brewing, Decline of an Industry." Earth Journal (Winter 1976-1977): 43-47.

"Bub's Brewery to End Production," Winona Daily News, 19 September 1969, p. 3a.

Bunnell, Lafayette H., Winona and Its Environs, Winona: Jones & Kroeger, 1897.

History of Winona County, Chicago: H.H. Hill & Co., 1883.

"Peter Bub Brewery in 94th Year of Beer Production," Winona Daily News, 19 November 1955, p.5

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 5.3

UTM REFERENCES

A 15 610260 48751800

ZONE EASTING NORTHING

C                              

B                              

ZONE EASTING NORTHING

D                              

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE

Charles W. Nelson, Architectural Historian and Susan Zeik, Research Associate

ORGANIZATION

Minnesota Historical Society

DATE

15 June 1977

STREET & NUMBER

Building 25, Fort Snelling

TELEPHONE

612-726-1171

CITY OR TOWN

St. Paul

STATE

Minnesota

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL   

STATE   

LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Russell W. Fridley*

TITLE

Russell W. Fridley  
State Historic Preservation Officer

DATE

11/19/77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

ATTEST:

*Walter Cole*

DATE 3-31-78  
KEEPER OF THE NATIONAL REGISTER  
DATE 3-14-78

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
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Sugar Loaf Brewery

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Over the years the brewery operations focused on the production of draft beer. However, the Prohibition Amendment of 1919 hit many breweries hard. Almost one half of the nearly six hundred breweries of 1920 were forced to close.<sup>2</sup> Bub's Brewery used this time from 1919 to 1933 to manufacture near beer, a beverage with alcohol content of one-half one per cent and to expand plant operations in anticipation of repeal. Modern bottling and brewing equipment replaced out dated machinery. New pumping equipment was installed to provide one hundred fifty gallons of artesian well water located five hundred feet below ground level and needed every minute during brewing operations. Taking advantage of the natural sandstone, two additional storage rooms or caves were dug out of the rock. The average dimensions of these hillside caverns were twenty-five by fifty feet. The inter-connecting caves extended as much as one hundred thirty feet into the mountain. Continually held at forty-five degrees, they made ideal fermentation and storage rooms.

Beer production at Peter Bub's Sugar Loaf Brewery continued through the summer of 1969 under the "Bub's" and "Pilsen" labels and a special product called the "Picnic" which was actually a half-gallon bottle of unpasteurized beer.

In September of 1969 Bub's Board of Directors terminated production. Bub's like other small breweries, succumbed to the highly competitive pressure exerted by larger companies. The smaller brewery was out classed by the larger breweries use of national railroad distribution, advanced research and technology, mass advertising and marketing that resulted in low unit costs, a national image and very little competition.

After ninety-eight years of beer production by the same family, the rights to Bub's products and labels were retained by the Walter Brewing Company of Eau Claire, Wisconsin. Interestingly, the new owners are distant relatives of Carlus Walter, the last president of Bub's Brewery and husband of Peter Bub's granddaughter.

2. Britton, Earth Journal: 45

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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ADDITIONAL INFORMATION

for Keeper Melvin Lynn  
11/19/89

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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**Note: These changes apply to  
Sugar Loaf Brewery in Winona  
County, Minnesota.**

**REFERENCE NUMBER: 78001572**

**STATE: MINNESOTA**

**COUNTY: Winona**

**RESOURCE NAME (HISTORIC):**

**CITY:**

**VICINITY OF:**

**ADDRESS: Lake Blvd. and Sugar Loaf Rd.**

**CERTIFICATION DATE:**

**REMOVED DATE:**

**COMMENTS:**

*Nina M. Archabal*

**Nina M. Archabal  
State Historic Preservation Officer**

**JUN 17 1988**

**Date**