



200

YEARS

MILESTONES



VELTINS

FRESH VELTINS FROM GOOD TRADITION. REFRESHINGLY DIFFERENT.

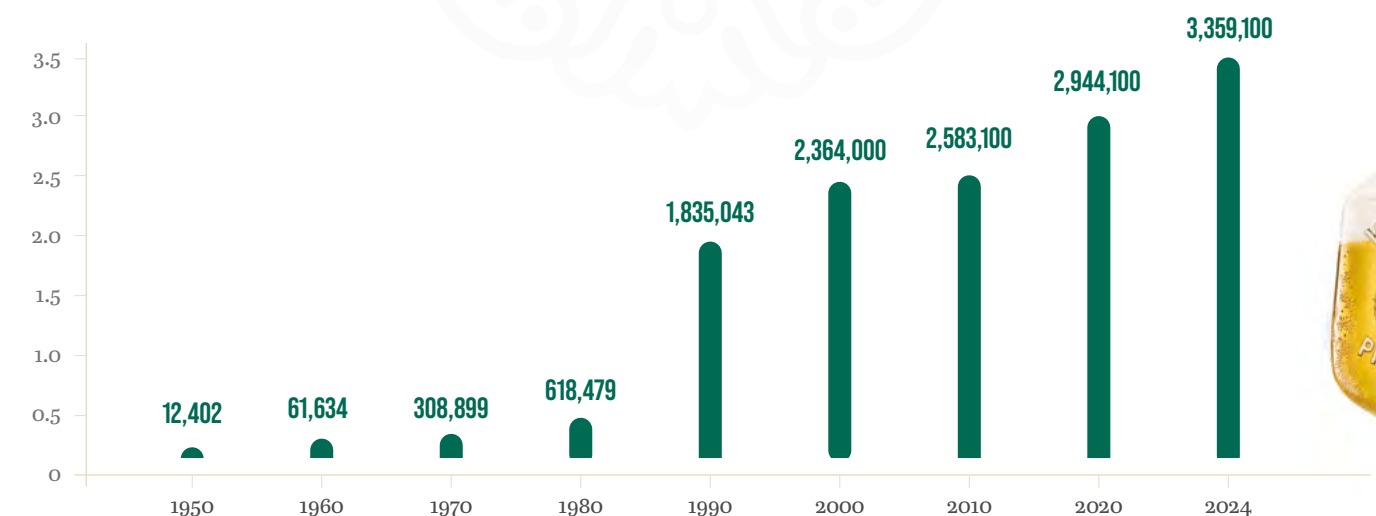


It has been 200 years since the C. & A. VELTINS brewery was founded. Since then, five generations have managed and shaped the company - this is by no means a matter of course.

The fact that the small, tranquil village brewery has grown to its current size also says something about the philosophy of the family business and its self-image as a medium-sized company. Everything happened with courage, determination and the willingness to invest, as the last few years have shown in a special way.

Output development of the C. & A. VELTINS brewery

in hl



Source: Brauerei C. & A. VELTINS



1824

FOUNDATION OF THE BREWERY
BY FRANZ KRAMER IN
GREVENSTEIN

1852

TAKEOVER OF THE BREWERY BY
CLEMENS VOLTINS

1905

DOUBLE LEADERSHIP

*The brothers Carl and Anton Veltins
take over the management of the
brewery.*

1920

MODERNISATION

*Carl Veltins modernises the brewery
and introduces technical improve-
ments to increase production.*

1926

EXCLUSIVELY BEER
PILSENER STYLE IS BREWED

1949

ECONOMIC CHALLENGES

*The First and Second World Wars bring great challenges,
including shortages of raw materials and economic uncertainty.
Despite the difficult circumstances, the brewery manages to
keep the business going.*

1923

Paula Hendrix marries Carl Veltins.

1883

*Clemens Veltins erects a new
building on the outskirts of
Grevenstein and buys a steam and
ice machine.*

1824

1824 –
1949

80 thou. hl
are brewed in 1962.

ECONOMIC MIRACLE

With the beginning of the German economic miracle in the early 1950s, the VELTINS brewery also experiences an upswing. The demand for beer increases and the brewery invests in new production facilities to meet the growing demand.

1955

With brass tokens employees were able to treat themselves daily a fresh VELTINS from the 'Sternwirt' as a house drink.

OPENING OF NEW BREWING FACILITY

A state-of-the-art brewery plant is put into operation, which significantly increases production capacity and production efficiency.

Beer output reaches
1 m hl
for the first time in 1984.

1992

ANNUAL OUTPUT OF MORE THAN 2 M HL

1996

OPENING OF THE VISITOR CENTRE

VELTINS opens a visitor centre in Grevenstein, which offers guided tours and information about the history and the brewing process.

1994

SUSANNE VELTINS TAKES OVER THE BREWERY

1998

ENTRY INTO FORMULA 1



1950

1950 – 1999

1951

THE FIRST BOTTLING LINE IS CREATED



VELTINS swing-top bottle of the 1950s



Steinie bottle of 1959

1964

ROSEMARIE VELTINS TAKES OVER THE BREWERY

1970er

INNOVATION AND EXPANSION
VELTINS introduces innovative brewing techniques and expands the product range. The brewery also begins to intensify marketing campaigns to make the brand better known.



1994

INTRODUCTION OF THE 0.5L CAN

1997

START SPONSORING OF FC SCHALKE 04 AS MAIN JERSEY SPONSOR

1999



VELTINS alcohol-free

VELTINS GASTRONOMY BOTTLE



VELTINS RADLER

**SPONSORING
VIERSCHANZENTOURNEE**

Reusable share

VELTINS 0,0 %

VELTINS HELLES LAGER

VELTINS V+

*The new VELTINS advert with
Rudi Assauer and Simone Thomalla
is released.*

GREVENSTEINER
ORIGINAL

VELTINS ARENA

VELTINS PÜLLEKEN

FRISCH GEZAPFT

To mark the brewery's 200th anniversary, the special exhibition 'Freshly tapped! The beer and us' opens at the Arnsberg Sauerland Museum.

*The new reusable crate
designed by the Porsche Design
Studio is introduced.*

VELTINS FASSBRAUSE

2000 - 2024