



# MASTER BREWERS ASSOCIATION OF THE AMERICAS

Providing technical leadership for the brewing industry

## KARL M. STRAUSS 1912 - 2006

Karl Strauss was the 1961 - 1963 President of the MBAA (Terms were two years then.)

- Karl received the MBAA Award of Merit in 1981
- He received the MBAA Award of Honor in 1992
- He received the MBAA Distinguished Life Service Award in 2003

A summary of Karl's life:

Born October 5, 1912 in Minden, Westphalia, Germany

Attended the Oberrealschule in Minden where he received his Abitur. During his young life he assisted his father in the brewery working as a brewer and intern. After receiving his Abitur, Karl journeyed to the Linden Brau AG in Hanover to complete six more months of internship.

October 1931 He began his formal brewing studies at Weihenstephan

Summer of 1933 completed the Diploma program and began working at the Falkenkreuz Brauerei Lippert in Detmold. The Bauer Brauerei, Luebecke and the Altstädter Malzfabrik in Altstadt, Thüring.

Since he was only 21 years of age and at the time the government only awarded Diploma Braumeister degrees to those 24 years or older and because his internship at his father's brewery was not documented as the government required at the time, he was not awarded his degree until after WWII.

In 1933, Karl's uncle introduced him to the Foreman at the Pabst Brewery in Milwaukee.

March 3, 1939 - Karl was off to Milwaukee, Wisconsin

May 11, 1939 he began his work at Pabst as union worker feeding bottles to the bottle soaker. After two months on that job, he was assigned the task of studying a tunnel pasteurizer for cans. After one month, he was made foreman of the department.

Following the filtration assignment, Karl was promoted to record keeping in Fermenting. He was later promoted to Assistant to the Superintendent and became a "troubleshooter". His title was later changed to Assistant Superintendent. His next promotion was to Malt house Superintendent. He was transferred from there to the brewhouse, cellars and bottle house.

On June 6th, 1942 he was transferred to the Pabst Brewery, Peoria, IL as Plant Production Manager. After 15 months in Peoria, he moved back to Milwaukee as head maltster.

1934-1948 Served as Assistant Superintendent of the Malt house and Brewhouse at the Pabst, Milwaukee Brewery.

1948 he was promoted to the LA Brewing Company until 1956. In 1955 he began working between Milwaukee and LA. His task in Milwaukee was the coordinator of plant operations and planning.

1959 - Pabst merged with Blatz and Karl became Technical Director.

1960 - Jim Scheckan retired, Karl became VP of Production.

1983 - Retired from that position and began consulting the industry. His consulting included Kurth Malting and

Molson, Montreal, Canada. As the Oldenburg Brewery, Covington, KY was being designed by Bishopric (Enerfab), Karl was asked to assist in the design and start up. In this indirect way, Karl became a mover of the Craft Brewing Tide, which swept the US. Karl can count over 50 pub and microbreweries he designed and started up together with JV Northwest Industries.

In 1989, Karl's cousin wanted to start up a brewery and Karl assisted in the design and start up. When his cousin needed a name, he asked Karl if he would lend his name. The Karl Strauss Breweries in California now have six brewpubs and one microbrewery.

Karl is the senior member of the Weihenstephan Alumni Association, an organization of 1500 graduates of the TU Munich, Weihenstephan brewing school.

Karl was past president of the Master Brewers Association and the only person ever to receive both the Award of Merit and the Award of Honor from the MBAA.

Karl was a founding member of the Museum of Beer and Brewing.