



### ADOLPH COORS

*Born February 4, 1847, in Germany, Adolph Coors was the first child of Joseph and Helene Coors. As a boy, he learned several trades, including flour miller, printer and bookbinder. When he was 14, he enrolled as a business apprentice at the Wenker Brewery where he worked in both the commercial and technical side of the business. Facing conscription into the Prussian army at 21, Adolph stowed away on board a ship for the United States. He was discovered, but the authorities in Baltimore, where he landed, granted him a grace period to pay off his passage. Within a short time he paid his debt, saved some money, and worked his way west.*

*In January 1872, Adolph Coors landed in Denver, where he purchased a partnership in the bottling business of John Staderman. Within a year, Adolph bought the business and began looking for a suitable place in the foothills west of Denver to build his brewery. He settled in Golden and along with partner Jacob Schueler, bought a tannery and converted it into the Golden Brewery. His business strategy was to build a self-reliant company with expansion paid for through earnings. He planned to make the best beer possible, using the finest ingredients, modern equipment, and immaculate brewing conditions. Schueler & Coors' first beer, Golden Lager, was an instant success and the company sold more than 3,500 barrels in the first year of operation. Adolph gradually bought out Schueler's investment, and by 1880, was the sole proprietor of the Golden Brewery. In 1908, Adolph began to diversify into other businesses, including real estate, cement, cooking china, and porcelain which he incorporated into the Adolph Coors Brewing and Manufacturing Company in 1913.*

*Adolph and his wife, Louisa, reared six children and he became one of the most successful merchants of the city of Golden. When prohibition was adopted in 1916, Adolph refused to quit. He felt a personal obligation to Golden to keep its citizens employed. The brewery plant was converted to produce malted milk and related products. Adolph died in 1929 and did not live to see the repeal of prohibition. Coors Brewing Company continued to expand and flourishes today in worldwide markets.*

*Adolph Coors was elected to the Jefferson County Hall of Fame in 2000.*