

Lithia beer to be brewed again in West Bend

Lithia beer is closing in on its return to West Bend.

Riverside Brewery will brew a starter batch of Lithia and have a keg on tap in the coming months. West Bend Mutual is also jumping on board, hoping to serve Lithia at the May grand opening of its expanded facility on 18th and Paradise.

Local marketing guru Gunter Woog, who owns the rights to the Lithia label and the recipe, said it's time to fill a stein and tap a keg of the old hometown favorite.

"This was a well-branded name with a following and a history in West Bend," said Woog, adding it was every German's dream to brew beer.

Woog is working with Riverside Brewery on small batches of the original recipe, which include a mineral water base and lithium, a mood-balancing drug.

"The lithium added to the popularity of Lithia," he said.

"This is a fun idea," added Jeff Szukulski of Jeff's Spirits on Main who is helping with the development of the beer. "I don't know if it'll have as much of an impact as Gunter is anticipating. I'm thinking it'll be one of those novelty items."

The resurgence of Lithia has been in the planning stages the last five months.

"We're working on getting the product bottled," said Szukulski, mentioning Lakefront Brewery as a possible vendor.

Initial production runs would be perhaps 1,000 six-packs once a year.

Szukulski added, the beer is not going to taste exactly the same because the equipment in the brewing process has changed. The original Lithia from the 1940s was made from well water and fermented in huge, wooden barrels.

On the Net:
www.lithiabeer.com

