

# FLASH

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## Huebert Brewing Company: More than just beer

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**H**ave you attended a concert or sporting event at the Ford Center in Oklahoma City, the Bank of Oklahoma Event Center in Tulsa, or attended a Texas Ranger's baseball game in Arlington, Texas? If so, did you enjoy a frozen strawberry daiquiri or frozen margarita?

Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center client, Huebert Brewing of Oklahoma City makes these delicious beverages, as well as many others.

"You may also be surprised to know that Huebert Brewing manufacturers the Round Barn Root Beer found at the famous POPS restaurant in Arcadia," said Jim Brooks, FAPC business planning and marketing services manager. "Recently, Huebert Brewing started making an old-fashioned Cream Soda that you will now find in the POPS restaurant store. The complete line of sodas are excellent."

The man behind this unique brewery is Rick Huebert. In 2003, Huebert along with his wife Shaneen, officially opened their brewery business located at 421 S.W. 26th in the Capital Hill area of Oklahoma City.

Hubert always had an interest in brewing beer. During his college days, he began developing recipes for different types of beers and making them in his home.

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Huebert started buying different pieces of equipment in 1998, and stored them on a farm in western Oklahoma until he located a building that met the regulatory requirements for the brewery. In 2001, he bought a 6,500 sq. ft. building located in the Capital Hill area and started assembling the equipment he had stored.

One of the first obstacles faced by Huebert were the laws that dated back to the days of prohibition and had not been updated since. Huebert and Kathleen Wilcoxson, state senator, authored a bill that later became a law eliminating or lowering certain fees and taxes for Oklahoma breweries. This law also allowed breweries to sell to liquor wholesalers and the general public. Once the new law was enacted, it opened the door for not only Huebert to start his brewery, but also other brew-pub businesses.

"A licensed brewery can make 3.2 beers and 6.0 beers," Brooks said. "However, brew-pubs can only make

3.2 beers with the limitation of the beer being sold on the premises."

Huebert recently purchased and installed a new bottling line. The new line applies labels front and back, fastens the neck ring and cap at up to 150 bottles per minute, .

Huebert is very particular about the ingredients he uses in making his beers – buying Hops from Washington and Oregon, barley from Canada, North and South Dakota, and high quality mid-western corn.

His signature beer is Huebert's Old Tyme Lager, which is a light amber beer. Huebert exports this beer to Africa as a private-label beer.

Huebert's beers can be found in many liquor stores across Oklahoma.

For more information about Huebert Brewing or the business plan of Huebert Brewing, please contact Jim Brooks at 405-744-6641 or jim.brooks@okstate.edu.