

HAAS BROTHERS

San Francisco 1851

TABLE OF CONTENTS



Introduction



The History of Haas Brothers



Timeline



Products





INTRODUCTION

Who we are

Haas Brothers is an American distilled spirits wholesaler handling various lines of both imported and domestic spirits. We do not sell direct to the public; our brands are available only through regional retailers.

Haas History

Founded during California's Gold Rush of 1849 by a family of German-Jewish immigrants from Bavaria, Haas Brothers began as a trade operation between brothers and cousins settled in Portland, San Francisco and Los Angeles.

A Modern Drinks Company...

Haas Brothers has stayed with the changing times, from becoming an innovator in America's fascination with white spirits, to importing relevant foreign brands such as Mexico's top-selling Cabrito and Centinela Tequilas.

Haas-Brothers.com

Our online catalog is available online at: www.Haas-Brothers.com. Throughout this catalog we have provided links where you can find up to date information on our products and specifications.

THE HISTORY OF HAAS BROTHERS

Rich in quality. Rich in history.

In the early 1800s, in the town of Reckendorf, Germany, a legacy begins. Kalman Haas is born into a poor Bavarian family of nine. Eager to escape his country's revolution, Haas set sail for New York at the age of 19. With nothing but ambition to call his own, he worked as a peddler, selling merchandise in the East. After creating a fair amount of savings for himself, he headed west where he, another poor Bavarian immigrant, and more soon-to-be-famous members of the Haas family would assist in writing the golden history of California.

The year is 1851; the city, bustling San Francisco; the climate – *pure gold!* The City by the Bay was all aglow with gold galore due to the famous rush of 1849 when Leopold Loupe and Kalman Haas set their sights on its lustrous streets. Loupe, a former peddler himself, partnered with Haas and the two German natives began a general-store variety of business, Loupe & Haas. Together, they supplied groceries on the corner of Davis and California streets. In 1865, love beckoned Loupe to return to Europe where he married and remained.

Over time, Loupe & Haas became a family affair for Kalman when his brothers Charles and Samuel, and cousins Jacob, Samuel, Abe, and William integrated. The firm became *Haas Brothers Wholesale Groceries*. This burgeoning success was renowned in the wholesale commerce business and assisted in stabilizing the financial market of California during its 1875 panic.

Then, disaster struck with the great San Francisco earthquake of 1906, temporarily leaving Haas Brothers in ruin. However, this would only prove to be a minor setback for the strong-willed, resourceful family. The company soon was thriving again, and on its road to becoming an even more prominent establishment.



Photos from top to bottom:

1. Haas Brothers grocery store located at Davis and California Street. Circa 1885.
2. The 1906 Earthquake leveled the original building.
3. Haas Brothers in their new building. Circa 1915.

A noble cause.

Haas Brothers continued to flourish. A major portion of their business was derived from offering spirits to Californian, Nevadan and Alaskan miners. One of their favorite libations was named after a distillery worker—turned—legend for falling into a vat of whiskey. Cyrus Noble Bourbon achieved critical acclaim thanks to the wholesale liquor business entrepreneur, Ernest Reuben Lilienthal. This soothing sour—mash bourbon wove its way into miners' saloons, as well as San Francisco's up—scale homes and bars. The superior whiskey played a role in further establishing the Haas Brothers name when Ernest's son, Ben Lilienthal, gave the trademark recipe to his brother Samuel, post—prohibition in 1931 for distribution under the Haas Brothers brand.

Haas Brothers continued to change with the times. In the 1950s, the firm began distributing another top—seller: Royal Gate Vodka; and presently Mexico's premier tequilas, Cabrito and Centinela, star in the company's coveted collection of offerings.

The legacy lives on.

Today Haas Brothers 1851 is one of the oldest and most—respected companies in the Bay Area. Their countless contributions to California, as well as their place in the state's history, make them as vital a part of its character as sunshine—filled days and pristine beaches. A beacon to their success stoically resides in San Francisco at 2007 Franklin Street: The Haas—Lilienthal House. This extravagant Victorian home, built in 1886 for Bertha and William Haas, was donated to the city by the family and is open today as the sole private—period home available for viewing.

There you have it. Haas Brothers — the epitome of the American Dream. We hope you have enjoyed reading a bit of our history as much as you enjoy savoring our splendid spirits.

Cheers!

TIMELINE

- 1851:* Kalman Haas and Leopold Loupe began *Loupe & Haas* — a wholesale grocery business.
- 1865:* Leopold Loupe left the business and returned to Europe. Kalman's cousin William Haas became the active manager of the firm and its name changed to *Haas Brothers*.
- 1886:* Bertha and William Haas built The Haas—Lilienthal House.
- 1897:* William Haas became the firm's first president and the company was incorporated.
- 1906:* The great San Francisco earthquake temporarily left Haas Brothers in ruin.
- 1916:* William Haas died and his son became the company's president.
- 1917:* *Haas Brothers* closed their liquor business due to Prohibition.
- 1927:* Charles Haas died and Samuel Lilienthal, his brother—in—law, became the company's president.
- 1931:* Ben Lilienthal gave the trademark recipe for *Cyrus Noble Bourbon* to his brother Samuel for distribution under the Haas Brothers brand.
- 1945:* Sumner Burrows joined the firm.
- 1954:* *Haas Brothers* closed their grocery business.
- 1957:* Samuel Lilienthal died and his son became the company's president.
- 1961:* Sumner Burrows became the company's president.
- 2001:* Sumner Burrows died. His wife and three children continue the family business.



Illustration by Jason Budowski

CABRITO TEQUILA

Cabrito Tequila is a premium pour for its value. This 100-percent Agave Reposado is far superior to its highland neighbor and is the seventh-ranked brand in Mexico, as well as Number One in volume in the 100-percent Agave category for the country. Born in Mexico's prestigious Arandas, Jalisco tequila district, this quality drink makes its presence pleasantly known by its slightly sweet flavor revealing hints of caramel and camomile extending into a medium-length finish.

Bronze Medal – *San Francisco World Spirits Competition 2009*

Specifications, Weights and UPC information

See reverse side

Visit us online for up to date information

www.haas-brothers.com/cabrito



Reposado

Blanco

CABRITO TEQUILA

Specifications, Weights and UPC

Reposado

24/375 mL

80 proof

Case Weight: 39 lbs

Case Dimensions:

17" L x 12" W x 11" H

45 Cases per Pallet:

5 tiers of 9 cases each

UPC CODE: 7-49787-50011-1

Reposado

6/1.75 liter

80 proof

Case Weight: 34 lbs

Case Dimensions:

13.5" L x 11.5" W x 13" H

52 Cases per Pallet:

4 tiers of 13 cases each

UPC CODE: 7-49787-50005-0

Reposado

12/750 mL

80 proof

Case Weight: 36 lbs

Case Dimensions:

13.5" L x 10.5" W x 12" H

56 Cases per Pallet:

4 tiers of 14 cases each

UPC CODE: 7-49787-50002-9

Reposado

6/1.0 liter w 6/375mL

80 proof

Case Weight: 30 lbs

Case Dimensions:

13.5" L, 11.5" W, 13" H

60 Cases per Pallet:

5 tiers of 12 cases each

UPC CODE: 7-49787-50001-2

Reposado

12/1 liter

80 proof

Case Weight: 42 lbs

Case Dimensions:

15" L x 11.5" W x 12.5" H

55 Cases per Pallet:

5 tiers of 11 cases each

UPC CODE: 7-49787-50001-2



Blanco

12/1 liter

80 proof

Case Weight: 42 lbs

Case Dimensions:

15" L x 11.5" W x 12.5" H

55 Cases per Pallet:

5 tiers of 11 cases each

UPC CODE: 7-49787-60003-3

CENTINELA TEQUILA

An authentic, original and renown tequila from Mexico's prestigious highland tequila district of Arandas, Jalisco, Centinela Tequila is the flagship brand from the distillery of the same name. Originally established in 1894, the Centinela Distillery continues to be a family-run business creating award-winning tequilas with a refined, rich, almost creamy house style. The Centinela Tres Años brand presents a particularly complex array of flavors and aromas, including prominent agave, a buttery, creamy texture and a pronounced, long finish.

Gold Medal – San Francisco World Spirits Competition 2009

Silver Medal – San Francisco World Spirits Competition 2009

Specifications, Weights and UPC information

See reverse side

Visit us online for up to date information

www.haas-brothers.com/centinela



Reposado

Añejo

HAAS BROTHERS
San Francisco 1851

WWW.HAAS-BROTHERS.COM

Haas Brothers is an American Spirits Distribution Company

CENTINELA TEQUILA

Specifications, Weights and UPC



Reposado

12/750 mL

80 proof

Case Weight: 36 lbs

Case Dimensions:

13.5" L x 10.5" W x 12" H

56 Cases per Pallet:

4 tiers of 14 cases each

UPC CODE: 7-49787-00002-4

Añejo 3 years

12/750 mL

80 proof

Case Weight: 36 lbs

Case Dimensions:

13.5" L x 10.5" W x 12" H

56 Cases per Pallet:

4 tiers of 14 cases each

UPC CODE: 7-498740-930146



Reposado

12/1 liter

80 proof

Case Weight: 42 lbs

Case Dimensions:

15" L x 11.5" W x 12.5" H

55 Cases per Pallet:

5 tiers of 11 cases each

UPC CODE: 7-48787-00001-7

Blanco

12/750 mL

80 proof

Case Weight: 36 lbs

Case Dimensions:

13.5" L x 10.5" W x 12" H

56 Cases per Pallet:

4 tiers of 14 cases each

UPC CODE: 7-49787-10002-1



Añejo

12/750 mL

80 proof

Case Weight: 36 lbs

Case Dimensions:

13.5" L x 10.5" W x 12" H

56 Cases per Pallet:

4 tiers of 14 cases each

UPC CODE: 7-49787-30001-8

HAAS BROTHERS
San Francisco 1851

WWW.HAAS-BROTHERS.COM
Haas Brothers is an American Spirits Distribution Company

DON AMADO MEZCAL

Don Amado Mezcal are made from 100 percent estate-grown agave plants that have been smoke- and steam-roasted, naturally fermented and twice-distilled. Don Amado's producers have been making our special mezcal since the year 1700, and are renown throughout Oaxaca for creating a spirit that livens the senses with the citrus, floral effervescence of agave.

Don Amado, contains one-third tobala, which is more pungent than espadin. This mezcal is produced at Real de Minas, a palenque at Santa Catarina Minas, near Ocotlan. The distilling takes place in clay pots, a technique that has almost vanished. German Bonifacio Arellanes Robles roasts the agave over wood transported by burro from distant mountains, a six-hour round trip. It takes about one month to complete one batch.

Specifications, Weights and UPC information

See reverse side

Visit us online for up to date information

www.haas-brothers.com/donamado



Añejo

Reposado

Plata

DON AMADO MEZCAL

Specifications, Weights and UPC

Plata

6/750mL
80 Proof
Case Weight: 24 lbs
Case Dimensions:
12.5” L x 9.5” W x 11.5” H
50 Cases per Pallet:
5 tiers of 10 cases each
UPC CODE: 6-18115-94606-1

Reposado

6/750mL
80 Proof
Case Weight: 24 lbs
Case Dimensions:
12.5” L x 9.5” W x 11.5” H
50 Cases per Pallet:
5 tiers of 10 cases each
UPC CODE: 6-18115-94607-8

Añejo

6/750mL
80 Proof
Case Weight: 24 lbs
Case Dimensions:
12.5” L x 9.5” W x 11.5” H
50 Cases per Pallet:
5 tiers of 10 cases each
UPC CODE: 6-18115-94605-4

HAAS BROTHERS
San Francisco 1851

WHITE CHRISTMAS

RUM AND BRANDY

Our seasonal White Christmas Rum and Brandy is perfect for the holidays seasons. White Christmas has a steady following in the North–West in Fall and Winter seasons. It’s a delicious rum and brandy blend that is perfect for preparing Hot Toddy’s, Tom and Jerry’s, and Egg Nog.

Specifications, Weights and UPC information

See reverse side

Visit us online for up to date information

www.haas-brothers.com/whitechristmas



White Christmas Rum & Brandy

WHITE CHRISTMAS RUM AND BRANDY

Specifications, Weights and UPC

White Christmas Rum and Brandy

12/750 mL

60 Proof

Case Weight: 29.4 lbs

Case Dimensions:

15" L x 11.5" W x 10.5" H

50 Cases per Pallet:

5 tiers of 10 cases each

UPC CODE: 0-83840-30345-6

HAAS BROTHERS
San Francisco 1851

www.HAAS-BROTHERS.COM

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