

WHAT
HAPPENED

The cornerstone of Jackson Brewing Company was laid on June 6, 1890.



The New Orleans' Brewing Association promoted the city's beers at the 1893 world's fair in Chicago as if they were located on one site.

Once, **Dixie**, **Jax** and **Falstaff** were more than landmarks in the New Orleans' skyline.

For years, New Orleans was the center of brewing in the South, and Jax Brewing Company was the largest brewer in the South.

Jackson Brewing Company, known as Jax Beer, was founded by Lawrence Fabbacher in 1890 at 600 Decatur St. It was one of about 30 breweries including Merz, Southern Brewing Company, Pelican Brewery and Weckerling Brewery that opened in the city around the turn of the century. Many of the brewers later consolidated, with some operating out of the Louisiana Brewery Plant on Jackson Avenue and Tchoupitoulas Street or the Weckerling plant located in the Warehouse district. In 1907, the Merz family built a brewery on Tulane Avenue and started brewing Dixie Beer.

Prohibition forced most of the breweries to close, though Dixie and Jax stayed

in business by manufacturing alcohol-free beverages and "near beer."

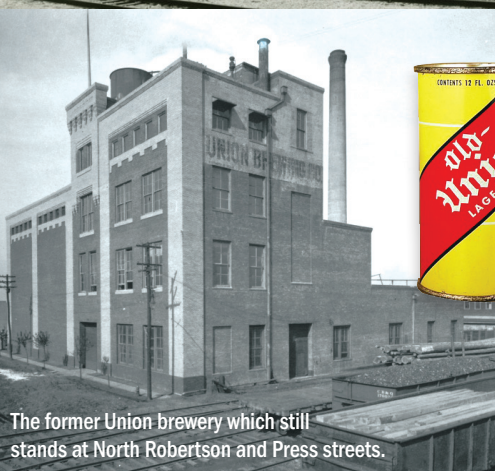
St. Louis-based Falstaff moved into the New Orleans market with its acquisition of National Brewing in 1936.

Jax brewing stopped producing in 1974, though the beer was still available until 1984. The Jax Brewery was reopened as a dining, residential and shopping complex along the Mississippi River in 1985.

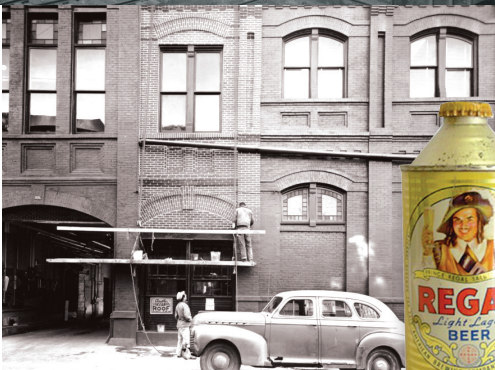
Falstaff stopped brewing in New Orleans in 1978. Dixie, though, kept producing beer on Tulane Avenue until Hurricane Katrina.

Both the Falstaff and Dixie brewing suffered serious damage from Hurricane Katrina. Falstaff has been turned into apartments, and Dixie beer is now part of the new medical complex along Tulane Avenue.

Jax Brewery in the French Quarter was converted into a market in the 1980s.



The former Union brewery which still stands at North Robertson and Press streets.



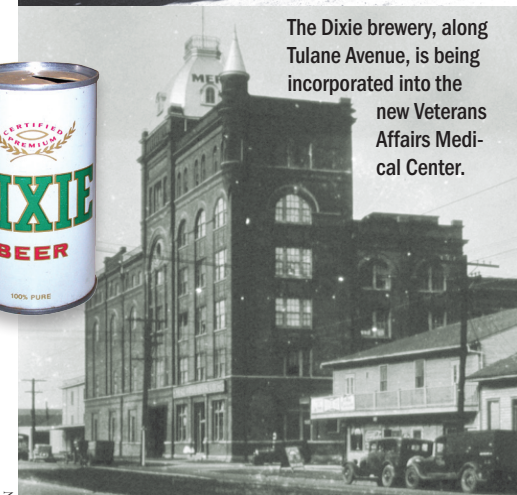
The American Brewing Company that brewed Regal beer is now the site of the Royal Sonesta Hotel.



The Falstaff Brewery was renovated into mixed-income apartments after Hurricane Katrina.



The Dixie brewery, along Tulane Avenue, is being incorporated into the new Veterans Affairs Medical Center.



Crescent Brewing at the corner of Canal and Claiborne streets was opened in 1887 and closed five years later.

