

Anchor Brewing Company

America's First Craft Brewery



The assets of Anchor Brewing Company ("Anchor" or the "Company") are being marketed for sale, providing an opportunity for investors to elevate an iconic San Francisco beer brand that dates to the 1800s

COMPANY OVERVIEW

Anchor was founded in 1896. The brewery produced "steam beer," now referred to as California Common beer and still produced to this day as the Company's flagship Anchor Steam Beer.

Brewing pioneer Fritz Maytag acquired the Company in 1965. Anchor began producing additional types of beers in the 1970s, helping to kick off the microbrewing movement and allowing Anchor to lay claim to being "America's First Craft Brewery."

Anchor has brewed its beer in the Potrero Hill neighborhood of San Francisco since the 1970s, and its brand is synonymous with the San Francisco Bay Area. The Company's product portfolio has grown into an extensive selection of seasonal and year-round beers.

RECENT HISTORY

After being acquired in 2017 for \$85 million, Anchor has faced financial and operational issues that have impacted the Company's performance. Sales volumes dropped after the acquisition.

These issues were exacerbated by COVID, as San Francisco's strict shutdowns greatly reduced sales in the city's bars and restaurants. Sales volumes dropped nearly 40% in 2020. A redesign of Anchor's cans and labels in 2021 was met with mixed-to-negative reactions from customers. Through 2022, the Company hadn't recovered from the declines caused by COVID.

The Company's owner made the decision to pause operations at Anchor in August 2023. The facility is currently idled, and the assets are being maintained to allow for a sale to a new buyer.



ASSETS AVAILABLE FOR SALE

Anchor is seeking to sell the following assets of its business. The Company will consider offers for all of the assets (allowing for a "status quo" re-launch of operations), or for any individual asset or group of assets.

Brand / IP

Intellectual property related to the operations of the Company, including trademarks, recipes and manufacturing processes. This includes over a dozen active trademarks, including its logos, the iconic Anchor Steam Beer label and the mark for "Steam Beer."



SteamBeer

USPTO Reg. No.
1273803

USPTO Reg. No.
5930064

USPTO Reg. No.
1206783

Real Estate

Two properties across the street from each other in San Francisco's trendy Potrero Hill neighborhood, totaling nearly 110,000 square feet of building space on over two acres. One of these buildings has been used as Anchor's production facility since the 1970s, while the other housed the Anchor Public Taps bar.



501 De Haro Street
89,092 sqft / 0.92 acres



495 De Haro Street
19,636 sqft / 1.25 acres

Machinery & Equipment

Anchor's production equipment allows for the production of up to 1.9 million cases of beer per year. This includes unique German-sourced copper brewing equipment acquired by the brewery in 1979, as well as more modern equipment, including a state-of-the-art canning line installed in 2022.



Anchor's "Copper
Brewhouse" in its San
Francisco production
facility

Hilco Corporate Finance has been retained by Anchor as its investment banker for the sale of its assets. If you are interested in learning more about this opportunity, please contact the team below.



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