

Where
the past
is present

**DETROIT
HISTORICAL
SOCIETY**

News Release

FOR IMMEDIATE RELEASE:

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NEW EXHIBITION AT DETROIT HISTORICAL MUSEUM IS A TOAST TO CITY'S BREWING HISTORY

Opens on October 17 and on display through Fall 2021

DETROIT (October 13, 2020) - Joseph Parent, Detroit's first recognized brewer, arrived in 1706, just five years after the new French trading post was established. Generations of English, Irish, Belgian, Polish, German and Detroit-born brewers followed, shaping a local scene that thrives to this day. Learn more about the city's beer barons, neighborhood breweries and Detroiters' beer-drinking customs throughout the decades in ***Detroit's Brewing Heritage***, a new exhibition opening on **Saturday, October 17** at the Detroit Historical Museum

In addition to local brewing legends like Stroh's, Altes and Goebel, the exhibit explores the smaller breweries that served as neighborhood gathering places and the brewers who played an outsized part in the city's cultural and political scene. With a wealth of vintage artifacts and photos, it recalls the dozens of brands that became local favorites and those that weathered the drought caused by Prohibition, including the most famous – Stroh Brewery Company – once the nation's third largest brewer. Moving into more recent history, the exhibition also details the current craft brewing boom and highlights some of the 80+ breweries and brew pubs that call the metro Detroit area home today.

Detroit's Brewing Heritage is included with general admission and will be open through Fall 2021. To complement the exhibition, the Detroit Historical Society will launch a six-episode weekly podcast on the city's brewing past and present later this month. Watch for more details at detroithistorical.org or search for "Detroit Stories" on your favorite podcast platform.

Join us for one of **two opening events** to celebrate the exhibit on **Saturday, October 17** and taste some of the best offerings from Detroit's craft brewers:

- **In-person: The Detroit Beer Trail at the Detroit Historical Museum from 1 – 5 p.m. (\$20 Detroit Historical Society members, \$30 non-members).** Get your passport stamped at six beer tasting stations hosted by our brewery partners before getting an exclusive first look at the new exhibition. Advanced timed ticket purchase is required at: <https://detroithistorical.org/detroit-historical-museum/events-calendar/events-listing/detroit-beer-trail>
- **From home: The Virtual Detroit Beer Trail from 4 – 5 p.m. (\$20 per computer/household).** Online attendees will pick-up a custom six-pack of local brews from the Detroit Historical Museum and attend a virtual beer tasting via Zoom. Register at: <https://detroithistorical.org/things-do/events-calendar/events-listing/virtual-event-detroit-beer-trail>

The Detroit Historical Society is a private, nonprofit organization located in Midtown, the heart of Detroit's cultural center. Founded in 1921, its mission is to tell Detroit's stories and why they matter. The Society operates the Detroit Historical Museum and the Dossin Great

Lakes Museum on historic Belle Isle. In addition, the Society is responsible for the conservation and preservation of more than 250,000 artifacts that represent three centuries of our region's rich history. Through its museum exhibits, school tour programs, community-based programs and history-themed outreach efforts, the Society serves more than 150,000 people annually. For more information on the Detroit Historical Society, visit detroithistorical.org.

The Detroit Historical Museum is located at 5401 Woodward Ave. (NW corner of Kirby) in Midtown Detroit. The Detroit Historical Museum is currently open to the public with abbreviated hours (**Thursday – Saturday 10 a.m. – 5 p.m. and Sunday 1 p.m. – 5 p.m.**), with enhanced health and safety measures to prevent the spread of Covid-19. Historical content and virtual tours and exhibits are available at detroithistorical.org. Permanent exhibits include the famous *Streets of Old Detroit*, the *Allesee Gallery of Culture*, *Doorway to Freedom: Detroit and the Underground Railroad*, *Detroit: The “Arsenal of Democracy,”* the *Gallery of Innovation*, *Frontiers to Factories*, *America’s Motor City* and *The Glancy Trains*.

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