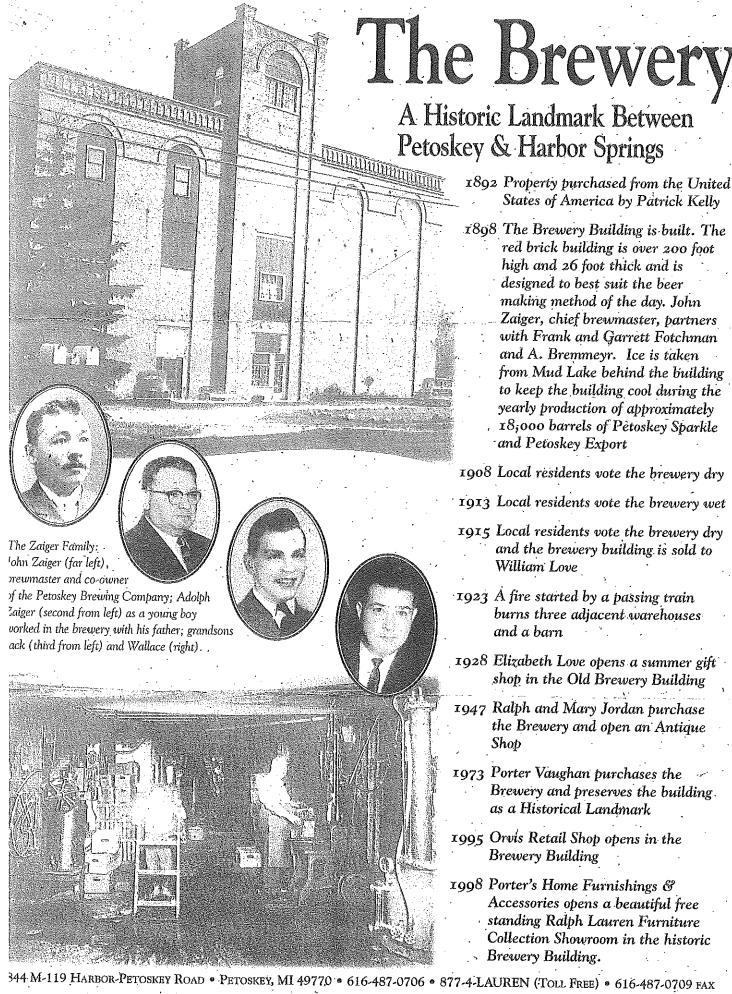
ZAIGER BEVERAGE COMPANY 1844 M-119 HARBOR-PETOSKEY ROAD AND 1008 FRANKLIN STREET PETOSKEY, EMMET COUNTY, MICHIGAN



1892 Property purchased from the United States of America by Patrick Kelly

1898 The Brewery Building is built. The red brick building is over 200 foot high and 26 foot thick and is designed to best suit the beer making method of the day. John Zaiger, chief brewmaster, partners with Frank and Garrett Fotchman and A. Bremmeyr. Ice is taken from Mud Lake behind the building to keep the building cool during the yearly production of approximately 18,000 barrels of Petoskey Sparkle and Petoskey Export

1908 Local residents vote the brewery dry

1913 Local residents vote the brewery wet

1915 Local residents vote the brewery dry and the brewery building is sold to William Love

1923 A fire started by a passing train burns three adjacent warehouses and a barn

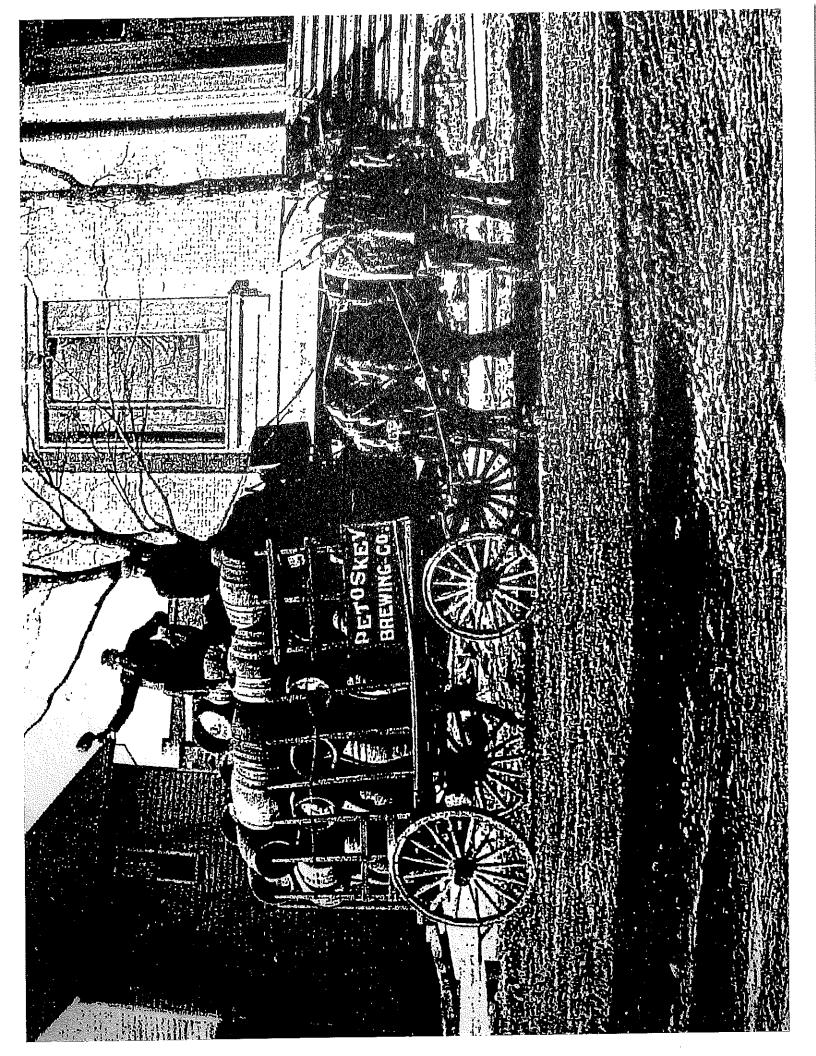
1928 Elizabeth Love opens a summer gift shop in the Old Brewery Building

1947 Ralph and Mary Jordan purchase the Brewery and open an Antique Shop

1973 Porter Vaughan purchases the Brewery and preserves the building. as a Historical Landmark

1995 Orvis Retail Shop opens in the Brewery Building

1998 Porter's Home Furnishings & Accessories opens a beautiful free standing Ralph Lauren Furniture Collection Showroom in the historic Brewery Building.





PETOSKEY, MICH. ETOSKE BREWING CO.....

"OLD BREWERY" TO REMAIN AREA LANDMARK

Petoskey Sparkle—The Brew That Served Area Beer Lovers

Kept Cold

The brew had to be kept very In the absence of modern cooling systems, the brewery relied on maintaining an ice supply in one of the brewery warehouses on the 14 acre site. Ice was cut out of Mud Lake, the small body of water directly behind the old brewery, and put into warehouses where it furnished a cooling supply for the entire year. "Every morning we'd have to come in and cut blocks of ice from the warehouse, wash off the saw dust and put salt on it to help it melt," said Zaiger. The cold water was then fed into pipes which ran up and down the brewery sides keeping the whole building cool.

After the fermentation period, the brew began its descent to the building's bottom. First, it dripped into stock tubs where it was aged for a couple of months. Then, recalls Zaiger, it was fed into carbonation caskets where carbon dioxide was injected into the brew to bring it to the right level of carbonation. Down again to the large wooden barrels where the yeast was allowed to settle on the bottom before the final product was poured off into kegs and bottles.

Put out in both brown and white bottles, Sparkle's only competitor was a beer called Silver Foam from Grand Rapids. Chicago's Budweiser had some business in the area, but shipments came up from Chicago rarely, so Bud wasn't a fierce competitor.

Petoskey Brewing company put out about 18,000 barrels of beer a year, estimates Adolph Zaiger. Sold to both saloons and private individuals, the beer cost 70 cents for a dozen bottles.

The brewery went dry in 1908 by local option, and then went wet in 1913 for a couple of years. It was voted dry again in 1915, and that was the last time the old brewery carried out the business it was built for.

BUY BUILDING

The brewery was sold to William Love after its final shutdown who bought it for investment purposes as well as for a place to store goats apparently.

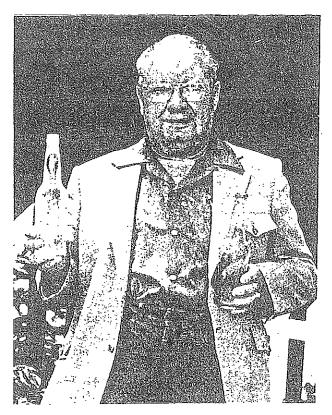
A fire started by a passing train in 1923 burnt the three warehouses, and a barn on the old brewery property to the ground leaving the present building intact.

Ralf and Mary Jordan bought the brewery in 1947 from William Love and ran an antique store in it until this year when they sold the building to Porter Vaughan. Vaughan plans to preserve the main part of the brewery as a historical landmark, or perhaps use it as a warehouse for his floor covering business.

So Petoskey will still have its "old brewery" to remind it of those sparkling days when the city had its own brewing company.

Petoskey Sparkle must have been a great beer.

Extracted from Super shopper, dated Tuesday, August 14, 1973 page 7.



ADOLPH ZAIGER holds two Petoskey Sparkle bottles which he has saved from the time he worked in the brewery as a little boy. The Brewery was voted dry in 1908, and again in 1915.

"OLD BREWERY" TO REMAIN AREA LANDMARK

Petoskey Sparkle—The Brew That Served Area Beer Lovers

By MIM GERAGHTY

It's hard to drive to Harbor Springs from Petoskey on M-131 without noticing the tall, narrow brick building standing on the edge of the road, just next to the train tracks.

Most people know it as "the old brewery," but few seem to know more than that.

For a total of ten years {the brewery went dry twice in its history by local option} "the old

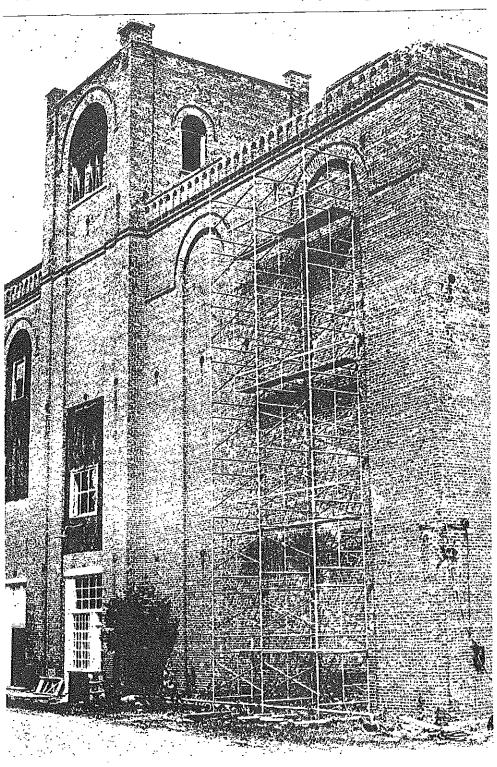
brewery" was the home of Petoskey Sparkle, the brew that served Petoskey area saloons and plain old beer lovers in the early part of this century.

Adolph Zaiger, of Zaiger Beverage Co. worked in the brewery during the summers while he was a little boy. At that time {early 1900's} Zaiger's father, John was the brewmaster and co-owner of the Petoskey Brewing Company, with the Fochtman brothers, Frank and Garrett, and A. Bremmeyr, all of Petoskey. The brewery employed six men and two women. The men worked on the brew, while the women washed bottles.

Adolph Zaiger was born in 1899, less than a year before the brewery was built. His father acted as engineer with construction Frederick Schaller {grandfather of Albert Schaller, publisher of the News-Review} as chief brick layer. John Zaiger had worked with the Maloney brewing company in the area, before he started his own business. He knew how to build a brewery to best suit the beer making method of the day.

"Gravity was the whole thing,"
John's son, Adolph said. The
brewing process began at the top of
the building, and gradually shifted
down to the building's basement
where the brew was stored in kegs
or put into bottles.

The first step in the brewing process was to grind up malt brought in from the outside. The Brewery's malt grinder was at the top of the building. Mush from the ground malt collected in a brew kettle below the grinder. The brew was then piped up to the top floor where it fermented in open vats. Fermentation, according to Adolph Zaiger, usually took about thirty days.



SCAFFOLDING LEANS against the old brewery on Harbor-Petoskey-rd. Porter Vaughan, present owner, plans to make repairs on the main part of the building and preserve it as an historial landmark.

FIRE DAMAGES BREWERY PLANT

Warehouse And Office Are Destroyed And Three Homes Burned City Fire Department and Others Find Efforts Fruitless. Main building Damaged.

The plant of the Petoskey Brewing Company, north of the city, was badly damaged by fire Friday morning, the three tenant houses and the office and wareroom being a total loss, and the main building scorched.

The conflagration started about 10:30 and in a short time the several units were blazing fiercely. Owing to the lack of water mains, the city fire department was unable to check the flames.

Two of the houses were empty, the third being occupied by the family of John Zaiger. Some of the household effects of the latter were saved, and a part of the office equipment was removed safely.

The fire spread to the adjacent territory and created one of the hottest fires that this section has ever experienced. Surrounded by dry Sparkle boxes, and the outside buildings being of wood, the fire fighters were powerless.

Plans were under way. Which would have resulted in the manufacture of soft drinks at the plant, and the building was undergoing repairs for that purpose.

At 1:30 o'clock the main building was alive with apparently little or no chance of saving it. The east side of this building was burning fiercely at that hour with smoke pouring out the top windows of the high structure.

Extracted from Petoskey Evening News Dated Friday, May 11, 1923

FROM BREWERY TO ANTIQUÉ SHOP IN SEVENTY YEARS

PROHIBITION ENDS GOLDEN ERA OF LOCAL BREWMASTERS

In another time or another place its outward appearance might have done justice to a foreign legionair's final outpost.

Or so it seems at first glance at the old brewery on M-131 situated between Petoskey and Harbor Springs with its 100-plus foot high walls of red brick, sparsly-dotted with windows.

It now houses an antique shop on the ground floor. Mr. and Mrs. Ralph Jordan own the shop, which offers for sale just about every short of the proverbial kitchen sink.



Mr and Mrs Ralph Jordan purchased the brewery in 1947 and converted the lower floor into an antique shop.

The antique business was brought to the old brewery in 1947, when the Jordan's purchased the building from the Love family.

The ground portion of the structure is the only part that now sees extensive service. The antique shop is situated in the front section of the building and the Jordan's living quarters in the rear.

The second and third stories, are filled with antiques waiting to be refurbished to prepare them for market.

BUILT IN 1898

At best estimate the Jordans calculate that the Brewery was constructed in 1898. The project was initiated by the Fochtman, Zaiger, and Rose families, who, to insure a high-quality brew, imported a German brewmaster.

Adoph Zaiger, now living in Petoskey, recalls that the brewery employed about 8 men in the early 1900's. He remembers lugging ice taken from the lake in the rear of the brewery to cool the beer.

Every two years the local residents voted on the option of keeping the brewery open or closing it, the outcome usually depending on who had the upper hand at the time; the wet or dry forces in the area.

In 1908 for instance, the brewery was shut down, reflecting a victory for prohibitionist.

The site was an excellent spot for the brewery, as artesian wells on the property insured a pure supply of water which was used in the brewing process.

The Jordans recall that the beer, which was marketed under the brand names, Petoskey Sparkle and Petoskey Export, was a popular thirst quencher in the Midwest.

The large wooden barrels in which the beer was transported were also made at the brewery. Distribution of the brew was by the Pennsylvania Railroad, which it ran almost past the back door of the brewery.

Prohibition, which began in 1918, forced the closing of the brewery. Four years later, in 1922, the brewing facility became inoperative when a fire destroyed three of the rooms, in addition to burning down some neighboring buildings.

The blaze was started by sparks, from a passing train, and since most of the county's residents were attending the fair, the fire gained and uncommonly strong head start.

The railroad company later paid approximately \$25,000 in a damage suit, recalls Mr. Jordan.

The brewery was purchased by the Love family in the mid-20's and in 1928, Elizabeth Love, daughter of the owners, opened a summer gift shop in the building. She ran the shop until the depression hindered business in the early 1930"s when the shop was closed.

A RETURN TO BREWING

When America ended its noble experiment with prohibition in 1933, the brewery returned to producing a drink this time turning out near beer. For some reason the beer never gained the popularity of the earlier products and production was halted without the brewery recapturing its former production capacity.

When the Jordans purchased the building the artesian wells were still flowing. Vestiges of the brewing days remained; such as the huge 5,400 gallon steel tank, weighing 3 tons and measuring 10 feet in diameter. The tank was perched in the old cupola atop the brewery.

Fearful that the weight might weaken the building, the Jordans had Fred Hoffman take down the tank in 1948. The Jordans uncovered a number of bottles used by the brewery and still have some for sale.

What remains today are memories of the brewery that once was, and of course the edifice itself, which with its 26-foot thick walls, will be a landmark for sometime.

HISTORY OF BAYSIDE BEVERAGE CORPORATION

1923 - 2012

1923

The Brewery Building was built in 1898 by partners John Zaiger, the Chief Brewmaster, Frank and Garrett Fotchman, along with A. Bremmeyr. In 1923, a passing train caught the Brewery on fire and burned three adjacent warehouses and a barn.

1933

Shortly after prohibition (repealed in March of 1933), Zaiger Beverage, owned and managed by Adolf Zaiger and his sons Jack and Wally, started bottling and distributing pop, domestic and imported beers, wine and champagnes. Some of the favorite beverages of the time were: Vernors Ginger Ale, Red Rock Cola, Howel's Root Beer, Hep and Zaiger Beverage Quality Flavors. The Zaigers also distributed regional and imported beeers such as Pfeiffer, Carling's Black Label, Carling's Ale, Blatz and Berghoff.

1949

Zaiger Beverage Company remained in the distribution business from the mid 1930's until October of 1989. After Jack's demise in 1972, Jack's wife Elayne, and Wally became partners and ran a very successful business.

1989 ... And Beyond

In October of 1989, Steven Arbaugh purchased Zaiger Beverage Company from Elayne and Wally Zaiger and renamed the business "Bayside Beverage Corporation". The warehouse and offices out of which Bayside operated from 1989 through December 2005 were located at the corner of Washington and Franklin streets in Petoskey.

In late 2005, Arbaugh and his wife, Flora, purchased the 13-acre property formerly occupied by Parker Motor Freight just south of Petoskey on US 131, which included the original offices of that business and a new 60,000 square-foot warehouse. In January 2006, Bayside Beverage moved its operations to the warehouse and renovated its offices. Out of respect to the Parker's, a long-time Petoskey family that has its own significant history and impact in the area, the site is now known as Parker Plaza.

Bayside Beverage represents many beer and wine suppliers to the stores, taverns and restaurants located within the counties of Emmet, Charlevoix, Cheboygan, Otsego, Antrim and Mackinac. These popular beer brands include Miller Lite, Coors Light, Labatt Blue, Heineken and Guinness Stout. Hop-heads can rejoice with the Bayside Beverage Craft Beer portfolio, which includes Anchor, Sam Adams, Leinenkugel's, Blue Moon, Sierra Nevada, Michigan's Arbor Brewing, and Colorado's Boulder Beer.

HISTORY OF BAYSIDE BEVERAGE CORPORATION - continued

1923 - 2012

Well-known wine brands distributed by the company include Sutter Home, Chateau Ste. Michelle and Kendall Jackson. The company also represents many Michigan wines, as well as many small production boutique California wineries. It is a large list of quality beverages offered by Bayside beverage, but this variety is necessary to satisfy the demands of the growing population of knowledgeable year-round residents and savvy visitors that frequent this resort area during winter and summer.

The Zaiger family built a tremendous business over the years. It is on that sound foundation that Bayside beverage has grown to over 40 employees who are dedicated to ensuring that area tavern owners, restauranteurs and grocery store operators have a variety of the best alcoholic beverages available to serve their customers and maintain profitability. bayside Beverage is the area's only locally-owned beverage distributor, and is proud that the company and its employees are frequent and generous contributors to area charities and causes.

The Arbaugh's are proud to be an employer of 36 hard-working men and women in the Petoskey area, and are extremely thankful for the opportunity to take over where the Zaiger family left off.

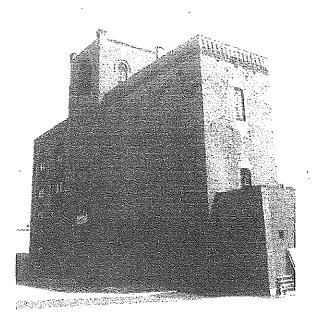
Cheers!

2012

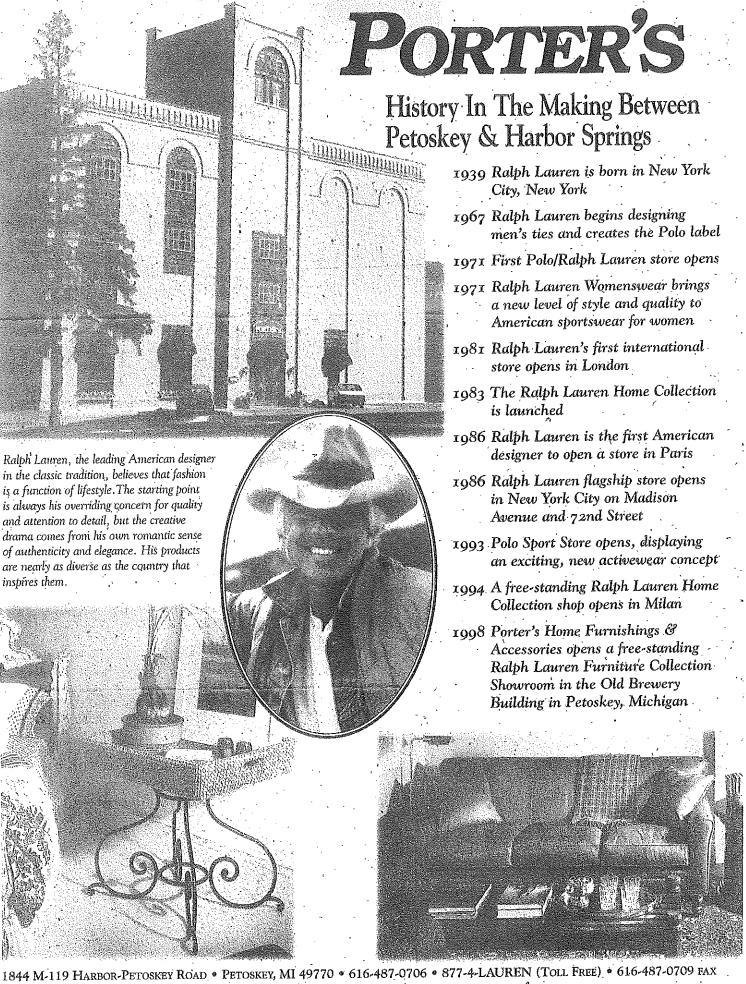
In February 2012, Great Lakes Wine & Spirits purchased Bayside Beverage Corporation from Steve and Flora Arbaugh.

Great Lakes Wine & Spirits have added to Baysides already amazing wine selection.

BAYSIDE BEVERAGE CORPORATION 5692 U.S. 131 South · Petoskey MI, 49770 · 231-347-2535







PETOSKEY'S ZAIGER BEVERAGE SOLD

By Perry Clark News-Review staff writer

Steven Arbaugh of Harbor Springs and his uncle, Joe Arbaugh, of East Lansing, have purchased Zaiger Beverage of Petoskey from Elayne and Wally Zaiger and renamed the firm Bayside beverage corp.

The deal was completed Monday, though negotiations toward it had been ongoing for 14 months. Terms of the sale were not disclosed.

Zaiger is a wholesale beverage distributer that has operated in Petoskey since the day Prohibition ended in 1933.

It employs about 20 people and distributes beer, wine, mixes and bottled water to approximately 330 retail outlets in Emmet, Cheboygan, Charlevoix and Otsego counties. Its major brands are Miller, Coors and LaBatts.

Steven Arbaugh will be president of the new firm and in charge of day-to-day operations, with Joe Arbaugh vice president. Steven has been a manufacturer's representative in the ski industry for eight years, while Joe's primary business is oil and gas exploration in Michigan.

Steven Arbaugh said that while growth in the beverage industry is rather flat currently, it is expected to grow in Northern Michigan because the area itself is expected to grow.

"We are interested in a good solid business in Northern Michigan," Steven Arbaugh said. "The Zaigers have left us a tremendous foundation on which to build our business. We look forward to the opportunity of building on that foundation."

He said bayside plans to build a new warehouse within the next two years. That will increase space and efficiency.

"Our suppliers keep coming out with more brands of beer and we need the space to warehouse them and efficiently rotate the stock within the warehouse," he said.

Added Joe Arbaugh, "We just look forward to expanding the business. Hopefully we'll do as well as the previous owners. We are

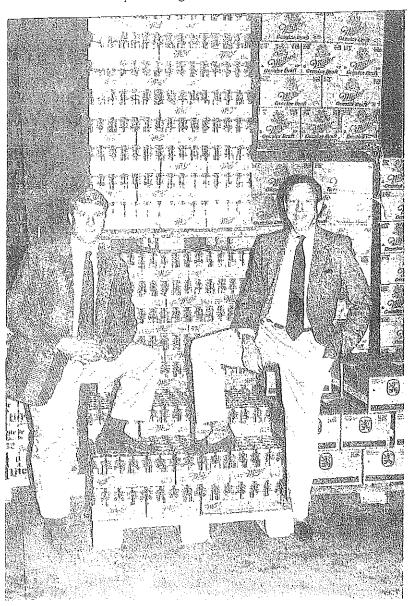
looking forward to working with everyone in Northern Michigan we've worked with in the past."

Steven spent the last year traveling around the country talking to consultants and learning the business in preparation for the sale. The actual sale was a complex arrangement involving various state and federal agencies involved with liquor control. Also involved were multiple beverage

suppliers, of which Zaiger has more than 40.

We want to instill a team atmosphere at bayside Beverage with and ultimate goal being the highest degree of service that we can for our valued customers," Steven Arbaugh said.

Extracted from Petoskey News-Review Wednesday, October 18, 1989.



NEWS plinto by Porry Clark

Steven (left) and Joe Arbengia stand in the worthouse of Bayside Beverage those, incorred Colden Reverage.

PARTNERS RETURNING LANDMARK PETOSKEY BUILDING TO BREWING ROOTS

By Ryan Bentley

PETOSKEY—A landmark building near Petoskey is on track to return to its beer brewing roots in the months ahead.

Petoskey Brewing recently began renovation the former brewery at 1844 M-119 to once again house beer production. Plans also call for the location to include a taproom with a selection of brews, a menu of light lunch and dinner fare and customer seating.

The brick building dates back to 1898, and in its early years housed production of beers known as Petoskey Sparkle and Petoskey Export. An anti-alcohol climate contributed to the brewing operation's doom in the early 20th century, with local residents voting it dry in 1908.

The beer ban was reversed with a wet vote in 1913, but voters again decided to go dry two years later.

The brewery building housed a variety of retail businesses in the decades since — most recently Pumco Interiors, which has relocated to another site a few doors to the north.

"It's just amazing that we were able to get our hands on it and turn it back into a brewery," said Patrick Dowd, a partner in Petoskey Brewing along with Lou Gostinger.

Dowd's work background is in sales and marketing, while Gostinger's is in beer wholesaling. Steve Steffes, who will serve as Petoskey Brewing's general manager, has worked in the construction and real estate fields and has some experience with home brewing.

At the earliest, the operators expect a July opening for Petoskey brewing. Beer production initially will supply on-site sales, and likely will expand a bit later in the year to include bottles and kegs for wholesale distribution—a key part of the business plan.

The operators plan for six to eight brews to be available in the taproom. They're currently in the process of hiring a brewmaster, and the specific selection of beer styles will depend on the brewmaster's talents.

Depending on customer's reactions, the operators plan to identify a couple of the beers sold on site to serve as "flagship" brands for wholesale distribution. They'll first concentrate on developing regional distribution channels and perhaps expand their reach statewide later on.

The north side of the brewery's main floor will be devoted to serving customers, while production will take place on the south side of the building. Parking and the main customer entrance will be located in the rear.

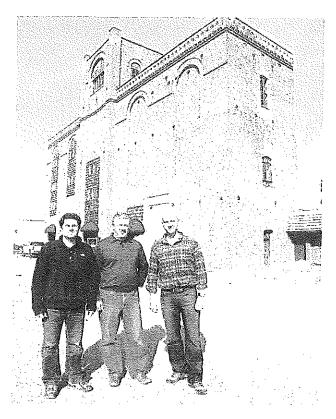
The operators plan to leave a significant amount of brickwork exposed on the interior. Wood flooring consistent with the early 20^{th} century will be installed, along with a distinctive bar. Customers will be able to view the production area through a window.

The brewery's upper three floors will be available for future expansion of production.

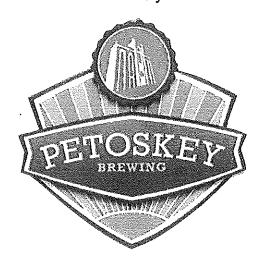
On Wednesday, the Bear Creek Township Board voted in support of the license which Petoskey brewing is seeking from the Michigan Liquor Control Commission to operate as a microbrewery. Support from local government is a factor the state considers when granting alcoholic beverage licenses.

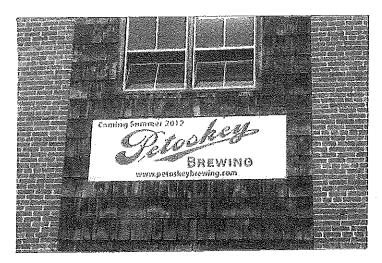
To learn more about planes for the brewery, see Petoskey Brewing's page at www.facebook.com/Petoskey Brewing.

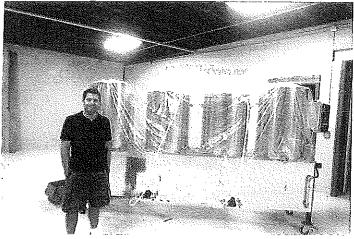
Extracted from Petoskey News-Review Newspaper dated May 4, 2012.

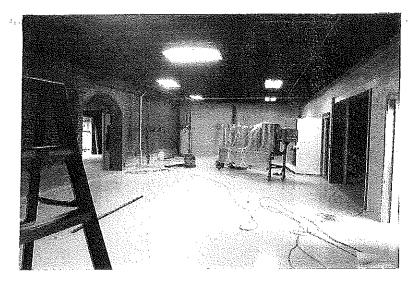


Petoskey Brewing general manager Steve Steffes (from left) and partners Lou Gostinger and Patrick Dowd stand outside the building along M-119 near Petoskey that they plan to return to use as a brewery.

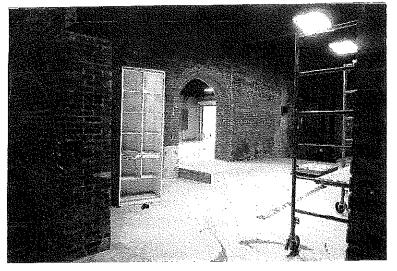








Packaging and test brewing room. The archway on the left looks through the production brewing room and out the front entrance.



The production room just to the left of the entrance will be left visible through windows

73

ZAIGEN

BEVERAGE

COMPANY

For over 67 years the name Zaiger has been synonymous with good beer in Northern Michigan. It was John F. Zaiger, father of Adolf Zaiger, who received his "Master of Art of Brewing" certificate in 1897. He was General Manager, Brewmaster, and Secretary-Treasurer of Petoskey Brewing Company, manufacturers of Petoskey Sparkle Beer in 1900. The



old brewery is located on the Petoskey-Harbor Springs Road.

Adolf Zaiger started Zaiger Beverage Co., in 1933. Zaiger Beverage has been at its present location at 1008 Franklin Street in Petoskey since 1937.

John Zaiger was born in Germany. Adolf Zaiger was born in Cheboygan. Jack and Wally Zaiger were born in Petoskey.

Zaiger Beverage employs approximately 25 people and distributes Carling's Black Label, Red Cap Ale, Hamms, Altas, Pfeiffers, Miller High Life, Lowenbrau, Heinekens, and Colt 45 beers; wines and champagne by Great Western, Masson, and LaSalle: and Vernors, Frostie, Nesbitts, RC Cola, Diet Rite Cola, and Uptown soft drinks.

Adolf Zaiger is now semi-retired. Both Jack and Wally are active in the business. They are both veterans of World War II and enjoy hunting and fishing.

Zaiger Beverage has plants in Alpena, East Tawas, and Petoskey. They cover 12 counties with 23 trucks.

Future expansion includes a 40 by 40 Palletized Kek Beer Cooler.

Lettle Traverse Bay photogral Review

PAGE



Schmidts
Fox DeLux
Pfeiffers
Carlings
Drewrys
and
Red Cap
Ale
E & B Beer
Berghoff
BEERS and
ALES
SEVEN-UP

Bottlers of HOWEL'S ROOT BEER NESBITT'S ORANGE RED ROCK COLA and BEVERAGES

> 1008 FBANKLIN Tol. 2091 PETOSKEY

Petoskey City Directory, 1940 page 161

Zaiger Beverage Co.

ADOLF C. ZAIGER, Prop.

Distributors of

SCHMIDT'S FAMOUS BEER
PFEIFFER'S BEER -- FOX DE LUX
CARLING'S BLACK LABEL
RED CAP ALE
E & B and BERGHOFF BEER
and DREWRY'S ALE

1008 Franklin

Phone 2691

Petoskey City Directory, 1946, page 5

Zaiger Beverage Co.

Bottlers and Distributors of

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- NESBITT'S ORANGE
- RED ROCK COLA
- € HEP and
- ZAIGER BEVERAGES

1008 Franklin

Phone . 2691

Petoskey City Directory, 1949, page 7

JO TOSKOY OS ON TOYO 0 1 0 1 0 0 1 0 0 0 0 0



্রেণ্ড Jooks like it once held mineral water or soda. Hing works. The bottle, a pale blue in color; (NEWS Photo by Fred Lovelace) She is looking for somethistory about the bottles, both found on Mackinac Island, the bottling works and where it was located here only evidence that Petoskey once had a botand what type of bottle it manufactured. MRS. ROBERT Peterson holds one of two

Michigan Bottle Club, was afraid they would never e evidence that a

Bottling Works? both on Mackinae Island wo bottles were found

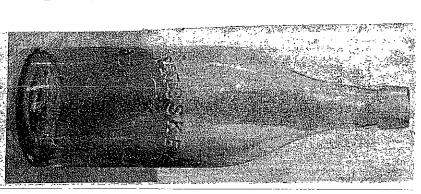
the president of the local club, is once held soda or minerál water, she beheves owner of one of the bottles, a pale blue in color. It looks like it Mrs. Robert Peterson, wife of

could who might remember or so far, she has very little information. know about the old works, and librany and asked everyone she She has researched at the

Someone else bélieves that it was once near Mineral Park. around 1903, the plant stood at the present spot of St. Francis made for export, so this would Xavier School on Howard-st. explain the absence of any in The theory that the bottles were the area; has been advanced. At one time, she has learned, So far, it is only speculation,

> made, where the plant stood each bottle; when it was what the bottle held, etc. The bottle fair' with a history of etoskey bottle exhibit at their is it can, as they plan to have a otain, as much history, and hey would like to obtain as econd annual fair is planned icts about the old bottling plan on July 17 and 18 in the 4-H ldg. at the Fairgrounds and efore then. ich information as they can n Michigan Bottle y anxious to

eterson at 347-3490. Or attend a eeting, held the first and third If anyone can assist them ey are asked to call Mrs each month



Boffling Works This is one of two boffles found on Waskings Island BEARING which were manufac tured here someplace

Litosky News - Kennew march 19, 1971

as no one has any facts to offer