

# BEST OF KC'S BEST



## THE KANSAS KOLLOSSAL KAN KAPER 2021

### *Salina, Kansas*

The 42nd edition of the 4K is scheduled for June 25-27 in Salina KS.

The traditional three day event, co-hosted by the Carrie Nation and KC's Best Chapters of the BCCA, is always a much anticipated event that usually draws collectors from at least 8 states. We have enclosed a flyer that gives the schedule of events over the course of the 3 day show.

Activities get under way at 2:00 Friday at the host hotel as attendees gather under the Flowering Golden Hawthorne for the consumption of their favorite beverages and catching up with the latest news. At 9:00, there will be a raffle drawing.

There is plenty to do in downtown Salina including the Blue Skye Brewery and Pub so try to arrange your schedules to make the drawing.

Saturday features the trade show at the park followed by the famous margarita party that evening at the host motel.

Hopefully you have already made your hotel reservations. The place was booked up the last couple years.

**Oh yeah. Don't forget to  
bring a chair!**



Chapter of the BCCA

## THEN ON TO ST. LOUIS FOR CANvention

### *51st Anniversary of the first CANvention*

Even though this is the 51<sup>st</sup> anniversary of the first CANvention, it is being hailed and celebrated as the 50<sup>th</sup> since the 50<sup>th</sup> was cancelled due to the pandemic.

Billed as 50 v.2.0, the event will be a huge draw for collectors from around the country, The host hotel sold out of rooms nearly instantly and at the last update, the back-up hotel is now sold out. The CANvention committee is trying to obtain more rooms as well as negotiating with a third backup hotel.

This once in a lifetime event is set for August 19-21. .

## *FIRST WEDNESDAY AT BOULEVARD*

With warmer weather, the chapter resumed the First Wednesday at Boulevard on April 7. Turnout was light as several regulars already had prior commitments plus a short notice that the Rec Center was open.

The second gathering was held May 5th with attendance much higher. Attending were Bill & Cheryl Boyles, Pat Elam, Bruce Gregg, Bob & Gayle Hoover, John Page and daughter Emma, Amy Sackett and Tom Waggoner. As some of us were leaving Matt Sackett called and said he was on his way.

We plan to schedule one or two 1<sup>st</sup> Wednesdays to start at 4:00 so that out of town'ers and those working can join in.

## KC's Best Chapter



The Best of KC's BEST is the official newsletter of the KC's BEST chapter of the BCCA. It is scheduled for quarterly publication *but once in awhile there may only be three annually.*

The KC's BEST chapter was founded in 1974. All or any portion of this newsletter may be used or reproduced by the BCCA or any of its affiliated chapters or anyone else for that matter.

There are currently three scheduled chapter co-sponsored shows a year (Mid-Missouri, Salina, and Osage Beach). Annual dues are \$5 for electronic newsletters, payable by January. Family member dues are \$4 each. For information, or to mail renewals, write or call Bill Boyles, 13326 Oakbrook Dr, Kearney, MO 64060. 816/415-3834

### CHAPTER OFFICERS

**PRESIDENT** Bruce Gregg #248 Kansas City, MO, 816/763-6476

**VICE PRESIDENT** Pat Elam #846 Kansas City, MO 816/420-9365

**SECRETARY** Bob Hoover #21925 Shawnee Mission, KS, 913/498-9726

**TREASURER** Bill Boyles #1454 Kearney, MO 816/415-3834

### CHAPTER BOARD MEMBERS

Marcia Butterbaugh, Kearney, MO

Scott Echols, Independence, MO

Cheryl Boyles, Kearney, MO

Tom Waggoner, Shawnee Mission, KS

John Page, Olathe, KS



[www.bcca.com](http://www.bcca.com)

747 Merus Court  
Fenton, MO 63026

Annual dues are \$40.

## WHATS ON TAP

**June 4-5, Dubuque Tri-States Show**, Eagle Point Park. Dubuque.

**June 11-12 SWAP YOUR CANA at SWAP-ARAMA**. Knights of Columbus Park, 50 Rue St Francois, Florissant, MO

**June 25-27, Kansas Kollosoal Kan Kaper**, Salina, KS Best Western Sure Stay. Hotel number is 785-827-0356. Make (or verify) your reservation

**July 18, Gateway Chapter Breweriana Show**. Noon to 5pm. Friendship Brewing, 100 E Pitman, Wentzville, MO5

**July 25 Hawkeye Mega-Show, Contact Mike England, 515.360.3586, mikeengland@bcca.com**

**August 8-9 Midwest Breweriana Convention**. , Omaha, NE Contact John Kieran 402.292.4034

**August 15, Texas Brewery Collectibles Show**. Spoetzl Brewery in Shiner Texas,

**August 19-21, CANvention 50 v2.0, St Louis, MO**

**September 27, Jerry Trowbridge Memorial Beer Can and Breweriana Show**, Crestview Shelter House, 4901 SW Shunga Dr, Topeka. Contact Marc Milner at 785-273-8447 or [wilbur63@cox.net](mailto:wilbur63@cox.net)

**Oct 3, I-80 Speedway Show**, 2401 1<sup>st</sup> Avenue E, Newton, IA. Contact Tony Stice 641-831-9725

## *Pathlight Brewing*



Pathlight is located at 11200 W 75<sup>th</sup> in Shawnee. The microbrewery has a large and very modern taproom as well as an outdoor patio. You can also get beer to go in 16 oz 4 packs. The Taproom also has a spirits menu with a large selection of unique bourbons. They also serve wine, ciders and other libations.

Pathlight is a brewery that definitely should be on your check list to visit

*Cold Hearted (above) is a Blonde Ale with Cold Brew from Messenger Coffee Company.*

## Chapter Website

After a long pause in developing and upgrading our chapter website, we now have it up and running. Thanks to the efforts of Cheryl Boyles Jerry Evans. The web address is [kcbest.org](http://kcbest.org). This (at least to me) looks like an excellent tool to recruit new members and keep current members informed.

I have mentioned the website to three (Pathlight, Lost Evenings & Limitless) craft breweries and their reaction was very positive and all said they would promote it with their customers,

With many young people starting to collect breweriana (albeit in different ways than we did in the 70's) it makes for an excellent opportunity to grow the chapter membership.

### CHAPTER CRAFT BREWERY TOUR

On March 20, with sunny weather and temperatures in the 60's, a few KC's Best chapter members met at Strange Days Brewing to imbibe in some of their ales.

Strange Days is housed in a building that was formerly part of the Muehlebach Brewery (later Schlitz) complex. Sitting outside you could look across the street and see the vast Muehlebach Brewery and adjacent Muehlebach Brewery and adjacent brewery office building.



*Shown enjoying the ale and the weather at Strange Days are (left to right): Tom Waggoner, Amy Sackett, Matt Sackett, Marjy Elam, Pat Elam and Marcia Butterbaugh.*

After a couple hours at Strange Days the group converged into Nimble Brewing Co. at the East Crossroads District.

## Nimble Brewing



Nimble was a part of the March 20 chapter brewery tour along with the Strange Days Brewery. Chapter craft beer guru Pat Elam has become acquainted with the owner so we got a little VIP treatment.

Nimble is located in the East Crossroads District just a few doors from the casual Animal Brewery.

*An attractive design by Nimble Brewing. This is a 16 oz and is an IPA called Thundercat*

### East Crossroads and Brewer's Alley

The East Crossroads District of Downtown KC has become quite the Mecca for craft beer enthusiasts. Within a 4 block square area are seven craft breweries (Border, Brewery Emprial, Casual Animal; City Barrel, Nimble, Torn Label and Double Shift).

If you are not up for the short hike between breweries, there is a beer trolley that will haul you around to the brewery locations. You can take your beer onto the trolley and they even have built-in drink holders.

A couple of the East Crossroads breweries are expanding their operations, Border is moving into a nearby facility that gives them more space and Torn Label has moved their tap room into adjoining space.

# CHECK THIS OUT



Steve Nagle, antique guru in Olathe is always posting breweriana finds he makes to the BCCA site. This piece shown above is really unique or at least to me it is.

It is a match safe box from Ferd. Heim Brewing Co, Kansas City, MO



Possibly one of the more attractive labels around is this "The Time is Always Right" from Crane Brewing.

The scene is looking down at Union Station and Downtown KC. The label wraps around the can to include the rest of the city skyline.



**Big Rip Brewing** in North Kansas City tempts your taste buds with this offering (left)

Twins Blueberry Cheesecake is a cream ale in 12 oz. cans.



Rising Hope from **Stockyards Brewing** is an IPA with raspberry and blood orange. It is packaged and distributed in 12 oz cans..

## KANSAS CITY METRO AREA BREWERIES

**Alma Mader Brewing**, 2635 Southwest Blvd, KC, MO

**Amerisport Brewpub**, 8201 NE Birmingham Road Kansas City, MO Located at the Ameristar Casino.

**Angry Swede Brewing** 513 Francis, St Joseph, MO

**Apex Aleworks**, 4356 Noland Road, Independence, MO

**Atlas Saloon Brewery**, 100 W Broadway, Excelsior Springs, MO, [www.atlassaloon.com](http://www.atlassaloon.com)

**Big Rip Brewing Co** 216 E 9th, North Kansas City, MO. [bigripbrewing.com](http://bigripbrewing.com)

**BKS Artisan Ales** 633 E 63<sup>rd</sup>, KC, MO

**Black Stag Brewery**, 623 Massachusetts, Lawrence, KS

**Brew Lab KC**, 7925 Marty, Overland Park, KS. [www.brewlabkc.com](http://www.brewlabkc.com)

**Border Brewing Co** 406 E 18<sup>th</sup> St, KC, MO [borderbrewco.com](http://borderbrewco.com)

**Boulevard Brewing**, 2501 Southwest Boulevard, KC, MO. [blvdbeer.com](http://blvdbeer.com)

**Brewery Emperial**, 1829 Oak, KC, MO [breweryemperial.com](http://breweryemperial.com)

**Callsign Brewing Co**, 1447 Gentry, North Kansas City, MO. [callsignbrewing.com](http://callsignbrewing.com)

**Calibration Brewery** 119 Armour Road, North Kansas City, MO [calibrationbrewery.com](http://calibrationbrewery.com)

**Casual Animal Brewing Company** 1725 McGee, Kansas City, MO [casualanimalbrewing.com](http://casualanimalbrewing.com)

**City Barrel Brewing**, 1740 Holmes, KC, MO

**Cinder Block Brewing** 110 E. 18th Ave, North Kansas City, MO [cinderblockbrewery.com](http://cinderblockbrewery.com)

**Crane Brewing Company**, 6515 Railroad St, Raytown, MO [cranebrewing.com](http://cranebrewing.com)

**Diametric Brewing Co, (formerly New Axiom)** 949 NE Columbus, Lees Summit, MO. [newaxiombrewco.com](http://newaxiombrewco.com)

**Double Shift Brewing Co** 412 E. 18<sup>th</sup> St, KC, MO [doubleshiftbrewing.com](http://doubleshiftbrewing.com)

**Dubious Claims Brewing Co**, 412 S Thompson Ave, Excelsior Springs, MO. [dubiousclaimsbrewingco.com](http://dubiousclaimsbrewingco.com)

**East Forty Brewing**, 1201 W Main St, Blue Springs, MO

**Fields & Ivy Brewery**, 706 E 23<sup>rd</sup>, Lawrence, KS. [www.fieldsandivy.com](http://www.fieldsandivy.com)

**Free State Brewery** 636 Massachusetts Lawrence, KS [freestatebrewing.com](http://freestatebrewing.com)

**Fringe Beerworks** 224 SE Douglas St, Lee's Summit, MO [fringebeerworks.com](http://fringebeerworks.com)

**Goat Brewing** 817 NE Rice Rd, Lees Summit, MO

**Gordon Biersch Brewery** 11652 Ash St., Leawood, KS. [gordonbiersch.com](http://gordonbiersch.com)

**Grains & Taps Brewery**, 10 SW 3<sup>rd</sup> Lees Summit, MO [grainsandtaps.com](http://grainsandtaps.com)

**Granite City Brewery**, 1701 Village W Parkway, KC, KS. [gcfb.com](http://gcfb.com)

**Granite City Brewing Co** 8461 NW Prairie View Road KC, MO [gcfb.com](http://gcfb.com)

**Green Room Brewery**, 4010 Pennsylvania, Kansas City, MO. [greenroomkc.com](http://greenroomkc.com)

**Kansas City Bier Company** 310 W. 79th, Kansas City, MO [kcbier.com](http://kcbier.com)

**Iron Kettle Brewing** 508 N Main, Grain Valley, MO

**Lawrence Beer Co, 826 Pennsylvania, Lawrence, KS. [lawrencebeerco.com](http://lawrencebeerco.com)**

**Liberty Cap Brewing**, 402 N 13<sup>th</sup> St, St Joseph, MO

**Limitless Brewing**, 9765 Widmer, Lenexa, KS [www.limitlessbrewing.com](http://www.limitlessbrewing.com)

**Lost Evenings Brewing** 8625 Hauser Court, Lenexa, KS

**Martin City Brewing Company** 500 E 135th, Kansas City, MO, [martincitybrewingcompany.com](http://martincitybrewingcompany.com)

**Nimble Brewing** 1725 Oak St, KC, MO [nimblebrewing.com](http://nimblebrewing.com)

**Outfield Beer Co** 10953 Kaw Dr, Edwardsville, KS

**Pathlight Brewing** 11200 W 75<sup>th</sup>, Shawnee, KS

**POG Brewing** 24524 S MO Hwy D (Holmes Road), West Line, MO

**Red Crow Brewing Co**, 1062 W Santa Fe, Olathe, KS [redcrowbrew.com](http://redcrowbrew.com)

**River Bluff Brewery**, 1224 Frederick Ave, St Joseph, MO [www.riverbluffbrew.com](http://www.riverbluffbrew.com)

**Rock Creek Brewery** 5880 Beverly Ave, Mission, KS

**Sand Hills Brewery**, 5612 Johnson Dr, Mission, KS

**Servaes Brewing**, 10921 Johnson Dr, Shawnee, KS

**Stockyards Brewing Co**, 1600 Genessee St, KC, MO [stockyardsbrewing.com](http://stockyardsbrewing.com)

**Smoke Brewing Co.** 209 SE Main, Lee's Summit, MO

**Strange Days Brewing** 316 Oak, KC, MO [strangedaysbrewing.com](http://strangedaysbrewing.com)

**23rd Street Brewery** 3512 Clinton Parkway Lawrence, KS, 66047. [brew23.com](http://brew23.com)

**3 Halves Brewery** 110 E Kansas, Liberty, MO

**Three Trails Brewery** 111 N Main, Independence, MO [3trailsbrewing.com](http://3trailsbrewing.com)

**Torn Label Brewing Company** 1708 Campbell St KC, MO [tornlabel.com](http://tornlabel.com)

**Transparent Brewery** 14501 White Ave, Grandview, MO

**Transport Brewery** 11113 Johnson Dr, Shawnee, KS [transportbrewery.com](http://transportbrewery.com)

**Wind Shift Brewing**, 3421 NW Jefferson St, Suite B, Blue Springs, MO. [wind-shift-brewing.gator.site](http://wind-shift-brewing.gator.site)

**Weston Brewing Co** 500 Welt, Weston, MO [westonirish.com](http://westonirish.com)

**Yankee Tank Brewing Company**, 807 E 23<sup>rd</sup>, Lawrence, KS [www.yankeetankbrewing.com](http://www.yankeetankbrewing.com)

## NEXT NEWSLETTER DEADLINE

The third newsletter edition of the 2021 chapter year is after CANvention but before the Topeka show in September. The deadline for your articles, photos, finds, ideas is set at August 25th.



**OPE** from **City Barrel Brewing** is packaged in 12 ounce cans and is an IPA. This colorful can is one of several that City Barrel has come out with the past few months. A few of the others (all 12 oz) include: Cult Following, You Got This, Sunny, Coconut Cosmos, The Cosmos, Boom, and Boom Serenade.

## SWAP-UR-CANA AT SWAP-A-RAMA

The 2021 edition of Swap-a-Rama is scheduled for June 11-12. One of the hobby's most popular outdoor shows is held at the Knights of Columbus Park in Florissant, MO. Make sure you have this show on your calendar. It's a two day (Fri & Sat) show and plenty of extracurricular activities are scheduled day and night.

If you are looking for something you will likely find it here.

## Lost Evenings



Lost Evenings Brewing began operations in 2020 and is located in Lenexa just west of I-35 at 8625 Hauser Ct (87<sup>th</sup> St & Pflumm) in the Westchester Square Shopping Center. They operate as a Craft Brewery/Taproom

The owners, Patrick and Heather Davis, have created quite an attractive and functional layout for their facility. They began their brewing experience as home

brewers in 2012. This led to their dream of someday having their own brewery.

## OLD BREWERIES

Back before there was I-49/US Hwy 71 (and even before roads and automobiles) from Kansas City to Carthage there were no breweries. In Carthage, there were two different breweries but little information is known about them. Both were short-lived. The Carthage Brewing Company opened in 1878 and closed in 1879. The John Hilyer Brewery opened and closed in 1882.

## KC'S BEST: ADVANCING THE HOBBY

Our chapter is fortunate to have members who are committed to the advancement of various aspects of our fun hobby.

At the national level doing a supplement listing of unlisted cans to the now 20 year old flat top reference book are Bill Boyles, Bruce Gregg, Ron Gregg, John Page and Tom Waggoner. I got to observe the photography portion of this process and it is a lot more labor intensive and time consuming than I ever would have imagined.

Marcia Butterbaugh has kept the chapter and the BCCA in the public eye with the rotating displays she has managed which is part of Boulevard's tour route.

Website: Cheryl Boyles and Jerry Evans have got the website up and running. This should be a very effective recruiting tool.

And, of course, our Corporate sponsors Cinder Block Brewery and Martin City Brewing Co for their support by donating beer to can shows.

Kellerbier from **Crane Brewing** is a German-Style Unfiltered Lager in a 12 ounce can.



# Set 'em up Jack

## Carrie Nation Show

After the Wichita Spring show set for April 25<sup>th</sup> was cancelled, Carrie Nation members seized the opportunity to relocate the show to Lawrence, Kansas. The chapter has been holding shows at Set 'em up Jacks bar and grill for the past few years but they were in January and in January we usually have weather. Because of the pandemic this year's January show was cancelled.



*All the way in the back is Bob Martin & friend, Bill Boyles is in the center and Andy Craig up front.*



*Looking at the trade floor from outside Jack's*

With decent spring weather we held the show on Jacks covered outdoor patio. It was actually a much more functional space than our usual inside location. Plus, it was easy access to the bar for the awesome Bloody Marys



*Looks like Matt Sackett may be heading in for a Bloody Mary.*



*Bill Boyles and Jim Vincent (behind Bob Martin in red coat) hold a conversation*



*Looking across some of the trade floor, Seated up against the brick wall is Glen Pederson and Amy Sackett.*

Boss Taurus from **Torn Label** is a double cream stout and packaged in 12 oz cans,



Jackpot 777 is an IPA from **Martin City Brewing**. Canned in 12 oz cans



*Goetz Country Club Beer* This postcard pictures the Goetz plant in Kansas City. The brewery complex was completed in 1936 and was located on the historic "Circus Grounds" at 17<sup>th</sup> and Indiana.

A recent addition to **3Halves Brewing** is called Liberty Lager and comes in 12 oz cans.



## Country Club



*Goetz Country Club Beer* postcard picturing the M. K. Goetz Brewing Company facility in St. Joseph. A fourteen acre plant acknowledged by authorities to be the most advanced in America in scientific equipment and construction.

## Limitless Brewing

Currently located in Lenexa at 9765 Widmer, Limitless has been in operation since early 2019. They currently have plans to move to a nearby property.



Limitless operates as a pub but also has a large space for various activities next to where the brewing operations are.

Besides getting their ales at the pub, Limitless also has 16 oz cans to go and recently started distribution.



**42nd ANNUAL  
KANSAS KOLOSSAL KAN KAPER  
BIGGEST BEER CAN AND BREWERIANA SHOW  
IN KANSAS  
SALINA, KANSAS  
June 25, 26, and 27, 2021**

**HEADQUARTERS HOTEL:** Best Western SureStay  
1846 N. 9<sup>th</sup> Street SALINA, KS 67401 785-827-0356

**FOR INFORMATION CONTACT:**  
BILL BOYLES (816) 415-3834  
e-mail: wlboyles@sbcglobal.net  
DAVID YOST (620) 397-3127  
e-mail: dcanman@hotmail.com

Call the BEST WESTERN to make your reservations. There are two floors and no elevators. If you need a ground floor room, request ground floor when you make your reservations. Our group is "Beer Can and Brewery Group".

**THE GROUP RATE IS \$44.99 FOR A KING BED OR \$54.99 FOR DOUBLE QUEEN BEDS, plus tax.**

**FRIDAY ACTIVITIES:**

**2:00 PM** OPENING OF THE HOSPITALITY ROOM AND REGISTRATION TABLE AT THE HOTEL. ROOM TO ROOM TRADING ALL AFTERNOON AND EVENING. PLENTY OF COMPLIMENTARY BEVERAGES AND SNACKS. BRING YOUR SWIM SUITS AS THERE IS AN INDOOR POOL AND HOT TUB

**9:00 PM DOOR PRIZE DRAWING**

**PLEASE BRING YOUR OWN CHAIRS FOR OUR OUTSIDE ACTIVITIES.**

**SATURDAY ACTIVITIES:**

**8:00 AM** TRADE SHOW AT THOMAS PARK (ABOUT ¼ MILE SOUTH FROM THE HOTEL). PLENTY OF CANS, BREWERIANA, FUN, AND **2 LARGE RAFFLES**

**12:00 PM** Lunch options to be determined.

**2:00 PM** BACK TO THE HOTEL FOR RELAXATION, SOCIAL TIME, POOL TIME, DINNER, ETC.

**8:00 PM** COMPLEMENTARY FAMOUS MARGARITA PARTY AND SNACKS

**SUNDAY MORNING:**

**9:00 AM** GATHERING AT THE HOTEL FOR COFFEE, DOUGHNUTS AND THE GRAND FINALE RAFFLE

REGISTRATION FEES PER PERSON ARE AS FOLLOWS:

**\$15.00** INCLUDES FRIDAY, SATURDAY, AND SUNDAY ACTIVITIES.

**\$10.00** SATURDAY, PARK FUNCTIONS AND MARGARITA PARTY.

**FREE** FOR CHILDREN 12 AND UNDER

**PLAN TO ATTEND THE FUN: WE LOOK FORWARD TO SEEING YOU.**

**SALINA HIGHLIGHTS:**

**Blue Skye Brewery**

**Auld Lang Syne Antiques & Collectibles (Largest in Salina)**

Be sure to bring a chair for your comfort and



convenience. The hotel doesn't provide outdoor chairs and sitting in a big circle beneath the shade of the giant Yellow Flowering Locust is a big part of the fun

for Friday's hospitality and the Saturday night margarita party.

## Historic Beer Birthday: George Muehlebach

APRIL 24, 2021 BY JAY BROOKS

Today is the birthday of George Muehlebach (April 24, 1833-December 22, 1905). He was born in Argau, Switzerland and emigrated to the U.S. when he was 26, in 1859, along with his family, consisting of four brothers and a sister. He first moved to Indiana, but a short time later settled in Kansas City, Missouri. There, in 1868, he and his brother John bought the Main Street Brewery, which had been founded in 1866. (Although at least one account claims John bought it himself, and George just worked there, and didn't assume full control until much later.) It continued under the original name until 1903, when it became the George Muehlebach Brewing Co. When Muehlebach died, his son George E. took over the company and it remained in business until 1956, when Schlitz bought it, and operated it until 1973, when it closed for good.

George Muehlebach immigrated to Kansas City from Switzerland in 1859 by way of Lafayette, Indiana. In Kansas City, he founded The George Muehlebach Brewing Company, which became one of the most prominent businesses in Kansas City by the turn of the 20th century. The Swiss Cross was to be part of the logo for all their beers. In 1869, he bought the Main Street Brewery from George Hierbe at the northwest corner of 18th and Main Streets, which later became the site of the TWA Building. In 1880, he razed the original brewery and replaced it with a "Beer Castle" built in Romanesque style with a mansard-roofed tower.



**The Muehlebach Beer Castle**

## Historic Beer Birthday: Another Version

On April 24, 1833, George Muehlebach was born into a farming family in Argau, Switzerland. He went on to operate the Muehlebach Brewing Company; one of the most successful businesses in Kansas City by the early 20th century. Even after his death, the Muehlebach name lived on in Kansas City at the baseball field that eventually became Municipal Stadium and the luxurious Hotel Muehlebach.

At the age of 21, George Muehlebach, along with his three brothers and his sister, left Switzerland and moved to Lafayette, Indiana. The four brothers moved on to Westport, Missouri, where George started a saddle and harness business. He soon left Westport and delved into the overland freight business near Quindaro, Kansas and later searched for gold in Colorado. George finally found his calling, though, in 1869 when he and his brother, John, purchased the Main Street Brewery from George Hierb at 18th and Main Streets in Kansas City, Missouri.

The brewery was located on a sub-43-degree freshwater well that was a perfect source of water for a brewing operation. The Muehlebach brothers started with an annual production capacity of 3,000 barrels a year, but steadily expanded their operations to 3,932 barrels by 1879. Then John died in 1880, which left complete ownership of the brewery to George. He pressed forward and in the same year constructed a new Romanesque-style brick and stone building on the original site. Kansas Citians referred to the new building as the "Beer Castle" and relished the Pilsener beer for which the Muehlebach Brewing Company was known.

Between 1870 and the beginning of national Prohibition in 1920, the brewery held four different names, but remained in the Muehlebach family. By 1899, capacity had increased to 25,000 barrels annually, and the company deployed seven local delivery wagons. The company soon added a brewhouse, a stockhouse, and an engine house to support its operations. Fueled by local demand, even this capacity skyrocketed further to 50,000 barrels in 1907, 80,000 barrels in 1910, and 100,000 barrels in 1911. The Muehlebach brewery was by then the second largest in Kansas City, behind only the Kansas City Breweries Company.