



Larry Leinhart
Brewing Group Manager, Fort Collins, Colo.

As Larry Leinhart puts it, beer has always been part of his life and always will be. Ever since he can remember, Larry recalls spirited conversations with his parents, brothers and friends – all avid beer lovers – about different beer styles, the ingredients important to making beer like hops, barley and malt and brewing’s rich history.

Born and raised in New Jersey, Larry enjoyed sampling brews from several of the local companies carrying import beers such as Augustiner and Paulaner, but it was Anheuser-Busch’s reputation of great-tasting, high-quality beers such as Budweiser, Bud Light and Michelob, that inspired him to turn his passion for beer into a career.

Before he joined the Anheuser-Busch team nearly 24 years ago, Larry graduated from Colorado State University with a degree in animal science. He thoroughly enjoyed his studies, but he knew he wanted something more from his career. As he thought about his future, Larry’s curiosity about brewing beer was growing stronger.

Eager to learn more about this field, Larry decided to attend brewing courses at the University of Wisconsin and Siebel Institute in Chicago to develop expertise in everything related to beer – from how different ingredients change the flavors of the beer to how diverse beer styles are brewed differently.

Upon completion of his brewing studies, Larry took a job in quality control at another American brewery where he measured the quality of the beer’s ingredients to make sure it met the brewery’s standards. Three years later, Larry joined Anheuser-Busch as a brewing supervisor at the company’s Newark, N.J., brewery where he worked in several areas like the mashing tanks, where the crushed barley malt is mixed with warm water to break down the starches into sugars before fermentation, and the finishing cellar where the beer is filtered and the carbonation is adjusted before bottling.

Although he enjoyed the East Coast, Larry was always eager to get back to the outdoors and mountains of Colorado he had enjoyed during college. His wish was granted when, after only eight months in New Jersey, he was asked to work at the Fort Collins, Colo., brewery.

Today Larry's role as brewing group manager ensures that the equipment used for brewing beers like Michelob Brewing Co.'s Shock Top, an unfiltered Belgian-style wheat ale, and Jack's Pumpkin Spice Ale, a fall seasonal beer, are always up and running properly for the brewing team to perfectly brew each batch of beer. It's a constant system of checks and balances – carefully observing and monitoring brewing equipment every minute of every day. Whether it's adjusting temperatures of the lagering cellar where the beer is aged at cold temperatures or monitoring the packaging lines where the beers are assembled into cases for grocery and convenience stores, Larry makes certain everything is working as planned.

Larry also collaborates with the brewery's equipment specialists and managers to keep an eye out for potential issues before they arise and schedules maintenance repairs quickly so there's never a delay in getting the freshest, highest-quality beers to adults across the country. One of the most important pieces of equipment Larry oversees is the brewery's three lauter tubs – large strainers where the wort (liquid pulled from the grains), is strained before it's sent to the brewkettle. Although the concept may sound simple, the gentle removal of the wort from the tubs is crucial as it can affect the beer's freshness, foam or bitterness. Larry and his team work closely each day to ensure this delicate process is maintained.

It's this seamless teamwork and execution that keeps Larry motivated. Assembling and watching a team come together to fix a problem or repair equipment, demonstrates the dedication and commitment it takes to brewing world-class beers.

Larry's also inspired by Anheuser-Busch's innovation and eagerness to provide adult beer lovers with authentic, distinctive beer styles that have stood the test of time and some exciting new recipes. But, according to Larry, it's not just about making a variety of different beer styles, it's about making them the best they can be – working with high-quality ingredients, top-line equipment and, of course, the brewmasters who have a rich knowledge of beer's history, heritage and variety. For Larry, the culmination of all these things is what sets Anheuser-Busch apart from other breweries.

When he's not at the brewery, you can often see Larry riding his bike around Fort Collins. An avid skier turned cyclist, Larry shares the same passion and dedication to brewing beer as he does for cycling. In 2007, he participated in the Paris-Brest-Paris, the oldest long-distance cycling race in the world. Held once every four years, 5,300 riders qualified from 52 countries and endured a grueling 1200 kilometer race across France. Although he had to race in extreme weather conditions of wind, cool temperatures and rain,

he finished in a total time of 79 hours. The 2007 Paris-Brest-Paris had the lowest completion rate since 1891 so Larry's feat was a true accomplishment.

Larry's still debating whether he'll participate in the 2011 Paris-Brest-Paris, but if he does his biggest fans, wife Kim and daughters Kristin and Nicole will be at his side.

Larry's also been instrumental in local cycling races in Fort Collins. He served as team captain for the Multiple Sclerosis Society's 150-mile bike event. Larry's encouraged several of his colleagues to join the team and in recent years they've raised more than \$15,000.

Larry's philosophy is simple. Stay upbeat, work hard and find passion in the things you do. He's thrilled to have the opportunity to work with so many dedicated individuals, and he looks forward to what Anheuser-Busch brings beer lovers in the future.