

Żywiec Brewery

Żywiec Brewery is a brewery founded in 1852 by the Habsburg family in Żywiec (German: *Saybusch*), at that time in Galicia, Austria-Hungary, now in Silesian Voivodeship, Poland. It was nationalised after the Second World War. Grupa Zywiec S.A. consists of four main breweries: Żywiec Brewery, Elbrewery, Leżajsk and Warka, and is majority owned by the Dutch Heineken Group with a 61% shareholding.



Founded in 1852, started brewing in 1856. Built and initially owned by Archduke Albert, Duke of Teschen and his younger brother Karl Ferdinand, Archduke of Austria. It remained in the hands of the Habsburgs until nationalisation in the post-WWII communist Poland. At the beginning of 1990s a court case was started by the descendants of the original owners, who sued the Polish government demanding \$77 million compensation for the nationalisation and the use of the Habsburg family name and coat of arms for marketing purposes. The case was settled out of court on undisclosed terms in December 2005.



Żywiec is one of Poland's top selling beer. Since being established in 1856 strict attention has always been paid to keeping to the original recipe. Żywiec has a hoppy nose and a pleasant golden hue. Its distinctive hop character is aromatic but also has qualities of more resinous

Western hop varieties. It is full of flavour, but light in character. Being one of the best beers in Poland in taste and quality, its virtues are appreciated by the consumer abroad in all the continents.

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Throughout the year, the Żywiec brewery is well worth a visit for those venturing out beyond Poland's historic ancient capital in Kraków. The outstanding Żywiec Brewery Museum opened in September 2006, and is already one of the most popular tourist attractions in the region. The museum, the first of its kind in Poland, shows how the best traditions of brewing have been preserved and developed to meet the requirements of the 21st century.



The museum is located in the former maturing cellars that were still used until the 1980s. The lowest part of the brewery is cut into the solid mountain rock and visitors can explore the various chambers where the cool beer was once stored until it was ready for consumption – and export. There is also a chamber with a mock-up of the brewery at the turn of the 19th century, when the whole town was bustling with industry and local barley, grain and hops were brought by horse and cart to the brew house. Most of the original stone buildings still exist giving a unique insight into the past, but the visitor can also see how major expansion and modernisation has created a legendary Polish brand. At the end of the tour you can enjoy a free pint and the gift of a commemorative glass.

