

Corporate Philosophy

As a manufacturer of mountain spring beer, we well know not only all kinds of brewing art, but also the core of «Swiss characteristics» and sustainable development. As a result, we became the first brewery to recycle commercial barley in 1996. In addition, we also try our best to cooperate with regional producers. This brings additional value to all, especially to the end product and our customers. Thence, we are innovatively adding rice or chestnuts from the state of Ticino, or using local honey to enrich the beer's connotation.

In 1886, the current general manager, Karl Locke's great-grandfather, took over the brewery, in the same time he ran a farm, a hotel and a brewery. There is no waste in the brewery, because all waste can be reused in this cycle. The idea was revived in the 21st century by the fifth-generation. Therefore, we made good use of the «tschipp» which brewed with high-quality dietary fiber.



The connection with hometown Appenzell is significant to us. Locher Brewery is not an independent company, it put down roots in this area, builds a social and economic network here. We know our roots. Therefore, we develop confidently and constantly improve ourselves. We trust our loyal customers and we relate with each other, which is a special relationship.



Every time before launching a new category of Appenzell beer, we will consider whether we can get raw materials from local and how to get them. In this way, we do not only support our farmers, but also promote the biodiversity in Switzerland.

Let's take an example. The ingredient of fruit beers includes apples and pears from Oberegg and the surrounding area. These tall trees have gradually disappeared from the natural landscape of Switzerland.

