



Information about the Environment and for travellers in Crete:

Fix brewery, the 1st brewery of Greece

(About the beer consumption of Greeks:

“In vino veritas” – there’s also something in beer!)



In generally the beer consumption in Mediterranean countries is far below European average. Also Greece is no exception; however in 1995 they still ranked before Italy and France. Between 1996 and 2004 the beer consumption rose around 20%, whereby beer is in Greece a pure season beverage, 60% of the bottles sold are sold between May and September. The beer consumption is also strongly weather dependent in Greece. In generally one drinks more beers than wine there.

The market is determined by three large breweries, Athenian Brewery with the label Heineken and Amstel achieves 70%, followed by Carlsberg A/S with the labels Mythos, Henninger, Foster's and Guinness. Only in third place follows the Olympian Brewery, to which the label Fix belongs. 95% of the consumed beer is brewed in Greece



The brewery Fix (Greek Φιξ) was founded in 1864 in Athens by Johann Karl Fuchs, whose father had begun approximately 30 years before with the beer brewing in Greece and was the first large brewery of Greece. As a purveyor to his Majesty the King of Greece the company could maintain a monopoly-like position at the Greek market for approximately 100 years. After the bankruptcy of the company in 1983 and several failed attempts at revival the label Fix beer is brewed again since 2009 in its own brewery. The relatively high for Mediterranean countries popularity of beer in the country is to be owed considerably by it. The father of the brewery founder, the mineralogist George

Fuchs, came to Greece in the wake of King Otto to Greece and established himself - like most Bavarians - in the Athenian suburb Iraklion. He was responsible for the organization of the mines in Kymi on Euböa. During his son Johann Ludwig Fuchs (Hans Fuchs) was on his way from Muehldorf at the Inn to Greece, in order to visit its father, died this. Johann Ludwig abides in Athens and started to supply the Bavarians in Athen with imported beer. Sometime later he decided to produce beer on his own and opened a small brewery in the Athenian neighbourhood Kolonaki with attached brewing house, which became a central place of the social life of the Athenian Bavarians.

Around 1840 the beer became generally accepted all over Greece. Johann Ludwig's son Karl Johann Fuchs (Karolos Ioannou Fix) opened the brewery Fix in 1864, those was the only large one of the country up to the middle of the 20th Century. It was located at the foot of the Lykavittos likewise in Kolonaki and was in competition to small breweries such as Guilelmos (William) and imported beer from Triest (Schwechat) and Vienna. The German beer brewers (also Fix) could hardly follow with the demand for beer and become “wealthy people in a short period of time”. Therefore beer was more expensive than wine. In 1905 approx 89.000 hectolitre were produced in 11 breweries.



Labels from 1920
(with Lion as logo)



Advertisement from the 19th Century



Today's logo

Fix beer was characterised, differently than that of the breweries Fischer (Φίσερ), Bachauer (Μπαχάουερ) and Melcher (Μέλχερ), by a constant quality and had itself enforced latest since the first half of the 20th Century. „The good and light Fix beer (birra) is available in each restaurant. It costs 1 bottle about 18 Denar per glass 5 Denar, “, wrote an Athens travel guide in 1937.

The new factory, designed by Takis Zenetos, was opened in 1965 in the Syngrou Avenue. The high profits from the beer monopoly were invested partially into further beverage companies, which likewise aimed at a monopolistic position, among them Tam Tam (a Cola beverage) and Retsina Plaka (Retsina was at that time the most popular board wine).

In the early 1960er years the brewery was blamed to use their quasi-monopoly to prevent aimed the market entrance of other breweries into Greece. On the 15.July 1965 the government made the resolution to facilitate the market entrance of foreign breweries. Still in the same year Amstel Hellas started as spin-off of the Dutch label Amstel.

Many new breweries developed, usually as spin-off of foreign breweries (among others the Lion-brew Hellas, Henninger Hellas, Amstel, Heineken), and Fix lost enormously market shares. 1983 the brewery Fix went into bankruptcy. The naming rights passed over to the National Bank of Greece, where the brewery was highly indebted. The former company archives are since then in the Historical archives of Macedonia in Thessaloniki.

Already 1985 John Manolakos of the company Greco-Roman Importers from Florida tried to revive the label again and to brew a beer with the name FIX Special by Carlsberg in Greece. The project failed for unknown reasons. In 1995 Aris Zizis trademarked the label Fix 1864 Special in the USA with the goal to brew the beer with the Holsten-brewery in Germany and to export into the USA and Greece. Success was rather small. In 2008 the production of the label Fix was shifted from the Olympic-brewery to the Greek small breweries, since the production amounted to only 1000 Hectolitre. In 2009 the Olympic-brewery was sold to the past minority shareholder Chitos. The old Logo was modified and again introduced and its own brewery for the label became operative in Ritsona on the island Euboea. There only a lager with an alcohol content of 5% is brewed. Still in 2009 a beer output by 150.000 Hectolitre was reached.

The ingredients originate from ecological agriculture, although the product does not carry a ecological seal. Since 2010 Fix is also advertised again on the television.

More about the story and the history of Fix can be found at: [http://en.wikipedia.org/wiki/Fix_\(beer\)](http://en.wikipedia.org/wiki/Fix_(beer))