



*Meet the Grower*

## *Triple XXX West Lafayette, IN*

In 1895 Anheuser-Busch Brewing Association of St. Louis, together with local investors, established The Galveston Brewing Company in Galveston, Texas. The Galveston Brewing Company began to produce and sell a line of soft drink syrups which it sold under the brand name "XXX". The company's chemist developed an extensive array of flavors, such as root beer, ginger ale, strawberry, lemon-sour, lemon, orange, chocolate, cream soda, sarsaparilla, cream, grape, and apple-juice. The root beer was originally stored in steel banded oak barrels which were marked with "XXX". Back then, one X was good, XX was better, but XXX was the highest premium quality. After World War I, the trademark for "Triple XXX" was registered.

Over the years, the Galveston Brewing Company went through many ups & downs and changed names and ownerships a few different times. Despite the rocky past, Triple XXX Root Beer is the second oldest Root Beer in the United States.

Currently, Triple XXX is a nationally known root beer and is distributed all over the country. The company resides in West Lafayette, Indiana and the root beer is bottled in Illinois. Triple XXX Root Beer is still served at the Triple XXX Family Restaurant in West Lafayette and it is the first and oldest drive-in restaurant in Indiana. It was also recently featured on the Food Network's "Diners, Drive-ins and Dives" series.

The original 1895 pure cane sugar recipe gives Triple XXX Root Beer its rich, creamy full body flavor and its incredibly smooth finish.

Triple XXX Premium Root Beer is sold exclusively in glass bottles which gives customers an expectation of quality and freshness from a bygone era.



**Our root  
beer has  
a history  
we're  
proud of.**



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