



Thomas Jacob “Jake” Leinenkugel
President, Jacob Leinenkugel Brewing Company



Thomas Jacob Leinenkugel, better known as "Jake," became the fifth generation to head the Jacob Leinenkugel Brewing Company in 1989. Following his father Bill Leinenkugel into the beer business, Jake has led the 143-year-old brewer to become one of the nation's leading craft brewers.

Jake, who began his career in the beer business in 1970 by working summers in the brewery, has managed the launch of more than 20 new Leinenkugel's brews, several brewery transitions, expansions and innovations, and the opening of a new Leinie Lodge tour center in 2003.

From 1976 to 1982, Jake served in the United States Marine Corps and received his business degree from Pepperdine University. At the encouragement of his father, Jake returned to Chippewa Falls in 1982 and became a sales representative for the brewery. In 1986, he became the company's vice president of marketing and sales.

In 1988, when Miller Brewing Company purchased the Jacob Leinenkugel Brewing Company, Jake continued his work as vice president and was named president the following year. Under Jake's leadership, Leinenkugel's has earned commanding market share in the Upper Midwest and is enjoying steady growth across the country as the Leinenkugel's franchise expands its geographic footprint.

Realizing that the beer industry is a people-oriented business, Jake travels extensively throughout the U.S. to personally greet Leinie fans and represent the company at a variety of events and functions. Jake is a guest speaker at numerous events and is a prominent member of the community. Jake established the Leinie Lodge loyalist group in the late eighties, today boasting nearly 200,000 members. In the early nineties, he became the voice of the company in a series of radio commercials touting the Northwoods and his family's beer. Today, along with his brother John, he continues the popular radio outreach.

He and his wife Peggy live in Chippewa Falls. They have three grown sons and a daughter at home, one daughter-in-law, one granddaughter and a Labrador. When not selling Leinie's, Jake likes to hike the Canadian Rockies, golf and fish for walleye and muskie.