



## Siebel Institute OF TECHNOLOGY

### **Siebel Institute of Technology Announces Strategic Relocation to Montreal**

Chicago, IL / Montreal, QC — Nov 18, 2025 — The Siebel Institute of Technology, the oldest brewing school in the Americas (established in 1872), is officially relocating its operations from Chicago, Illinois (USA) to Montreal, Québec (Canada) effective January 1, 2026. The new location address will be 3035 rue Sainte-Catherine E, Montréal (Québec), near Molson's original brewery site (1786), the oldest brewery in North America. Siebel will be co-located with the new Lallemand Baking Academy and Application Technology Training Facility.

This move marks a significant milestone in Siebel's evolution, aligning with the changing dynamics of the global brewing industry and the need for the business to remain competitive and sustainable far into the future. The decision follows a comprehensive review of operational costs, industry trends, increased student visa challenges to enter the United States; and is fully supported by Siebel's longstanding partners and stakeholders.

"Lallemand has proudly owned the Siebel Institute since 2000 and has consistently supported its autonomy as the center for world-class brewing education," said Antoine Chagnon, CEO of Lallemand Inc. "we are excited about the opportunities this relocation brings for the future of brewing education."

Throughout its history, Siebel Institute has maintained a reputation for excellence in brewing science and education. During the COVID-19 pandemic, Lallemand's financial support was instrumental in ensuring the school's survival and continued service to the global brewing community.

The relocation is also strongly endorsed by Siebel's strategic partner in Munich, Germany, which makes up the World Brewing Academy (WBA). "We fully support this move and look forward to many more years of successful collaboration," said Dr. Werner Gloßner, Managing Director of Doemens Academy.

The new facility in Montreal offers a unique opportunity to integrate brewing and baking education under one roof—two disciplines that have shared a rich history for millennia (as evidenced from the ancient Egyptian frescoes and scriptures). Montreal itself provides a vibrant, safe, and culturally rich environment for students, with world-class amenities and a thriving food and beverage scene.

Siebel Institute will continue to offer its renowned online and campus classes and programs from its new home in Montreal, remaining committed to delivering the same high standards of education and training that have defined its legacy.



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"Maintaining the quality of education while keeping Siebel Institute and World Brewing Academy offerings affordable was key for us," said John Hannafan, General Manager and Director of Education, Siebel Institute. "Recent regulatory changes in the U.S. have made it much more challenging for many of our international students, who have become the majority of our student body, to attend classes in person. This relocation of North America classroom operations to Montreal allows us to pivot without sacrificing the student experience."

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### **About Siebel Institute**

Siebel the oldest continuously operating professional brewing school in the Americas and part of Lallemand Brewing since 2000. [www.Siebelinstitute.com](http://www.Siebelinstitute.com)

### **About Doemens Academy**

Doemens, based in Munich (DE), is an internationally recognized institute for vocational development and training in the brewing, beverage, and food industries. The key to its success is the consistent combination of theory and practice, which is also reflected in the vocational training courses offered by the World Brewing Academy. Doemens is also the world's leading institution for training beer sommeliers and offers a wide range of consulting and laboratory services for companies in the beverage industry. <https://doemens.org/en/>

### **About Lallemand Brewing**

Lallemand Brewing, headquartered in Milwaukee, WI (USA), is a business unit of Lallemand Inc. a private family-owned company and one of the global leaders in the development, production and marketing of yeasts, bacteria, other microorganisms and their derivatives (such as yeast fractions, enzymes and other metabolites) for use in many foods, beverage, agricultural, health and nutrition applications. Lallemand is headquartered in Canada but has operations on all 5 continents. [www.lallemandbrewing.com](http://www.lallemandbrewing.com)