



This is story of our beer

Billy's Beer

This is where we started



Billy Beer is a brand of beer first made in the United States in July 1977, by the Falls City Brewing Company. It was promoted by Billy Carter, whose older brother Jimmy was then the president of the United States.



Billy, the visionary behind the brew, proudly pictured with a collection of awards that speak volumes about his dedication, craftsmanship, and bold spirit. From humble beginnings to nationwide recognition, every honor represents a chapter in the story of Billy Beer a brand built on passion, persistence, and a promise to deliver beer with heart. This image captures more than achievements; it captures the soul of a man who turned a simple idea into a lasting legacy.



Frank, captured in a classic moment. tray full, smile wide, and pride in every pour. This photo reminds us of the timeless charm that defined the early days of Billy Beer, when every glass served came with a personal touch and a story worth sharing