



## Richard G. Esser

July 15, 1945 - May 22, 2021

Richard G. Esser, A.K.A., “The Beer Baron of Toledo”, passed away unexpectedly May 22, 2021. He was born July 15, 1945 to Richard and Marjorie Esser in Toledo. A graduate of Whitmer High School, Class of 1965, Rich attended The Ohio State University before earning his degree in Education from the University of Toledo. He taught English and coached basketball at Jones Jr. High, where he likely developed his unmistakable booming voice that came to define his personality and informed everyone in the room who was in charge.

On April 7, 1984, Rich took over the reins at Treu House of Munch, growing the market share from the low 30’s to over 60%. His expertise earned him a seat on the prestigious Anheuser-Busch Wholesaler Advisory Panel from 1991 to 1994, an honor bestowed on only a select few.

Rich was a prodigious benefactor and supporter to countless charities and community events in Northwest Ohio and was a strong supporter of the Ohio State Buckeyes and University of Toledo Athletics.

A member of Inverness and Erie Shooting and Fishing Club, Rich had an extremely tight knit group of friends with whom he frequently enjoyed sharing a cold Budweiser. He was the undisputed “king of the one liner” and fun and laughter followed him wherever went. He enjoyed cooking, hunting, travel, golfing, being with family, spending weekends at Catawba Island and spending time his grandchildren.

Rich is survived by his son, Todd (Nicole) Esser; daughter, Tracey (Joe)

Perkins; grandchildren, Caroline and Christian Esser and Pressley and Paxton Perkins; sisters, Judy Stolz, Kendra and Kim Esser. He was married to Sandra Esser for over 40 years.

Per Rich's wishes there will be no services. A Celebration of his Life will be scheduled at a later date. In lieu of flowers, please consider a donation to the First Tee of Lake Erie (<https://www.firstteelakeerie.org/>) or the Evan's Scholars Program (<https://wgaesf.org/>).

# Tribute Wall

DP

“ Rich came to my Indiana duck marsh around 25 years ago. He planned on staying one night as he had never hunted ducks before. Well, he stayed three nights and eventually became a partner. And what an expert hunter and conservation person he became! We had many great hunts together! I will surely miss my cousin and best friend!

*Mark Phillips*

---

**Dr Mark Phillips** - May 26, 2021 at 04:17 PM

PO

*Sorry to hear of loss of Richie. Memories of our parents and families when we were young. John and Patty Odom*

---

**Patty Odom** - May 27, 2021 at 09:14 AM

CS

*I had many fun times when Richie before leaving Toledo and a few more on visits back. he was an A+ and generous with providing plenty of laughs. Todd you had a great dad*

*Charley Senn*

---

**Charley Senn** - May 31, 2021 at 02:30 AM