



## Expanding brewers head east

BY MICHAEL KUDERKA

While many small to medium craft brewers spent last year adding production capacity to keep up with the current growing demand for their brands, a number of craft beer's bigger players were making long term strategic moves to ensure that their brands have a national presence for many years to come.

As Lagunitas Brewing announced a second brewery in Chicago last fall, Sierra Nevada, New Belgium and Oscar Blues released plans for new breweries in North Carolina. Add to the list Green Flash announcing a new brewery coming to a yet undisclosed eastern location, and it is exciting to think about the variety of new brands that will be available soon.

### Expand, during an economic "downturn?"

While many economic indicators point to a less than stellar economy, craft beer continues to grow at an inspiring pace. The growth and interest in craft beer means that breweries such as New Belgium have the means to improve their business capacity and introduce new jobs into an economy that definitely needs a boost.

"The Asheville brewery is perfectly situated to allow New Belgium's expansion into the northeastern US where we currently have no distribution," explained Bryan Simpson, Media Relations Director at New Belgium Brewing Company.

"As the Fort Collins, Colorado brewery approached capacity (925,000 barrels at full build out) we needed to expand, and Asheville, NC quickly rose to the top of the list due to its savvy beer culture, excellent water and great quality of life," continued Simpson.

"We're excited for this new chapter and what it will mean for both New Belgium and Asheville," said Sustainability Director, Jenn Vervier. "We've already been inspired by the beauty and the culture of Asheville and we look forward to contributing to and learning from the existing craft beer scene."

### Great news for beer retailers and consumers

If consumers and retailers are not familiar with New Belgium, beyond their flagship brand Fat Tire, they will likely be impressed with a lineup that is approachable, flavorful and creative.

"Stage 1 of the Asheville build out (projected finish Q1 of

2015) will add 400,000 barrels of capacity to New Belgium; the full build out will bring us to 700,000 barrels" said Simpson. "In addition, we'll be doubling our wood beer capacity here at Fort Collins over the next 12 months so you can look forward to an expansion of our wood beer and sour offerings," Simpson concluded.

What this means for the retailer is a great opportunity to introduce your customer base to the full line up of New Belgium brands. It also means access to more La Folie samplers and more sour blends like Tart Lychee. With the increased capacity New Belgium also plans the launch of a new year-round brand, Rampant Imperial IPA, which will replace Belgo.

### A 2013 sneak peek of what's to come:

#### April

Seasonal: Dig Pale Ale  
Lips of Faith: Sultana Cascara Quad  
Feijoa (collab with Dieu de Ciel)

#### May- July

Seasonal: Rolle Bolle  
Lips of Faith: Parde Bloum  
(Dandelion beer collab with Red Rock) Pluot

#### August - October

Seasonal: Red Hoptober  
Lips of Faith: Coconut Curry Heffeweizen  
Fall Wild Ale

#### November - January

Seasonal: Accumulation  
Lips of Faith: Yuzu Berlinerweiss  
De Dolle collab TBD

### Are You Thinking Out-of-the-Box?

How innovative is your store at selling beer? If you have promotions that go beyond refilling the cold box, we would like to share your ideas with our fellow *Beer Trends* readers. E-mail me at [mkuderka@mcbasset.com](mailto:mkuderka@mcbasset.com) and include your contact information. If we write about your program in our column we will send you a free copy of *The Essential Reference of Domestic Brewers and Their Bottled Brand* (3<sup>rd</sup> edition).