

SOUTH



79 North 11th Street,

Williamsburg, Brooklyn

Distance from Albany: 150.1 miles

Drive Time: 2 Hours 58 Minutes

Annual Production: 280,000 BBLs

US Distribution Footprint: 27 states,
over 30 countries

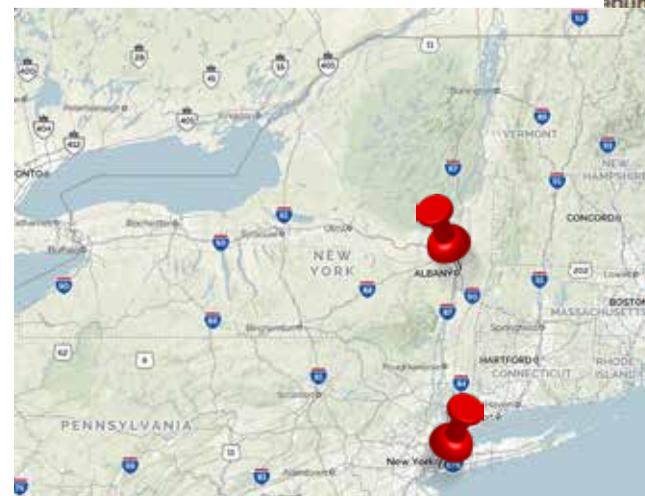
Let's face it. We all love going down to New York City. It's pretty much the center of the universe and, no matter what it is that you are into, you'll likely find it in the Big Apple. Whether it's sports, music, theatre, arts, or cuisine, New York has some of the best of the best. And that certainly goes for beer as well! There are currently more than 40 breweries down in NYC and, by our last count, about half of them are in Brooklyn. Of course, with the rate that new breweries are opening these days, that number may change by the time we go to print next week. But, you get the point, there are a plethora of breweries down in Brooklyn.

With the craft beer scene really picking up steam down there, it's easy to migrate towards visiting some of the (relative) newcomers such as Evil Twin, LIC Beer Project, Other Half Brewing and/or Grimm. These

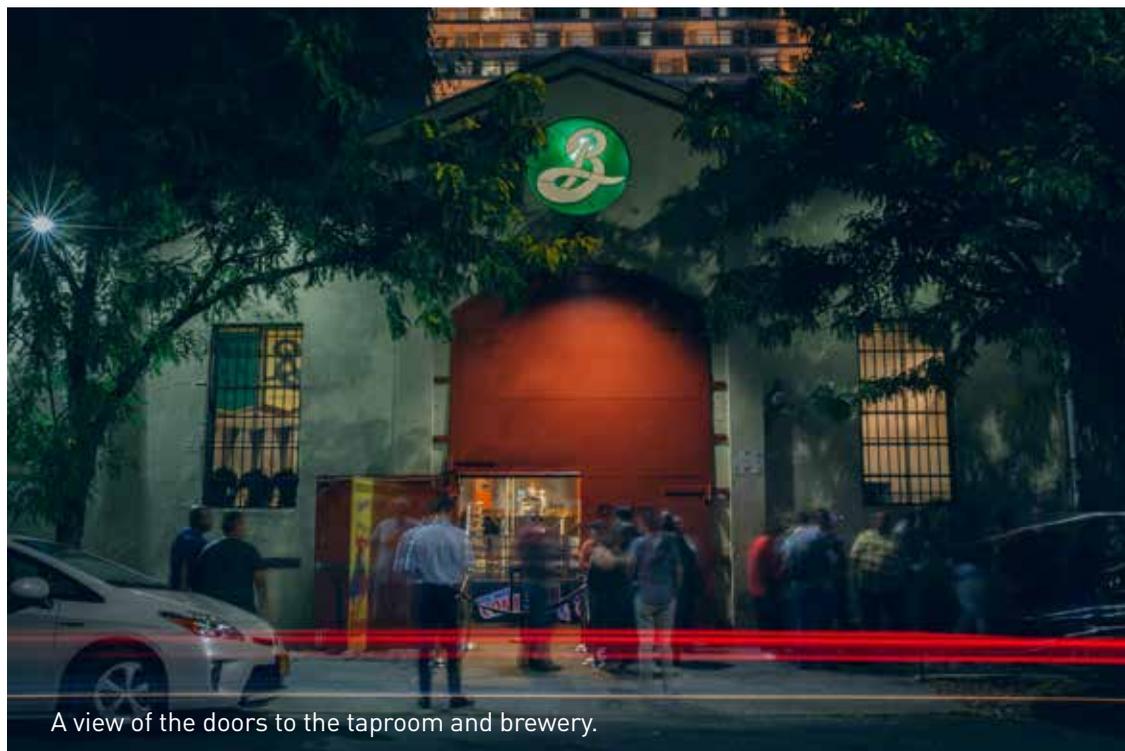
breweries, as well as others, are certainly making a splash with craft beer lovers and they are putting out some really cool, innovative beers. But, if you want to really experience the Brooklyn craft beer scene, we suggest that you start with Brooklyn Brewery. Because that's really where the scene itself in Brooklyn got started.

THEN

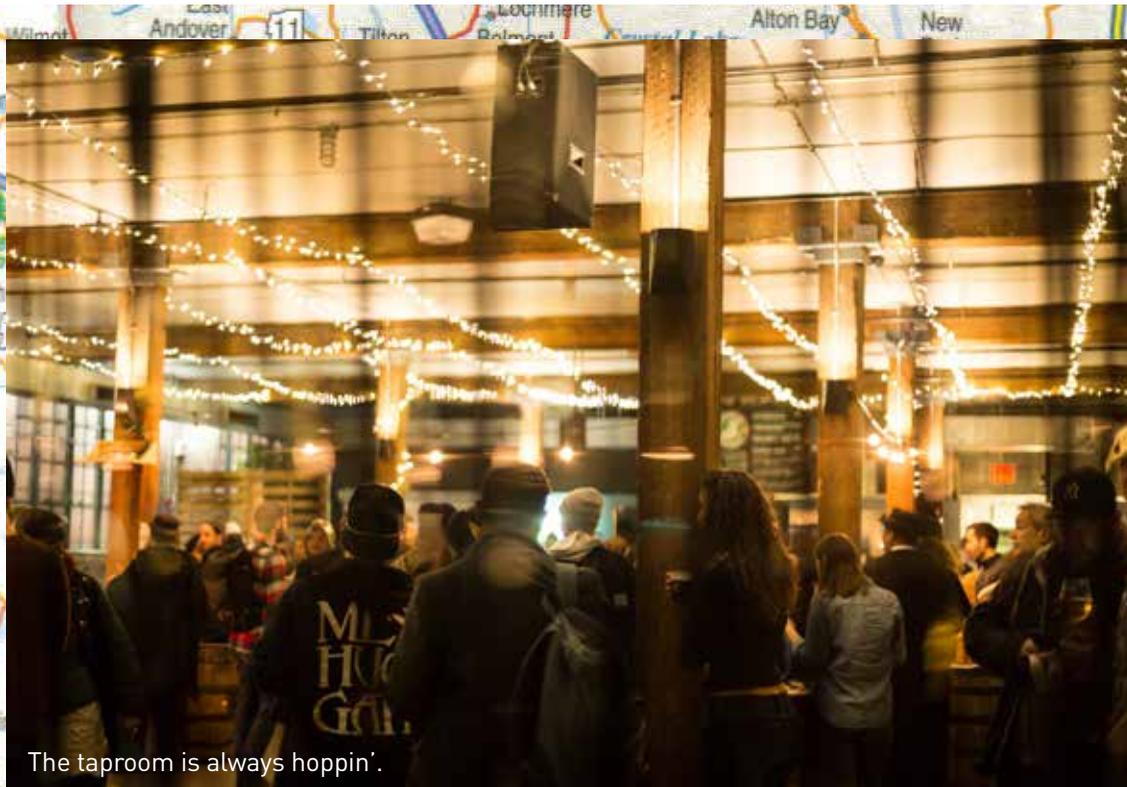
Back in 1987 when Steve Hindy and his then-partner, Tom Potter, decided to venture into what is now Brooklyn Brewery, it was risky. The city was riddled with crime, yellow-fizzy light pale lager was still all the rage in the beer world, and introducing an all-malt, dry-hopped, full-flavored Lager hardly seemed like something that they could turn into a living. But through hard work, determination, and commitment to great beer, they did. They began by having their Brooklyn Lager contract brewed upstate at F.X. Matt Brewing in Utica, and



then hand selling it themselves across Brooklyn. In 1988 they sold their first case into Teddy's, then an upstart neighborhood bar that is now a must-visit if you are going to make the trek down to the city. The beer quickly turned lots of heads. Soon, other retailers began to take note and ask for the beer. The fledgling brewery began to show signs of life.



A view of the doors to the taproom and brewery.



The taproom is always hoppin'.

In 1994, now world-famous brewmaster, Garret Oliver, was brought on board to helm Brooklyn's brewing program and to establish their new brew house in Williamsburg. He brought with him a ton of brewing chops, a unique sense for pairing food with beer, and a distinct personality. Oh yeah, and the recipe for what would become Brooklyn Black Chocolate Stout! In May of 1996, with a solid brewing program in place, they cut the ribbon to what is now Brooklyn Brewery, forever changing the community and the culture that surrounds it.

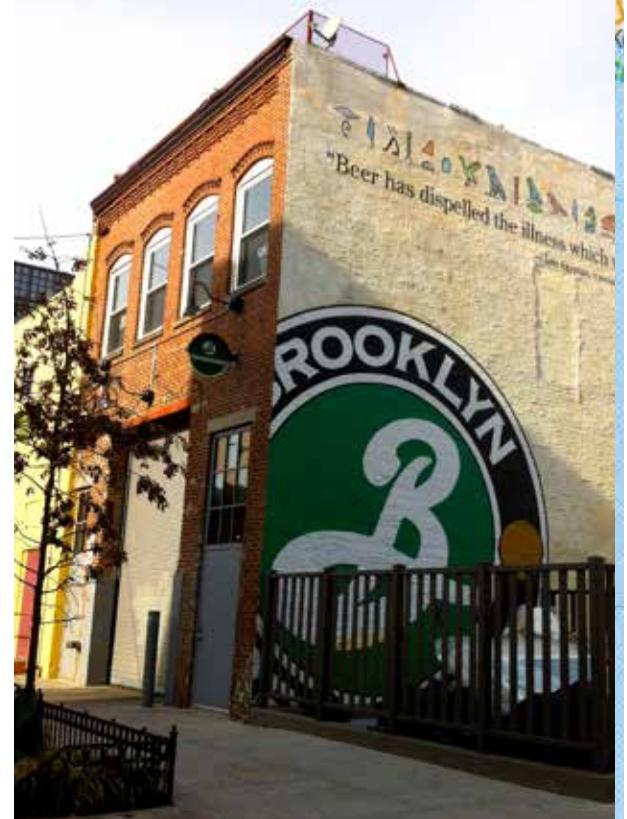
NOW

Brooklyn Brewery has risen to national and international acclaim. They ranked #11 volume producing craft brewery in the U.S. at the end of 2016. Their great tasting beers are now sold in 27 states as well as in European countries such as Italy, France, and across Scandinavia. In 2014 they began a joint-venture with Carlsberg and opened a brewery and tasting room in Stockholm, Sweden. Safe to say, they have made it! Their beer itself remains the star of the

show as brewery will produce roughly 40 different kinds of beer this year. While flagship Brooklyn Lager makes up about 60% of their beer sales, they have a strong portfolio of beers which consists of beers such as old favorites Brown Ale, East IPA, and Pilsner as well as new offerings such as Scorcher IPA, Naranjito (orange peel pale ale), and Defender Golden IPA, amongst others. Their seasonal line-up is as strong as any brewery in the nation and they also produce a wide variety of specialty, barrel-aged and small batch brews. All of their beers are delicious and highly drinkable.

If you are venturing down to the city, Brooklyn's Williamsburg brewery and taproom is the place to visit on a craft beer road trip. It looks rather unassuming when you pop out of your Uber. Once an intimidating stretch of old warehouses and rough streets, Brooklyn's Northside has grown around the Brooklyn Brewery to become a cultural destination. Tourist from all over the world are flocking to Brooklyn to soak up the artsy environment and to enjoy the history

Welcome to Brooklyn!



Take a tour of the brewhouse

and charm. Two giant warehouse doors open up from the building to welcome visitors into the taproom. Walking in, you know you are in for a great time!

TAPROOM

Open seven days per week, their taproom is always bustling. It is open Monday -Thursday for what they call The Small Batch Tour. According to brooklynbrewery.com, "The Small Batch Tour is your chance to pull aside the curtain and get an all-access look behind the scenes at one of the largest craft breweries in the United States and one of the best-known craft breweries around the world. You'll join thirty lucky beer fans from all over the world for a guided tasting of four Brooklyn Brewery beers, learn some of the history of the brewery, take a tour of our brewhouse and packaging hall, and receive a souvenir Brooklyn Spiegelau Saison Glass for you to take home."

Their resident experts can answer just about any beer or Brooklyn Brewery question you may have, so come prepared to geek out. The tour lasts for roughly an hour, with the rest of the time saved for drinking beer and hanging out. Small Batch Tours cost \$15 and are available by RESERVATION ONLY. Be sure to go to their website to book your tour before you head down.

Brooklyn Brewery

79 N 11th St, Brooklyn, NY 11249

Phone: (718) 486-7422

TAP ROOM HOURS

Monday- Thursday: 5PM - 7PM

Friday- 6PM - 11PM Free tours 7 & 8pm

Saturday- Noon - 8PM

Free tours every half hour starting at 12:30

Sunday- Noon - 6PM

Free tours every half hour starting at 12:30

SMALL BATCH TOURS BY RESERVATION

VISIT BROOKLYNBREWERY.COM

On Friday nights the line usually starts forming around 5pm and the brewhouse/ taproom doors open at 6pm. "The rules are simple: beer tokens are 5 for \$20 or \$5 each. The pizza is deliverable. The cask is tapped. The space is bare bones. There is very little to get in the way of tasting and savoring some of the best and freshest beer in the whole wide world-- no cover, no reservations." Get there early to snag a table in their communal Tasting Room and settle in. Free tours are also available at 7 and 8 PM only. Each tour accommodates 40 visitors, and fills up quickly. Ask the friendly security guards at the door when you enter for your free tickets, while available.

Saturdays and Sundays the brewery is open to the public and is a jumpin' good time if you like beer and people watching. Their website explains, "Weekends at The Brewery are an all-day affair. Come in for a beer, grab a ticket for a free tour, and enjoy". They offer up to 16 of their beers on tap and you'll also find a verity their specialty beers on draft and in bottles. The taproom is a big, spacious, space with picnic tables and beer hall-style seating. So, come prepared to search for a spot where your group will fully engage, laugh, and drink beers with strangers. It's a damn good time!

So, the next time that you need to head to NYC for any reason, set aside a couple of hours (or an entire afternoon/evening) to explore Brooklyn and the Brooklyn Brewery. Our suggestion: Lunch and a beer at Teddys, afternoon tour/good times at the Brooklyn Brewery, followed by bowling and a concert right next door at Brooklyn Bowl.

It's a craft beer lifestyle!



Sunny loft in Williamsburg, 2BR
entire loft \$149/night



Two floor 3BR entire apartment. Bring friends
and split the costs. \$250/night



Penthouse apartment with heated private
patio, check out the view:
\$150/night



These are just a small example of what you will find in the area and the price at the time we go to print. True Brew Magazine is not responsible location or rate changes.