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Construction continues as Artisanal's South End brewery targets late-spring opening (PHOTOS)

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This South End brewery expects to put the finishing touches on its facility by late spring.

That venture, called Brewers at 4001 Yancey Road, is transforming 28,000 square feet at the historic Bowers Mill Building. That will make it neighbors with breweries such as Sugar Creek Brewing Co. and Olde Mecklenburg Brewery.

The project is a collaboration between Southern Tier Brewing Co. of Lakewood, N.Y. and Victory Brewing Co. of Downingtown, Pa. It operates under the Artisanal Brewing Ventures umbrella.

“People in Charlotte — they like to drink beer, they’re educated about beer. It makes sense for us to be here,” says David Harries, director of brewing operations.

That joint venture also brings together two like-minded brewers, Harries says. It acknowledges an evolution in the craft-beer market with more breweries coming on line, tighter shelf and tap space and limited consumer dollars.

A joint operation allows some services to be streamlined, such as human resources or supply chain, he adds.

“For a long time beer pretty much sold itself,” Harries says. “This tries to figure out what is the way forward.”

Expect Brewers at 4001 Yancey to brew beers unique to Charlotte and the Carolinas by utilizing the styles of its parent breweries, Harries says.

Victory is known for its European-style brews with an American twist, while Southern Tier is known for its big, bold flavors.

Brewers will operate a 25-barrel, four-vessel brewhouse — significantly smaller than either Southern Tier’s or Victory’s operations.

That will accommodate unique brews and allow experimentation, Harries says. Popular recipes can then be scaled and produced under the label that best fits.



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"I think everyone here will be excited if a beer graduates or gets into larger production," he says.

It also provides an opportunity to dial in on seasonal options that are a better fit for a hot sunny day or early spring arrival.

"It's an opportunity to look and deliver what the Carolina market likes," he says.

Brewers is targeting 10,000 barrels a year to start.

The space has been designed to accommodate future growth with room for additional fermenting tanks. The facility already melds old and new — from its historic building to use of fermenter tanks original to Victory Brewing circa 1995.

That brewhouse sits at the heart of that facility.

The main taproom and full restaurant surround those operations, coming in at roughly 6,900 square feet.

The facility also boasts multiple outdoor spaces, with multiple covered patios — including one with a view of uptown — and a courtyard beer garden.

Roughly 1,600 square feet is dedicated to private events, with its own private beer garden as well. It can accommodate up to 150 people.

There's space for ABV's corporate offices — with another private beer garden — as well as a fermentation cellar, packaging lines and a quality assurance lab.

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