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From the Charlotte Business Journal:

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HEAVY HITTERS

## South End brewery operation taps into a booming market

### Finalist, Hospitality and Entertainment Development - Brewers at 4001 Yancey

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Two familiar brands joined forces to bring Brewers at 4001 Yancey to life in Charlotte's South End. The \$8 million project is a collaboration between New York-based Southern Tier Co. and Victory Brewing Co. out of Pennsylvania, operating under the Artisanal Brewing Ventures umbrella.

Charlotte's fast growth and booming craft-beer scene played a key role in bringing the venture here, says John Coleman, chief executive of ABV. "This is the first time any brewery with a shared ownership is coming together under one roof," he says. That provides an opportunity to share best practices and be innovative while exploring styles and taste profiles that fit the Southeast and the Carolinas.

The 28,000-square-foot facility breathes new life into the Bowers Building, at 4001 Yancey Road, formerly home to a textile company.

The building now houses a 25-barrel brewhouse and packaging line, blending new and old brewing equipment with the history of both breweries' Northeast homes. The combined company expects to produce up to 10,000 barrels annually.

In the taproom, there's a rotating selection of 40 beers. The kitchen dishes up beer-inspired fare. There's also an event space, including a private beer garden. And the space is home to ABV's corporate headquarters for 40 employees.



MELISSA KEY  
Brewers at 4001 Yancey

### Key Players

**Owner/developer:** White Point Partners and Artisanal Brewing Ventures

**Architect:** Redline Design Group

**Design/build contractor:** Barringer Construction

**Financial partner:** Wells Fargo

**Leasing broker:** Hunter Barron, HFF Commercial Real Estate (Barron was with CBRE when deal was done)

## By the Numbers

**\$8M** - invested to transform the historic Bowers Fiber building

**28,000** - square footage, including 25-barrel brewhouse

**40** - beers on tap

## Biggest challenge?

"Finding a building that we could refurbish and repurpose versus a new build. We were looking for a building and location with a lot of character that provided the adequate space, ceiling heights and parking. We think we found the perfect location and building, converting the former Bowers Fiber location to our new home in Charlotte, proudly renaming it The Brewers at 4001 Yancey!"

*— John Coleman, CEO, Artisanal Brewing Ventures*

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