

CraftPittsburgh

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HARVESTING FOR
FULL PINT'S GRUIT ALE

PITTSBURGH
cicerones

"How I Learned to
LOVE
PUMPKIN BEERS"

GETTYSBURG
road trip



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If you brew it, they will come

Words: Ian Mikrut Photo: Mike Weiss

Lakewood New York's Southern Tier Brewing Company is establishing its first satellite brewery in Pittsburgh. Offering a large beer garden and exclusive releases to its number two market, the new brew pub is set to open this fall on the North Shore.

In the blazing summer heat on an August afternoon, the seeds for what will become Southern Tier Brewing Company's first satellite pub were sown at 316 North Shore Drive. The company's founder and president, its CEO, the architect and construction managers overseeing its design and completion, among other local partners involved, poured out cans of Southern Tier's 2XIPA over the future 10,000 square foot beer garden.

For Southern Tier, it's yet another exciting expansion following their recent alliance with Philadelphia's Victory Brewing Company under the parent company Artisanal Brewing Ventures. For Pittsburgh, it's yet another exciting expansion in its own developing beer community in welcoming such a high-profile brand to the fold.

Yet there's more Pittsburgh ties to Southern Tier than endless Punks every fall. For one, Pittsburgh is the company's number two market behind its immediate New York consumers. Much of that's in part to it being distributed here for nearly a decade, making it a constant on shelves before this decade's craft beer wave. "We started with Southern Tier in December of 2008, back then we moved maybe 5,000-6,000 cases in this market," Frank B. Fuhrer III of Frank B. Fuhrer Wholesale said. "We'll probably sell 130,000 cases of Southern Tier this year," he continued.

Southern Tier's proximity to Pittsburgh is another reason the move made sense. With the Lakewood brewery about a three hour trek away and the area being a summer retreat in general, yinzers enthusiastic about craft beer aren't new to Southern Tier. "The idea was, we get a lot of folks from Pittsburgh in the brew pub in Lakewood, who always say hey we'd love to have you in Pittsburgh," Southern Tier's CEO John Coleman said. With a prime location on North Shore drive right next to Bar Louie, the location is prime to become a hotspot for Steelers and Pirate fans as well as Stage AE concert goers. "So we started thinking about this, where we wanted to put our first [satellite]. We looked at several different cities and Pittsburgh kept coming to the top, and then we saw some different sites and thought this one would be a perfect fit," Coleman said. The facility will be an identical replication of the Lakewood pub, with Southern Tier and Victory favorites on tap as well as Pittsburgh exclusives and a full menu. In warmer seasons the big draw will most likely be the large beer

garden. "We're going to definitely be a part of the community, a part of the brewing community, it's very important to us," Phin DeMink, Founder and President of Southern Tier said. "We're super excited to see the Pittsburgh brewing scene thrive, and we want to be a part of that, we want to help that." DeMink mentioned that collaboration with Pittsburgh brewers will definitely be in the works and plans to host many of them at the Lakewood location for what they're calling the "Pittsburgh Speed Date," an opportunity for brewers to flex their Chopped skills with a set amount of ingredients and time to produce a winning beer to eventually be tapped in Pittsburgh.

Lately, satellite pubs seem like the next step as the craft beer world continually develops. For Southern Tier, DeMink said the importance is being able to share and engage with longtime fans and new consumers alike while being more than just a case of beer on the shelf. In many ways, it's the start of a new challenge. "It's the creation of something new," Coleman said. "When Phin built the brewery [in Lakewood] it was from scratch, there was nothing there. And we kind of feel the same way, now we get to create something here in the community for fans of the brewery that have been great to us and very supportive of us," he continued.

Having a great new destination on the North Shore is definitely a win, and—oddly enough—Pittsburgh has never been so happy to be number two.



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