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## **2014 was a good year for MKE Brewing Co.**

2014 was not just a good year at MKE Brewing Co. It was a great year.

Celebrating their 7<sup>th</sup> year of production at the Walker's Point brewery, owners Jim McCabe and Jim Hughes have every right to be proud of their growing business. After undergoing an expansion to the fermentation space and capacity in May of last year, MKE Brewing Co. closed out 2014 up 54% over the previous year, shipping just under 12,000 barrels.

The added capacity was necessary not only to keep up with the ever expanding portfolio of products, 19 in all for 2014, but just to keep their growing distributor network in good supply. MKE Brewing Co. expanded to Minnesota for the first time in 2014 launching their brands in the Minneapolis/St. Paul markets with a resoundingly positive response. Nothing however compared to the growth of the brand in the home state of Wisconsin, due in large part to New Berlin based beer distributor Beechwood Sales and Service. "We are very lucky that we have one of the best craft beer distributors in the state right in our back yard" says Founder/CEO Jim McCabe. "It really is remarkable to think that just over 4 years ago we sold less than 3,000 cases of beer for the entire year and Beechwood now sells more than two and a half times that much in one month. We really would not be to this point today without the efforts of their team pushing our brand up and down the street every day". Distribution success did not stop in Southeast WI. Frank Beer of Middleton also saw significant gains with MKE Brewing Co throughout Madison and South Central Wisconsin. McCabe added "It's no secret there are two essential things breweries need to make significant growth in today's craft beer world. Make great beer and have a way to get it in people's mouths. We are lucky to have an outstanding team here at the brewery and great distributor partners who are out there championing our brand day in and day out".

Adding to the excitement last year, MKE Brewing Co. was named Brewery of the Year by Drink Me Magazine and received a Gold Medal at the Festival of Barrel Aged Beers for their limited release, Louie's Resurrection Bourbon Barrel Aged Amber Ale.

What can you expect of MKE Brewing Co for 2015? There are more expansion plans in the works to maximize the space and efficiency of the 2<sup>nd</sup> Street brewery, new year-round and seasonal beers will make an appearance, an expanded line of limited release beers and plans to expand distribution to neighboring states in the Upper Midwest.

### **ABOUT MKE BREWING CO.**

MKE Brewing Co. started as a brewpub, the Milwaukee Ale House, in October 1997 in Milwaukee's Historic Third Ward. Founder Jim McCabe took his love for home brewing and his engineering background to design a functional and robust 15 bbl brewpub when Milwaukee was still a lager town. Fast forward 10 years and over 300 innovative beers later to November 2007 when MKE Brewing Co kegged off their first brew at their 2<sup>nd</sup> St. Brewery located in the trendy Walkers Point neighborhood. The 50 bbl brewing and packaging facility allowed MKE Brewing Co to meet the demand of their ever-popular Ale House brews and start brewing more styles that they always wanted to. A WDNR Green Tier Certified brewery, MKE Brewing Co. prides themselves on flexible and energy saving efforts to reduce their carbon footprint. With initiatives such as the 28 solar hot water panels on the roof, a bio-diesel boiler fueled by fryer oil from local restaurants, clean wastewater conservation, donating spent grain to local urban farm Growing Power and as the first micro-cannery in Wisconsin, MKE Brewing Co is at the forefront of Green Tier conservation efforts. MKE Brewing Co. is committed to creating innovative, well-balanced, approachable beers that appeal to the craft beer aficionado and new craft beer drinker alike. Head brewer Robert Morton and his team pride themselves on taking the artisan approach to brewing, using only the finest local ingredients and never making compromises. MKE Brewing is currently distributed in Wisconsin, Illinois, Minnesota and North Dakota.