

Brews Release



FOR IMMEDIATE RELEASE - September 12, 2013

Access the [Online Media Kit](#) for all photos, video and images from this press event.

Twitter: [@HersheyHbgBeer](#)

Web: www.HersheyHarrisburgBeer.com

Twelve craft breweries in Central PA partner to form Hershey Harrisburg Craft Beer Country

Hershey, PA: Taking center stage in front of a spanning logo backdrop proclaiming “Welcome to the Country” framed by towering kegs adorning the names of twelve local breweries, Jason Reimer, co-owner of the recently opened Brewery at Hershey, addressed the audience of over 100 local beer enthusiasts that assembled at Appalachian Brewing Company in Harrisburg today to launch the *Hershey Harrisburg Craft Beer Country* ([HHCBC](#)).

Reimer, who also serves as HHCBC President, explained how the new coalition of twelve (12) independent breweries located in the heart of Central PA are working in partnership on the new program with the Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) and Dauphin County Economic Development.

“With the support of [Dauphin County](#) and the Visitors Bureau, we are going to draw the attention of new audiences and drive visitation and overnight stays with our mission and our dedication to producing quality events,” Reimer said. “As the co-owner of [The Vineyard at Hershey](#) and now [The Brewery at Hershey](#), I’m dedicated to showcasing the fine art of the beer and wine that we are able to produce in this region. It’s truly the best of both worlds here.”

THE GOAL

The goal of the HHCBC program is to capitalize on the nation’s growing interest in craft beers and to promote the area breweries year-round in ways that accentuate the educational and experiential side of local brewing. The program will contribute to the local economy through increased tourism and new small business development according to Reimer.

According to the Brewers Association there are over 2,400 craft breweries in the U.S. and 100 in Pennsylvania. A high concentration of those unique independent craft breweries is located in Central PA within a thirty-minute radius of the town of Hershey. The epicenter of this concentration could be considered [Troegs Brewing Company](#), one of the largest craft breweries in the country that opened a new 90,000 square-foot brewery headquarters in Hershey in 2011.

As the craft beer industry continues to grow throughout the mid-state with new breweries such as [Al’s of Hampden/Pizza Boy Brewing](#) and [Saint Boniface Craft Brewing Company](#) joining the traditional favorites such as [Appalachian Brewing Company](#) and [Lancaster Brewing Company](#), beer enthusiasts throughout the Mid-Atlantic region are taking notice.

In a recent report from the Beer Institute, thirty-four (34) brewing establishments were identified within the four (4) Pennsylvania U.S. Congressional Districts that make up the new HHCBC footprint (*Districts 4, 11, 15, 16*).

THE VISION

The grand vision for HHCBC was modeled after the Hershey Harrisburg Wine Country ([HHWC](#)) program that Reimer and his associates launched in 2012. Since then the coalition of wineries has grown to 15 vineyard partners and has successfully produced a series of signature events that emphasize the experiential and educational aspects of wine making throughout the region.

Reimer stated that when he was instituting both the Hershey Harrisburg Wine Country and Hershey Harrisburg Craft Beer Country programs he simply asked each partner to commit to being relentless in their pursuit of making Central Pennsylvania a recognized and respected destination for high quality, uniquely handcrafted beers and wines.

THE EVENTS



The first signature event for HHCBC will be *The Central Pennsylvania Oktoberfest at Hollywood Casino* on Saturday, October 5, 2013. The inaugural event described as a trackside festival experience will include a taste of the handcrafted brews from the region finely paired with Pennsylvania Dutch foods and live music by local musicians. The event will conclude with the “Run for the Laurels” – the first live thoroughbred horserace of the evening sponsored by the Hershey Harrisburg Craft Beer Country at 6pm. Tickets for the event are available now at <https://paoktoberfest.eventbrite.com>.



The second event will be *March Craftness* slated for the last two weekends in March 2014. This educational event will enable guests to attend “craft class” with special craft tastings at each participating brewery and a commemorative souvenir glass. Check the HHCBC web site for details and ticket information.

COUNTRY VS TRAIL

Don't call it a trail. Reimer was quick to differentiate the Hershey Harrisburg Craft Beer Country and Hershey Harrisburg Wine Country programs from beer or wine trails in other areas. The difference he said is the motivation and goals for the program and how the material is packaged and presented to consumers.

“The Hershey Harrisburg Craft Beer Country and Wine Country programs are designed to package the Hershey Harrisburg region as a destination for those who really want to learn more about the art and culture of our region in regards to their passion for beer or wine,” said Reimer. “With this new program we are raising a flag that tells regional and national beer enthusiasts this area is home to a wide array of unique craft brewers and brewery experiences, but all with a narrow focus on quality and a commitment to craftsmanship.”

TOURISM

Mary Smith, President for the Hershey Harrisburg Regional Visitors Bureau also spoke about how the new program would serve as a powerful moniker for the bureau to market the increasing number of annual festivals throughout the region that promote local beer and wine paired with regional food, music, and the arts.

“Events are one of the main drivers for overnight stays in our region,” Smith said. “Attending festivals that feature craft breweries and local vineyards has become a trending interest among several of today’s most affluent travelers.”

Those seeking these festivals now represent a new market segment for the regional tourism bureau, according to Smith. The demographic for festivals is primarily young professionals, couples with double income and no kids (aka D.I.N.K.S), and baby boomers. The good news for the local tourism industry is that these festivals draw a market segment with time and expendable income and represent new business by attracting those who may have not previously considered the region traditionally recognized as a family destination.

The new HHCBC program also marks another positive step that area business has taken in recent years to expand the travel and tourism offerings to include more diverse experiences and adult-oriented attractions.

According to Smith, the addition of table gaming at [Hollywood Casino at Penn National Race Course](#) in 2010 and the introduction of the Hershey Harrisburg Wine Country program in 2012 have both helped the bureau secure new business and retain clientele within important market segments such as [groups, meetings and conventions](#).

“These groups aren’t seeking the traditional family attractions that make up our peak summer season,” Smith said, “But these markets are critical to filling the region’s 8,000 hotel rooms the other nine months of the year.”

ECONOMIC IMPACT

The Hershey Harrisburg Craft Beer Country is also an important ingredient in the region’s economy, according to Christopher Thorne, VP of Communications at the [Beer Institute](#), and a Philadelphia native who presented findings from a March 2013 report [Beer Serves America](#), commissioned by the Beer Institute and the National Beer Wholesalers Association to measure the impact of the U.S. beer industry across economic sectors including agriculture, brewers, distributors and retailers.

“With almost \$2 billion in total economic impact in this region, the beer industry is an economic powerhouse in Central Pennsylvania, and all across the U.S.,” said Thorne. “These brewers along with all American brewers and beer importers play an important role in the economy by creating jobs locally and nationally.”

Every one (1) job in a brewery supports another forty-five (45) jobs outside the brewery in farming, manufacturing, distributing, retail, and the service industry, according to Thorne. The report identified thirty-four (34) brewing and seventy-four (74) wholesaling establishments within the four (4) Pennsylvania U.S. Congressional Districts included in the HHCBC footprint. According to the Thorne, the beer industry within the area that makes up the new Hershey Harrisburg Craft Beer Country supports the following:

Jobs = 14,803	<i>(7,463 directly employed in brewing, distributing, retail; 7,340 in supplier & induced employment);</i>
Wages & Benefits = \$580 Million	<i>(\$201,511,700 in direct wages & benefits in brewing, distributing, retail; \$378,473,700 in secondary wages & benefits).</i>
Economic Impact (total) = \$1.96 Billion	<i>(\$743,838,800 direct impact; \$1.2 Billion secondary impact);</i>

THE FUNDING PARTNERSHIP

The first year of the program is being partially supported by a \$50,000 Tourism Development Grant from the Dauphin County Economic Development Office. The grant program invests a portion of the hotel room tax collected by the county back into programs that stimulate new tourism-related business and cooperative tourism marketing programs. The HHRVB, the organization that received the grant has been working with the HHCBC to allocate the funds for paid advertising, promotional items, and marketing materials including brochures and a new web site www.HersheyHarrisburgBeer.com. The bureau also contributes in-kind services to assist the new coalition in the first year with public relations and social media assistance.

“We are proud to support the launch of the Hershey Harrisburg Craft Beer Country,” said Dauphin County Commissioner Chairman Jeff Haste. “We believe in the ingenuity of our business leaders in Dauphin County and we like to see new ideas filter up from within those industries. This grant was an investment in an industry that is showing great growth in our region and has future potential for broadening our region’s appeal to consumer travelers and meetings and convention planners. This collaborative marketing program also speaks to our quality of life and provides our residents with another reason to work and play in Dauphin County. This is an ideal example of how a public-private partnership can work.”

THE BREWERIES (Alphabetical Order)

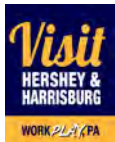
Al’s of Hampden/Pizza Boy Brewing Company
Alter Ego Brewing Company
Appalachian Brewing Company (ABC)
Bube’s Brewery
JoBoy’s Brew Pub
Lancaster Brewing Company (LBC)

Market Cross Pub & Brewery
Millbock Brewing Company
Saint Boniface Craft Brewing Company
Snitz Creek Brewery
The Brewery at Hershey
Troegs Brewing Company

ABOUT US



Hershey Harrisburg Craft Beer Country is your destination to experience the art of craft beer at its finest in Pennsylvania’s Hershey Harrisburg Region. Formed in September 2013, a band of brewers assembled to showcase the finest handcrafted beer in Central Pennsylvania. The original independent breweries provide regional and national beer enthusiasts with a vast selection of unique handcrafted brews for the enjoyment of any palate with a selection of signature events throughout the year to enjoy. Plan your visit to the country and enjoy first-rate attractions with world-renowned restaurants and hotels. www.HersheyHarrisburgBeer.com or call (717) 616-8228 or email info@HersheyHarrisburgBeer.com.
Follow us on Facebook/HersheyHarrisburgCraftBeerCountry or on Twitter@HersheyHbgBeer.



The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania’s Dauphin and Perry counties. This Destination Marketing Association International (DMAI) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers, event organizers, sporting event producers and group tour leaders in order to stimulate the local economy and support tourism-related jobs. For more info go to VisitHersheyHarrisburg.org, or call 877-727-8573. **Connect with us!** [Linkedin](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Pinterest](#) | [Foursquare](#) | [Blog](#)



The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to the development of sound public policy and to the values of civic duty and personal responsibility: www.beerinstitute.org. Connect with us [@BeerInstitute](#) and on [Facebook](#).

THE CHANNELS

Facebook: *Hershey Harrisburg Craft Beer Country*
www.facebook.com/HersheyHarrisburgCraftBeerCountry

Twitter: *@HersheyHbgBeer*

Web Site: www.HersheyHarrisburgBeer.com

Email: info@HersheyHarrisburgBeer.com

THE PHOTOS & VIDEOS

To view & download more photos and video from the “Good Time Press Conference” go online to the [Hershey Harrisburg Craft Beer Country Media Room](#).



Left: (L-R) Mary Smith, president of HHRVB; George Connor, Dauphin County Economic Development Office; Jason Reimer, HH Craft Beer Country President; Jonathan Snavely, Premiere #1 Limousine; Chris Thorne, Beer Institute.



Alter Ego Brewing Company
www.alteregobrewing.com



Alter Ego Brewing Company is an artisanal brewery in planning. We are set to open our doors in Harrisburg, Pennsylvania in the summer of 2014. Find us on Facebook/Twitter/Instagram.

Als of Hampden/ Pizza Boy Brewing Co.

2240 Millenium Way
Enola PA 17025
(717) 728-3840
www.alsfhampden.com



"PIZZA. BEER. HAPPY"

Tröegs Brewing Company

200 E. Hershey Park Drive
Hershey, PA 17033
(717) 534-1297
www.troegs.com



Since 1997, the Troegner brothers have been handcrafting world-class beers. Located in Hershey, PA, our state-of-the-art facility gives visitors a glimpse into the workings of a production brewery. In addition to offering guided tasting and self-guided tours, our Tasting Room features hand-crafted beers paired with fresh, local fare prepared in-house.

Snitz Creek Brewery

7 North 9th Street
Lebanon, PA 17046
(717) 450-4540
www.snitzcreekbrewery.com



Located in the heart of Downtown Lebanon at the intersection of routes 72 and 422 in downtown Lebanon, Snitz Creek Brewery features up to 8 beers on tap, a full pub-style menu with specialty items such as Lebanon Bologna Sandwiches on pretzel rolls and Gourmet Grilled Cheeses, all served next to a Brew House enclosed in glass. With both indoor and outdoor seating, a family friendly atmosphere, and plenty of free parking, our Brewery is the perfect place to stop and enjoy a Snitz Creek Moment.

Market Cross Pub & Brewery

113 North Hanover Street
Carlisle, PA 17013
(717) 258-1234
www.marketcrosspub.com



Market Cross Brewery produces all natural, unfiltered brews through a hands-on 10-Barrel Peter Austin English-style Brewing System.

JoBoy's Brew Pub

31 S Main St
Manheim PA 17545
(717) 664-5402
www.joboybrewpub.com



Joboy's is a brew pub and our brewery is in the nano-size category. We focus on pre-prohibition beer styles, but we do some experimental brewings as well.

Saint Boniface Craft Brewing Company

1701 West Main Street
Ephrata, PA 17517
(717) 466-6900
https://www.facebook.com/StBonifaceBrewing



Saint Boniface is the first production nano-brewery in Lancaster county and the first brewery in Ephrata. With a concentration on traditional English style ales, we also offer a rotating selection of food through food trucks a local pizza shop.

Appalachian Brewing Company

50 N. Cameron Street
Harrisburg, PA 17101
(717) 221-1080
www.abcbrew.com



Our original Appalachian Brewing Company brewpub is located in historic Harrisburg, PA. The impressive three-story brick and heavy timber structure was built circa 1915. The lagering room portion of the brewery dates to 1890. Throughout the brewery, antique brick walls, massive wooden beams, hardwood floors and ceilings provide a warmth and inner glow rivaled only by the beer itself. We are proud to be the first and only brewery in the Pennsylvania State Capital since 1951. Appalachian Brewing Company serves fresh innovative cuisine to match our tremendous handcrafted ales and lagers! You may also visit our Camp Hill Brewery at 3721 Market Street, Camp Hill, PA 17011

The Brewery at Hershey

598 Schoolhouse Road
Middletown PA 17057
(717) 944-1569
www.BreweryAtHershey.com
@BreweryHershey



A place like you have never experienced before, come have a blast enjoying unique craft beer and fun-loving people at The Brewery at Hershey's brand new facility! Enjoy a pint in the middle of the action in our production center, or relax with a sampler on the deck overlooking our vineyard and natural springs pond. With a craft brewery and a winery on-site, our guests enjoy the best of both worlds!

Bube's Brewery

102 N. Market St.
Mount Joy, Pa. 17552
(717) 653-2056
www.bubesbrewery.com



Bube's Brewery is an active brewery, restaurant, hotel, and nightspot in the only remaining intact 19th century brewing complex in the United States. Our brewers create a changing variety of carefully crafted lagers and ales including one based on the beer our historic brewery would have made in the 1870's.

Lancaster Brewing Company

302 North Plum Street
Lancaster, PA 17602
(717) 391-6258
www.lancasterbrewing.com



Welcome to Lancaster Brewing Company (LBC), Lancaster's hotspot for award-winning, micro-brewed beer and great tasting American cuisine. Located on the corner of Plum and Walnut streets, LBC has become a landmark in Lancaster. The brewery and restaurant are located in the old Edward McGovern Tobacco Warehouse, which is listed on the National Register of Historic Places. You may also visit our Harrisburg brewpub at 469 Eisenhower Blvd., Harrisburg, PA 17111

Taste it. See it. Experience it!

