



**NEWS
FOR IMMEDIATE RELEASE**

ATWATER BREWERY TO OPEN THIRD TAP HOUSE *BEER CITY, USA WELCOMES ATWATER WITH SOFT OPENING CELEBRATIONS*

GRAND RAPIDS, MI (October 11, 2016) -- Detroit-based Atwater Brewery is celebrating the soft opening of its newest Michigan biergarten and tap house this week with several events inside the newly renovated Rowe building at 201 Michigan Street NW, Grand Rapids.

"We're thrilled to bring Detroit beer styles to Grand Rapids, connecting Michigan's two largest cities," said Atwater owner Mark Rieth, who will be on-site for the opening festivities. "As a wonderful, historic and architecturally interesting building that's being brought back to its original glory in downtown Grand Rapids, The Rowe building is an ideal spot for our biergarten and tap house."

Atwater will mark its arrival in Grand Rapids with a private friends and family event on Tuesday, October 11. The brewery will host a private VIP soft opening celebration Wednesday, October 12 with attendees to include local media, City Commissioner Dave Shaffer, and Experience Grand Rapids President Doug Small, who will offer a toast welcoming Atwater to Beer City, USA. Atwater will open to the public on Thursday, October 13.

Events will continue throughout the month, and a portion of sales from October will be donated to the Grand Rapids Student Advancement Foundation to support Grand Rapids Public Schools programs.

On Wednesday, October 26, the brewery will host a private grand opening celebration with the Rowe building and a ribbon-cutting ceremony with Mayor Bliss and other guests.

The Grand Rapids location marks the brand's third Michigan location. It joins the original Detroit tap house and award-winning Atwater in the Park in Grosse Pointe, and is a part of the brewery's plan to open across the country in the coming years.

The Grand Rapids tap house will feature a rotation of 40 beers on tap, including well-known favorites like Dirty Blonde and Vanilla Java Porter as well as new brews and Atwater wine and spirits. The biergarten will offer a full menu featuring a variety of handcrafted German wieners, pizzas, salads, desserts and special offerings exclusive to the Grand Rapids location. Atwater will use a German-made 5 HL Braukon brew system similar to the one at its Grosse Pointe Park location.

Atwater leadership attending opening events includes:

Mark Rieth, Owner
Adam Hightower, Consulting Executive Chef
Matt Wiles, Head Brewer
Chris Owens, AGM Detroit “Beer Geek”
Chelsea Iadipaolo, Director of Marketing and Events
Julie Sailus, Banquet Event Coordinator
Brady Hunt, Grand Rapids General Manager
Jason Baylerian, Chef de Cuisine Grand Rapids

Opening Event Timeline:

October 11- Friends & Family Preview
October 12- Media & VIP Preview
October 13- Atwater Opens to Public
October 26- Invitation-only Grand Opening Celebration

ABOUT ATWATER BREWERY

Founded in 1997, Atwater Block Brewery made its debut in Detroit, Michigan in the historic Rivertown district. Atwater was formed to carry on the Detroit tradition of hand crafted German style lagers made back in the 1800’s. With production in 2015 surpassing 40,000 barrels, Atwater has steadily grown into the go-to beer of the premium craft lager scene, led by its most popular beers. Atwater currently focuses on making traditional German style lagers, along with unique boutique ales.

For more information, visit www.Atwaterbeer.com and follow Atwater on Facebook at <http://www.facebook.com/rowebeer>

Interviews, cooking and beer demonstrations, and live shots are available to the media. Contact Emily at 616-350-2073 or Emily@richettmedia.com to arrange coverage.

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