



Appalachian Brewing Company History

- Jack and Shawn had long considered opening a microbrewery and brewpub. However, one evening in the sizzling summer of 1994 (inspired by homebrews!) led to the creation of an entire brewery and brewpub group. They made the decision to build a brewery; there was never a thought of turning back.
- They began by researching the brewing industry, joining industry trade organizations and writing detailed business plans. They traveled nationally and internationally touring over 50 brewing operations. The vision developed of a large-scale microbrewery manufacturing operation with automated packaging lines. Beers would be craft-brewed and world-class using only the finest ingredients and traditional brewing methods. The operation would include a full-service restaurant with a warm atmosphere serving higher-quality pub fare.
- A thorough market analysis of cities in the mid-Atlantic region pointed to Harrisburg, PA as the ideal site. The Harrisburg area had demonstrated a commitment to new business and economic growth. In particular, the City of Harrisburg experienced a tremendous turnaround from the urban decay of the 1960's and 70's. There was much interest in microbrews here, but no local brewery.
- When Jack met brewmaster Artie while skiing at Steamboat Springs Colorado, things really began to happen. The business plans galvanized and more emphasis was placed on the quality of brewing operations.
- Artie worked initially as a consultant to Jack and Shawn on the purchase of brewing equipment from Vancouver Island Brewing (VIB), Victoria BC Canada. VIB was the 5th largest micro in Canada and building a larger brewery. The equipment was shipped to Pennsylvania by barge, truck and rail. Artie traveled to Germany to arrange packaging equipment purchases.
- With business plans and brewing equipment in place, a real estate search began. After pursuing sites in the Harrisburg area, the City of Harrisburg Mayors Office of Economic Development invited ABC to present its plans. Recognizing the high degree of organization and planning in the fledgling company, the City offered several vacant buildings that it owned.
- The building at 50 N. Cameron Street had charm, history, space for a brewery, brewpub and expansion and could be acquired quite reasonably from the city's downtown development authority. The downside was that it was a vacant, run-down, fire-damaged building in need of major repairs. The city agreed to sell the building to Jack and Shawn for \$1 realizing the tremendous renovation investment that would be required.

There are many fine features such as brick walls, heavy timber beams, hardwood floors, a tremendous capital view and ample parking. The state capitol complex is nearby.

- ABC Harrisburg building history: The oldest lagering room portion dates to 1890, when it was owned by the Harrisburg Passenger Railway Co and Harrisburg Trolley Works. The main building was built circa 1918 by Auchenbach Printing Co. It was engineered to hold the massive machinery. In the 1930's, the building was severely damaged by fire. Originally a four-story structure, it was rebuilt at the time to its present three stories. During the 1940's the building was used as an office for the Work Projects Administration. A WPA certificate found in the wall during renovation refers to it as the Moorehead Building. During WWII, aircraft parts were fabricated and warehoused here, and aircraft mechanics were trained here for the war effort. During the war, women sewed uniforms next door and, according to workers, the men and women of the two buildings would lunch together along the street between the two buildings. Later, construction materials and auto parts were warehoused here before the building became vacant. It was donated to the City by an owner in the 1980's. Over time, the leaking roof rotted large areas of flooring and some of the massive wooden beams. Most of the windows were broken and no utilities were useable. Another fire in March 1993 rendered the building useless.
- After being acquired by Appalachian Brewing Company, Inc., restoration began on July 4, 1995. The interior was in such disrepair it was hard to know where to start. The restoration required sandblasting the entire interior to remove fire and smoke damage and the years of paint from the brick and wood. Literally miles of damaged, obsolete electrical and plumbing was removed - some of which dated to the 1920's. The massive wood beams were restored and the steel beams and concrete columns were sanded and painted. Extensive refinishing returned the hardwood floors to their original warmth – a testament to their durability.
- Bank financing was secured after submitting the business plans to thirteen banks. Additional funding was provided by the owners, private investors and a loan from the City of Harrisburg. Total investment including equipment was \$2.5 million.
- It took two years of work to gut the building, renovate the first and second floor, and install the brewing operations. The building was beautifully restored with much of the painstaking restoration work performed Shawn, Jack and their friends. Smitty, Bill and many great Friends of the Brewery (affectionately known as FOBs) helped immensely. It may have been the free beer that kept the friends coming back – but more likely - their much-appreciated dedication. Contractors performed the larger building tasks and installed plumbing, electric and HVAC.
- Though in an extreme state of disrepair, the building's structural integrity and quality of the original construction and building materials enabled the total renovation. The building was "over built" in every respect. We're very thankful for that. This place was built to hold massive machinery. Now, it holds a unique large microbrewery and one of the largest brewpubs in the country.
- *ABC Harrisburg* opened January 1997 brewing its first batch of beer. The first batch was perfect and released to distributors in February. That's an affirmation of the brewers' abilities: a newly installed brewery (from the other side of the continent) in a newly renovated building that produces an excellent beer - the first time! Jack, Shawn

and friends watched the first retail beer sold that spring at the Harrisburg Senator's minor-league baseball season opener.

- ABC Harrisburg brewpub opened on May 14, 1997. Harrisburg's strong brewing tradition dates to the 1700's. At one time, Harrisburg produced most of the beer for the entire region. Prohibition forced most breweries out of business. The last one to survive, Graupner's Brewery, closed May 14, 1951. Graupner's was located one block behind the present building. ABC Harrisburg brewpub opened exactly 46 later. ABC is proud to be Harrisburg's first brewery in 46 years. The drought is finally over with the return of fine brewing to Harrisburg.
- In 1998, Artie signed on as Brewmaster and Director of Operations recognizing ABC's potential and the developing opportunities for microbrewing on the east coast. Artie ended his brewery consulting to devote full attention to ABC. He was instrumental in the design of the brewery, packaging operations and layout of the brewpub and kitchen facilities. ABC was honored to have the total commitment of an accomplished, well-respected, award-winning brewmaster. Further, Artie's restaurant experience proved vital in the setup and ongoing operation.
- ABC was awarded the "Preservation Award" in 1998 by Historic Harrisburg Association for preservation of the beautiful, historic building.
- At 50,000 square feet, ABC Harrisburg is one of the largest microbrewery/brewpubs in the nation. Throughout the brewery, antique brick walls, massive wood beams, hardwood floors and ceilings provide a warmth and inner glow rivaled only by the beer itself!
- Harrisburg was designed with excess capacity to be Appalachian Brewing Company's main brewery and hub of operations for an entire restaurant and brewpub group. In Harrisburg, we brew craft sodas, flagship hand-crafted fine lagers and ales, and specialty beers. Our bottling and kegging operations permit distribution throughout the mid-Atlantic region and beyond. Harrisburg also supplies flagship beers and craft sodas to all ABC brewpubs.
- *ABC Gettysburg* opened Jan 2003 bringing fresh brews and high quality food to the area. The brewpub is located on Seminary Ridge at the edge of the battlefield adjacent to General Lee's headquarters. We brew fine specialty beers for local folks and tourists alike in the 10 bbl copper clad brewery located on the lower level.
- *ABC Camp Hill* opened June 2006 bringing fresh brews and excellent fare to the West Shore of the Susquehanna River. The brewpub is located in a well-traveled section of the Carlisle Pike. We brew fine specialty beers in the 4.5 bbl copper and stainless brewery located in the middle of the restaurant pub area.
- A Harrisburg brewery expansion took place in 2007 to permit distribution and brewpub growth. Appalachian Brewpub Group growth plans include over 10 satellite ABC locations. Appalachian Franchise Company also formed in 2007 to permit growth via our proprietary franchise operations system. In 2009, an adjacent 1 acre parking lot was acquired to further solidify ABC Harrisburg's facility as hub of operations for Appalachian Brewpub Group.
- *ABC Collegeville*, the 4th ABC brewpub and grill, opened May 2011 bringing fresh brews and delicious fare to the outskirts of Philadelphia. The brewpub is located on the Perkiomen Trail at the intersection of 3rd avenue and E. Main St. on the second floor of

Collegeville Station. We brew fine specialty beers in the 4.5 bbl copper and stainless brewery located at the entrance to brewpub.

- Appalachian craft sodas and fine hand-crafted beers are available at great taverns, restaurants and stores throughout the mid-Atlantic region. Please visit any ABC location for great food, great beers and good times.