



Augusta County

Office of Economic Development

FOR IMMEDIATE RELEASE

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Augusta County Economic Development

Contact: Amanda Glover

Phone: (540) 245-5619

E-mail: aglover@co.augusta.va.us

Seven Arrows Brewing

Contact: Melissa Allen

Email: melissa@sevenarrowsbrewing.com

New Brewery coming to Augusta County *Seven Arrows Brewing Co. to open in fall of 2014*

Waynesboro VA - Augusta County is excited to announce the location of a new microbrewery - Seven Arrows Brewing Co. This start-up brewery will locate at 2508 Jefferson Highway just outside the Waynesboro city limits and plans to be operational in late October to early November 2014.

This will be the first business for Melissa and Aaron Allen, but not their first batch of beer. Not only have they been brewing out of their home for taste testing, but Aaron, the Brewmaster, holds a bachelor's in Chemical Engineering and has pursued formal brewing certification with the Institute of Brewing and Distilling. He is a certified Diploma Brewer and is currently working towards the completion of all Master Brewer certification requirements.

"Augusta County is pleased to welcome Seven Arrows Brewing Co. into our business mix," said Larry Wills, Chairman of the Augusta County Board of Supervisors. "Encouraging start-up businesses is an important part of our economic development strategy," Wills added.

The business will involve an \$800,000 investment and the creation of 7-10 jobs initially. Union First Market Bank and Trust provided a portion of the start-up costs through a Small Business Administration loan.

Seven Arrows will produce four main products - Eventide IPA, Sinistral Wheat, Aurora Pils, and Boreal Amber, but there will also be a selection of up to eight rotating products, one of which will be a seasonal offering.

When asked what this brewery means to them, Aaron commented, “Opening a brewery to offer great beer has been a dream of ours for a number of years. We are driven by one main passion, brewing high quality, true-to-style beer. We believe we are able to do this because we have developed a solid understanding of the raw ingredients and brewing processes to truly meld the art and science of brewing into something amazing. Within our taproom, we hope to create a relaxed, social and enjoyable environment where people can come together and drink great beer.”

The brewery will include production and on-site retail sales of beer in a 48-seat capacity space. The Allens anticipate steady business in the high-traffic area and hope to capitalize on the increasing popularity of the craft brew industry in the U.S.

Jeff Moore, who represents the Wayne Magisterial District where the Allens will locate Seven Arrows Brewing Co. said of the couple, “The Allens have great entrepreneurial spirit, and we are thrilled to have them join our business community.”

To get a sneak peak of what you can expect and watch progress of the project, visit the company’s website and Facebook page: <http://sevenarrowsbrewing.com/> and <https://www.facebook.com/sevenarrowsbrewing>.

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About Augusta County, Virginia:

Located in the center of Virginia’s Shenandoah Valley and at the intersection of I-64 and I-81, the area offers easy access to transportation networks and global markets. In 2012, the Augusta County area was ranked the #1 micropolitan economy in Virginia by Site Selection magazine. Home to Hershey Chocolate of Virginia, McKee Foods, Target, Hollister, Shamrock Farms, and NIBCO, Augusta County enjoys a rich and diversified business base. More information at www.co.augusta.va.us.