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# BONBRIGHT

DISTRIBUTORS

ROOM with a BREW

 JULY 2017 

# STORY OF SUCCESS

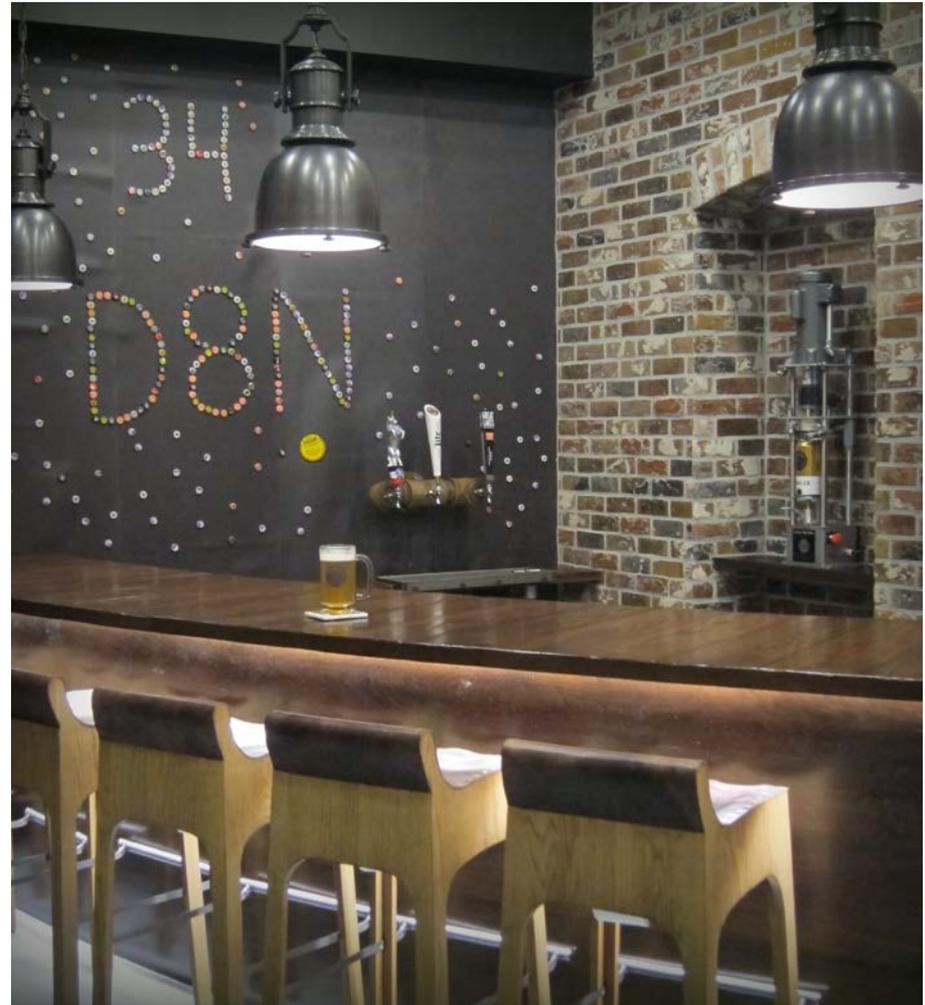
## An Idea is Born

You never know when a beer inspiration is going to arise. It happened to a team of Bonbright's finest in the Spring of 2015. The weary group of travelers were retuning from a long convention trip. After stopping for some much needed sustenance, a conversation commenced about what could make Bonbright a better beer company. It was quickly decided that hiring Led Zeppelin to be our house band or buying a corporate jet may prove to be cost prohibitive. About the time the junk food started to kick in, the idea of a "Bonbright Tasting Room" was born. We couldn't think of a good reason not to have a room where we could all gather to enjoy the world's finest beverage, so we proceeded to create a master plan. The group quickly decided to pull our best experiences from a lifetime of beer travels to create the core themes for the room. We reached a consensus that a beer tasting room only needed a few key elements to be awesome!



It may be possible to create an epic beer tasting room without a bar, but we didn't want to be the first ones to try. We scoured our 1,200 bars and restaurants to find inspiration for the project. We were willing to beg, borrow, or steal to get the cornerstone for our tasting room. In our exhaustive search for a bar, we discovered that bar owners who have kick-ass bars aren't willing to part with them. The only thing left to do was to create one for ourselves. We were fortunate to find a local carpenter who was up to the task. Our instructions were simple. We wanted a wood bar that would stand the test of time and look pretty good from day one. Our guy had never been tasked with a similar project, so we were left to proceed on a "leap of faith". We think when you first enter the tasting room you will see that it paid off.

The next task that stood in our way was to find a space within our world headquarters to put our tasting room. We briefly toyed with the idea of making our tasting room an authentic German beer garden, but we decided to table this idea for a later date. Instead, we chose our dilapidated Dock Sale room for the final location. We figured it had scared enough people and was ready for the ultimate





makeover. (We apologize to our loyal keg customers who never had the chance to say goodbye.) We called our trusted friends at Ream Construction to handle the demolition and the construction for the project. Once we had a blank slate, we contacted Debbie Basnett at Vintage Scout to handle the overall design.

Debbie and her team had already helped us transform our offices, so she was familiar with our tendency to like zany ideas. The main elements we wanted to incorporate into the space were wood, brick, and light. We wanted anyone who entered our tasting room to feel like they had been transported back in time. We weren't going to worry about noisy distractions. We believe that to properly enjoy a beer all you really need is a good song, a drinking buddy, and of course a great beer!

We know that it is possible to enjoy a great beer in silence, but at Bonbright we

definitely are not monks. Our tunes are always by our side or playing in our heads. We weren't going to leave them behind in our tasting room. Once you enter the space, you will see our record player on prominent display. Please don't be shy. If you want to enjoy one of your favorite records while tasting your beer, please just ask us to put the needle down. The Bonbright music committee has worked hard to start a vinyl collection for the room centered around our favorite concerts over the years. If we cannot vouch for a band's ability to play live, we are not going to play their music. A little warning, we tend to lean more towards the classics when consuming our beverage of choice. Unfortunately, we may have missed a few concerts over the years, but we think our vinyl collection pairs very well with our beers. We also believe that hearing a vinyl record is the next best thing to having Zeppelin as your house band.

The last order of business before we could feel satisfied with our vision was the beer. As any beer lover will tell you, the best way to enjoy a cold pint is from a draft system. We again called on one of our trusted industry experts to create the a draft system that would fit perfectly into our tasting room. Our hardest dilemma was choosing the right amount of taps to install on the system. After a much heated debate, we went with three. We figured at the end of the day three different beer styles was about the max we generally enjoyed sampling in one sitting. We promise to always have at least one draft beer you will enjoy. (It helps to have over 300 in your warehouse from which to choose.) You can ask for a free sample, buy a keg, or try one of our signature 32 oz. cans from our Crowler machine. Any way you look at it, your beer needs will be handled.

We believe that beer does make the world a better place! As a beer distributor who takes pride in what we do, we wanted to create a tasting room that would give all of customers and our community the opportunity to enjoy our featured beers in one awesome setting. We hope that when you enter our tasting room you are hit with an overwhelming sense of thirst! Please pull up a bar stool and take a minute to think about what beer you want. We are here to serve you and if you come through our door we guarantee you that you will be in good company. Prost!!

<https://vimeo.com/222573138> (Hit the Link to See How it was All Made.)

# BUILDING THE TASTING ROOM



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**THANK YOU**

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