

**Brewpub**

**Proposal**

**To: City of North Richland Hills**

**Brewpub Physical Address:  
8447 Boulevard 26  
North Richland Hills, Tx 76180**

**By: Sallie McIntyre**

**Date: 10/1/2018**

**Contact Information:**

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## **Introduction**

**We are Brutal Beerworks; our team consists of Eric Johnson, Jason Perez, and Sallie McIntyre.**

**Eric Johnson has been homebrewing for over 10 years now. He currently works at Service King in Euless and resides in North Richland Hills with his son, girlfriend, and her two daughters.**

**Jason Perez has over 4 years of professional brewing experience. He was formerly the head brewer for Martin House Brewing in Ft. Worth before leaving to become a part of the Brutal team. He currently resides in Haltom City with his wife and dog.**

**Sallie McIntyre has over 10 years of operations experience including logistics. She currently is an Administrative Consultant for a trade show labor company in Grapevine and resides in North Richland Hills with her two daughters, boyfriend, and his son.**

**We are requesting a Special Use Permit "SUP" for a brewpub business in the Harwood Plaza Shopping Center with approximately 3,275 square feet located at 8447 Boulevard 26, North Richland Hills, TX 76180.**

**This will be the first brewpub to be located in North Richland Hills. We believe that this will bring in more business to the city as well as the local businesses.**

## Accomplishments

- **1<sup>st</sup> Place specialty beer – Labor of Love 2015**
- **2<sup>nd</sup> Place specialty beer – Labor of Love 2016**
- **3<sup>rd</sup> Place Martin House Riverside Shootout – 2017**
- **3<sup>rd</sup> Place Bluebonnet National – 2017**
- **1<sup>st</sup> Place Bluebonnet National – 2018**

<https://vimeo.com/272288480/0149c227d1>

<https://www.ssbrewtech.com/blogs/nano-breweries/brutal-beerworks-north-richland-hills-texas>

<https://www.fwweekly.com/2017/04/14/on-tap-in-fort-worth-brutal-beerworks/>

<https://untappd.com/Brutal-Beerworks>

<https://www.usabreakingnews.net/tag/brutal-beerworks/>

<https://craftbrewenthusiast.com/feature-brutal-beerworks/>

## Why A Brewpub???

- **The craft brewing industry contributed \$76.2 billion to the U.S. economy in 2017, more than 500,000 jobs indirectly and with 135,000 directly at breweries and brewpubs including serving staff at brewpubs. – Brewers Association**
- **Microbreweries and brewpubs delivered 90% of the craft brewer growth. – craftbeer.com**
- **We will be using local ingredients from farmers markets whenever possible as well as using local roaster **Kindred Coffee** as our in house cold brew coffee.**
- **Breweries are known for revitalizing areas and bringing back business to specific areas of a town that have been forgotten. We know that when we open there will be a surge of newer business in our area that flourish because of us and the crowd that this industry draws.**
- **Our spent grain will be given to local farmers to feed their livestock in order to maintain a full circle bond that we believe in.**
- **We will host charity events for our local police, firefighters, teachers and local governments as well as a special event grounds for anyone including those listed.**
- **Breweries are known for bringing in huge crowds from other towns as well as people from all over the U.S. and will put North Richland Hills on the map to be a craft beer destination.**
- **Breweries are a huge draw for the increasingly lucrative network of craft beer tourism. According to Watson, Brewers Association, data shows that 1.6 percent of craft beer drinkers take 10 plus trips annually to brewers more than two hours from their home.**
- **A study in Kent county Michigan, which includes Grand Rapids and breweries like Brewey Vivant and Mitten Brewing Co., showed that these businesses generated \$7.05 million in direct spending from 42,426 visitors, who racked up more than 14,000 hotel nights.**

- **Data from New York state found that beer tourism in 2013 attracted 3.66 million visitors and \$450 million in business exclusive of beer sales, supporting more than 3,000 jobs.**
- **Breweries and taprooms have always been about more than beer. They are about serving as community hubs, gathering places, and sources of local identity and pride. They also increasingly serve as engines of economic development and catalysts for cities and towns.**

## **Operations and Security**

- **Staffed with 4 employees to help customers.**
- **Clean and safe premises.**
- **Monitored security system with set up for 8 cameras with a 2 TB hard drive.**
- **Open 5 days a week.**
- **Amenities include Wi-Fi internet access, options for cold brew coffee as well as root beer. Merch will be sold as well.**

## Equipment and Finances

<b>Quantity</b>	<b>Type</b>	<b>Cost</b>
<b>6</b>	<b>1 BBL Fermenter</b>	<b>\$9,000</b>
<b>4</b>	<b>3 BBL Fermenter</b>	<b>\$16,000</b>
<b>2</b>	<b>7 BBL Fermenter</b>	<b>\$14,000</b>
<b>1</b>	<b>Glycol Chiller</b>	<b>\$9,000</b>
<b>1</b>	<b>Grain Mill</b>	<b>\$500</b>
<b>4</b>	<b>1 BBL Brite Tank</b>	<b>\$4,400</b>
<b>1</b>	<b>6 BBL Brewing System</b>	<b>\$17,000</b>
<b>1</b>	<b>Keg Washer</b>	<b>\$6,000</b>



## **Business Location**

**The brewpub will be located at the back of the Shopping center next to the We Be Diving shop.**

**The benefit of having a brewpub is the fact that it will bring craft brew enthusiasts to the community and offer support to local businesses around us.**

# Parking Lot

