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CONTACT

"Brewers Row" District Announced in Charleston

Three Local Breweries Offer Passport Challenge

(Charleston, W. Va.) – The Charleston Convention & Visitors Bureau with brewers from Short Story Brewing Charleston, Bad Shepherd Beer Co., and Fife Street Brewing announced the opening of Brewers Row today. Brewers Row represents the city's growing craft beer industry and is located on Summers Street.

The three brewers currently participating in Brewers Row are Bad Shepherd Beer Company, opened in 2011 and the oldest in Charleston; Fife Street Brewing, opened in 2022; and Short Story Brewing, which opened its third taproom in Charleston in late 2022.

"We are proud to be the longest standing Brewery in Charleston thanks to our predecessors Charleston Brewing Company," said Bad Shepherd owners Patrick Guthrie and Jessica Bright. "We are excited and are equally proud that we are a part of the growing craft beer scene linking our neighboring breweries Fife Street and Short Story to us and establishing Brewers Row. This synergy not only helps tourism in our area but will hopefully impact the development of other local businesses in the expansion of our downtown."

Craft beer tourism is a growing travel niche, and Charleston's beer scene was recently the subject of a <u>Forbes</u> magazine article that described the Capital City this way, "This riverside city is home to a king-sized beer scene, with no shortage of incredible breweries and pubs to explore during a visit."

Short Story Brewing Co-owner Aaron Rote said, "We couldn't have joined the Charleston brewing scene at a better time. There is such a great energy on our block,

and Brewers Row makes it official that this is the best street for craft beer in West Virginia!"

The Brewers Row Passport is a partnership program among the brewers that challenges patrons to drink three beers at each establishment to earn a custom Brewers Row pint glass. Passports can be picked up at any of the three participating breweries or the CVB Information Station at Capitol Market. People are encouraged to join the fun on social media by using #BrewersRowCWV. Drinkers also can participate in the Brewers Row challenge on the CVB's app: (Apple Store) (Google)

"When we opened Fife Street last spring, our vision was to immediately positively impact downtown Charleston and eventually foster a craft beer district to attract people to our city, said Josh Dodd, co-owner of Fife Street Brewing. "With Bad Shepherd right down the street and Short Story moving in next door shortly after we opened, our vision quickly became a reality with three breweries on the same block. We soon found out that the Charleston Convention & Visitors Bureau had a similar idea to promote a craft beer district, and after a quick conversation over a couple of beers, we joined forces to create Brewers Row."

"The growth of the craft beer scene in the city, coupled with Mayor Amy Shuler Goodwin's development of City Center at Slack Plaza, has transformed our downtown. This campaign tells that story and invites locals and visitors to experience that transformation firsthand," said Tim Brady, President/CEO of the Charleston CVB.

- Bad Shepherd is located inside Black Sheep Burrito at 702 Quarrier Street.
- Fife Street is located at 180 Summers Street.
- Short Story is located at 186 Summers Street.

In addition to the three breweries on Brewers Row, Kanawha County is also home to Charleston Nano Brew and Clendenin Brewery. Plus, Mountain State Distillery, Bullock Distillery and Wandering Wind Meadery.

For more information on Brewers Row and Charleston, West Virginia, visit <u>charlestonwv.com</u>.

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