

PLANET

JACKSON HOLE



Brewed, Tapped and Bottled

Drinking in the valley's local liquid experts.

BY JAKE NICHOLS

An alcoholic beverage not only compliments a great meal—whether a quick lunch or fine dining—but it can make or break a repast.

Craft brewers numbers continue to balloon. Double-digit growth in small and independent breweries is fueling the economy and taking a bite out of the traditional heavyweights like Anheuser Busch. Small breweries now represent 12 percent of the total beer market industry. According to the Brewers Association, craft brewers produced 24.5 million barrels in 2015, and saw a 13 percent rise in volume with a 16 percent increase in retail dollar value. Retail dollar value was estimated at \$22.3 billion; that's 21 a percent market share.

Craft distilleries are also growing fast. Market Watch Magazine reported 60 craft spirits makers in 2003. That number is now estimated at 760 with an estimated 200 more currently in construction.

The nationwide popularity of both brews and hard liquor has not escaped Jackson Hole. From small- to medium-sized canner and bottlers to restaurant amenity add ons, valley beer vats and stills are popping up all over. We've rounded up the regional players in the exploding world of breweries and distilleries and asked them what they're most proud of and what makes them unique.

Q ROADHOUSE & BREWING CO.

KENDRA ALESSANDRO,
DIRECTOR OF COMMUNICATIONS

Recent awards, distinctions?

At the North American Brewers Awards we received a gold medal for "Avarice and Greed" and a bronze for "Sacred Brett." Avarice and Greed, scored gold at the US Open Beer Championship, while Innocent and Pure brought home the silver.

Killer ingredients?

We're fortunate to live in an area with great water. We use this water in our brewing and also source some of our grains through Mead Ranch.

Tell us about the expansion on Gregory Lane.

We are currently building a production facility south of town to allow us to bottle our Roadhouse beer for distribution and to allow space for other projects, including distribution of our Cream + Sugar ice cream and Blind Butcher sausage products. This facility will give us the space to make distribution possible, while also providing kitchen space for us to try out new things and get creative outside the restaurant setting.

What brews do you anticipate being your signature beers?

Family Vacation, Avarice and Greed, Rhombus and Trout Whistle are the brews we are planning to begin distribution with.

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