



Inspiring Mountain Backdrop | Local Flavors | Collaborative Spirit

It is no secret that Asheville has grown into the eastern U.S. craft beer destination. The story began in 1994 when retired engineer Oscar Wong opened Highland Brewing Company, Asheville's first craft brewery. Wong's insistence on high-quality product made Highland a success and led to a new wave of local breweries - Green Man, Asheville Brewing, French Broad, Pisgah and more. Today, there are **51 breweries in the Asheville area** and that number is continually growing. National breweries Oskar Blues, Sierra Nevada and New Belgium have started East Coast operations here, boosting Asheville's reputation.

Beer City USA Backstory

Asheville's beer scene got a major boost in 2009 when noted brew writer Charlie Papazian conducted his first Beer City USA poll. Asheville tied with much bigger Portland, Ore., to share the title and went on to win or tie the poll the next three years. The poll was retired in 2014, but the city's craft beer scene was firmly established. The numbers tell the story - a 2018 *SmartAsset.com* story on "The Best Cities for Beer Drinkers" found that Asheville has the most breweries per 100,000 residents of any U.S. city.



Beer Scene News: Brewing Beyond Beer + Tarot Reading Beer Flight

NEW: ► New downtown brewery **DSSOLVR**, with a design point of view that melds the absurd and surreal, opened December 2019 with beer offerings fit for picky beer enthusiasts and casual light beer drinkers alike, as well as their own mead, wine, cider and cold-brew coffee. ► **Highland Brewing Company** is partnering with DSSOLVR for Breakfast Stout, with the high ABV version brewed at Highland and the low ABV take on the same recipe to be made in DSSOLVR's brewhouse. Both beers will be fermented in Bourbon barrels and released in early 2020. ► **Green Man Brewery** has opened **The Dweller** in a partially subterranean space downtown. The name pays homage to Green Man's beloved Imperial Stout, as well as the creepy history of the century-old building. (Green Man owner Dennis Thies claims it used to be a morgue.) **NOW OPEN** ► Set in historic buildings that once housed young forestry workers of the Civilian Conservation Corps, **Burial Beer's Forestry Camp** includes a production brewery, taproom and restaurant. **COMING SOON** ► **Thirsty Monk** will relaunch its core lineup of Belgian-Rooted Modern Ales in 2020 with a new look and feel that brings tarot cards to life. Celebrating the creative energy and mystical spirit of Asheville, all Thirsty Monk small batch, seasonal and specialty beers will be categorized into their own style-based suits, varying in colors and patterns. These "readings" will provide collectable keepsake cards.

Motorcycle-Aged Whisky

H&H Distillery, known for their rum, gins and Asheville Coffee Liqueur, will debut both vodka and whisky in the coming year. The Steel Horse Whisky, made in two batches, is motorcycle-themed, incorporating a rotating barrel-aging process in barrels that are the wheels of a motorcycle skeleton. One batch will be aged for 600 "miles" and the other batch will be 3,000 "miles."

Asheville's Must-Try Beers

On any given day, hundreds of locally brewed beers are on tap around Asheville. Here are some suggestions:

- **Highland Brewing | Gaelic Ale** - the first craft brew made in Asheville.
- **Asheville Brewing | Shiva IPA** - enormously popular beer bursting with smooth hoppy flavor.
- **Wicked Weed | Black Angel Cherry Sour** - this puckery delight is loaded with tart cherry notes.
- **Wedge Brewing | Pilsner** - a smooth and golden Asheville favorite.
- **Greenman Brewing | IPA** - lots of hops and floral notes are the hallmarks of this English-style brew.

Surprising Pints

Expect the unexpected at local breweries with some flavorful ingredients. Some to look for:

- **Twin Leaf | Elevensies** - made with the Asheville Tea Company's Wild Earl tea and lavender bergamot flowers.
- **Sierra Nevada | Beer Camp Tropicuzu** - with Japanese grapefruit and pineapple.
- **Wicked Weed | Aicha Sour Ale** - fermented with green tea, toasted oolong tea and jasmine from local teahouse Dobra Tea.
- **Burial Beer | The Root of Our Addiction** - includes roasted dandelion root and roasted carob, and is bittered with mugwort.
- **Bhramari | Rise of the Spruce** - small batch IPA made with local honey and foraged spruce.

ASHEVILLE
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Let your
spirit
run free



Cruise, Cycle or Ride with a Band: Ways to Experience Asheville's Beer Scene

With more and more people traveling to Asheville to explore the beer scene, tours like brews cruises, Asheville Brewery Tours and the Amazing Pubcycle are becoming more and more frequent. **Uber Expert:** Also on the scene is

BREW-ed Brewery and History Walking Tours. Cliff Mori, BREW-ed owner, recently passed the Advance Cicerone program, making him one of very few folks in the world with the designation. **Rockin' Brews:** LaZoom's Band & Brew Tour hits a couple of Asheville breweries with a live band on the big purple bus.



COMING SOON ► **Highland Brewing Company** plans to open the first phase of trails on the brewery's 40-acre campus in the summer of 2020. The walking trails offer a wooded retreat with sections along a creek and an old railroad, steps from the brewery's taproom.

► **Hop-Infused Body Treatment:** Especially for men at Spa Theology is their Burial Beer Treatment, a therapeutic massage treatment with a pint of brew. ► **Painting with Beer** joins the palette of uniquely Asheville art immersion experiences via Asheville Art Studio Tours. Explore studios across the Asheville art scene and end with a beer painting lesson at a local brewery. ► **Beer Festivals:** Brewgrass held in September at Memorial Stadium | The springtime Beer City Festival at Pack Square Park, the highlight of Asheville Beer Week | Burnpile at Burial Beer | Small Batch Festival at Hi-Wire Brewing.

Local Flavor: Asheville-Inspired Ingredients

Classically, beer was made with just four ingredients - grain, yeast, hops and water. Asheville provides them all and more. The water is mountain pure and hops are grown in the area. **Riverbend Malt House** provides breweries with high-quality grains and **White Labs** yeast facility has an Asheville outpost. Some breweries are also adding **ingredients that serve up a taste of Appalachia.** Rayburn Farm in Barnardsville provides ingredients like herbs, spices, pumpkins, strawberries and carrots to breweries such as Wicked Weed, Twin Leaf, One World and Whistle Hop. Other breweries like Bhramari utilize local honey in some of their brews, while others tap into the area's high volume of wild berries in spring and summer.

The Perfect Pair: Breweries with Food Options

Local breweries provide phenomenal options for folks wanting a bite with their beer. Wicked Weed and its sour-beer taproom the Funkatorium both serve up food, as does Bhramari Brewhouse and others. Asheville Brewing's North Asheville location even has an arcade and discount movie theater to go along with their pizzeria-style menu. **Be sure to check out:** ► **Forestry Camp** is Burial Beer's new taproom and restaurant featuring a food menu by James Beard-nominated Chef Brian Canipelli, serving up creative, seasonal dishes. ► Sierra Nevada's huge tasting room and restaurant ► Foothills Meats' permanent food truck at Hi-Wire's Big Top facility ► The Taqueria Munoz food truck (a local favorite) at Zillicoah Beer Co.

Beyond Beer City: Beverage News

Saké: Ben's Tune Up, the nation's fifth American-owned saké company serves a unique take on the Japanese classic. The brewery hired brewer Patrick Shearer, formerly of the famed Saké One in Portland, Ore., and opened a saké tasting room.

Mead: Honey wine made with Appalachian honey, local fruits and clean mountain water. Bee & Bramble offers a dry, crisp flavor made by a former engineer turned brew-hobbyist.

Hard Cider: Local cider powerhouse Urban Orchard in the South Slope neighborhood features 30 taps and serves up an Old Europe vibe. The company also has a West AVL location.

Moonshine: "Moonshine Mom" Troy Ball and Asheville Distilling Company offers Moonshine, a Blonde Whiskey and whiskey variations like Nectarine and Honey. **NEW:** Hemp buds infused whiskey!

Rum: H&H Distillery in Fairview now makes Hazel 63 Rum, the only rum produced in Western N.C. **NEW:** The distillery plans to release Crème De Cacao, made with French Broad Chocolate cocoa nibs, launch canned cocktails and offer cocktail workshops at their new downtown location, Cultivated Cocktails, in the coming year.

Gin: The Chemist, a South Slope distillery with a tasting room outfitted as a Prohibition-era apothecary, has flavor profiles riffing off local Appalachian medicinal herbs and foods. Oak & Grist is a newer distillery in Black Mountain.

Wine: Asheville is home to smaller family operations like Addison Farms and Plēb Urban Winery to the most visited winery in the country at Biltmore. A tasting with American Wine Society judges found N.C. wines to stand on their own against California and European wines. **NEW** wine bars and bottle shops are also opening, like Bottle Riot in the River Arts District.

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