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New Brewery Lets Fans Decide

OXFORD, MI, 10 JULY, 2016 –HomeGrown Brewing Company has released the beer menu to feature at their new premises on Washington Street, and with construction underway and a chef hired, the brewery is on track to open early 2017.

The family-owned brewery has announced the styles of their six flagship beers, including one style voted on by the public.

The permanent beer menu will include a smooth Cream Ale, a zesty Belgian Wheat, an Australian-hopped IPA, a nutty Brown Ale, and a rich, dark Stout, with the final beer style a unique brew that Facebook followers and fans voted for.

The winning ale is a combination between a traditional Amber style and a Wheat beer – an original design that head brewer and owner John Powers created a few years ago, and has since perfected.

“I’ve coined it a *Whamber Ale*,” John said.

He explained that the concept of letting fans decide on part of the menu came from wanting to tone down the exclusivity of the craft beer scene, while maintaining the craftsmanship found in successful small breweries. As well as the six leading beers, HomeGrown will feature a selection of small-batch brews.

“We will absolutely be offering creative experimental seasonal brews, like a chocolate coffee porter in winter and a spiced pumpkin ale in the fall, but our flagship beers will really concentrate on the fundamentals of brewing a solid pint,” John said.

John is equally excited about the renovation process in the former Veterans Memorial Civic Center.

He said his team discovered some of the original brickwork of the building during the initial demolition stages. An arched window was revealed, showing the original construction, and wooden flooring was also discovered.

“We had no idea what we were going to find, and we got a few surprises,” he said.

He said he would like to preserve the historic elements of the building, and plans to feature them in the new brewery.

The Powers have big plans for the downtown address, with a large dining area, comfortable sitting room, relaxed beer garden, and an upstairs event hall. An artist’s concept of the plan shows cozy fireplaces, a games area with dart boards and impressive brew tanks on full display behind the main bar.

Co-owner Marie Powers said she is also thrilled with the hiring of a new chef.

“We want to make sure our food is as good as our beer, and that it complements the flavors perfectly,” Marie said.

“Our new chef is just the person to achieve that – he comes to us with a wealth of knowledge, including brewery experience, and is so passionate about his craft. We are busy finalizing a menu, and can’t wait to have people try some amazing pairings of food and beer.”

HomeGrown is estimated to generate 16 to 20 full-time and part-time jobs, and initially host around 100 patrons.

Readers can follow the progress of the brewery on [www.homegrownbrewco.com](http://www.homegrownbrewco.com) and on FaceBook.

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Hi-res images are available at [this DropBox link](https://www.dropbox.com/sh/2eht7vljdmoc1dp/AAAi2ykChqTwyBz6s9n4jTGia?dl=0).

John and Marie Powers are available for interviews and photographs.

For further information or images contact John on (248) 891-8290.

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