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Third Space Brewing Expands Brewing Capacity; Targets Sale of 12,000 Barrels in 2020

Three-year-old Milwaukee-based craft brewery sold 8,700 barrels in 2019 and plans continued growth in existing and new markets in 2020

MILWAUKEE, Wisc. – March 4, 2020 – This week, Third Space Brewing took delivery of three new 90-barrel brewing tanks at its brewery at 1505 West St. Paul Avenue in Milwaukee's Menomonee River Valley. The new tanks will increase the three-year-old brewery's brewing capacity by 25% from a theoretical capacity of 12,000 barrels to one of 15,000 barrels.

Third Space has set a goal to sell 12,000 barrels of beer in 2020 (more capacity is needed to meet increased summer demand). Third Space has set aggressive growth plans in each of its 3 years and has exceeded its sales targets every year.

In 2019, Third Space sold approximately 8,700 barrels of beer across 19 counties surrounding Milwaukee and Madison and was available in +1,700 different establishments.

In 2018, Third Space Brewing was named one of the 50 Fastest Growing Breweries in the United States by the Brewers Association after growing 140% from 2017. In 2019, Third Space Brewing grew by another 64%. Third Space Brewing grew from 2,195 barrels in 2017 to 5,300 barrels in 2018, to 8,700 barrels in 2019.

"Growth is about more than just brewing capacity and beer sales," reported Third Space Brewing's Brewmaster and Co-Founder, Kevin Wright. "We have also invested heavily in our team and our quality program to ensure we continue to put out the highest quality product," added Wright.

Third Space Brewing has grown its team to a total of 14 full time employees and approximately 14 part-time employees. The brewery is in the process of hiring several more people in Sales, Brewing, Marketing and the Tap Room. In 2019, Third Space also invested heavily in both quality and efficiency. Third Space hired a full time Quality Manager, expanded its lab program, and commissioned both a new canning line and centrifuge.

Third Space Brewing's tank expansion this week includes two 90-barrel fermentation tanks and one 90-barrel brite tank. To meet its 2020 production goals, Third Space has also transitioned to a two-shift schedule for the production team.

On the sales side, Third Space Brewing is targeting continued growth in its established markets plus growth in a new market; Northeastern, Wisconsin. Third Space recently added 10+ additional counties to its distribution footprint: Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Outagamie, Sheboygan, Winnebago and portions of Waushara and Waupaca counties.

Third Space Brewing's Co-Founder and Director of Sales and Marketing, Andy Gehl, stated "We are proud of our rapid growth but have also tried to do it intelligently and organically. We have focused on our home market first and foremost. As we slowly add new markets, we make sure to support new territories with events and samplings to grow demand in those areas."

This strategy has helped Third Space establish core flagship brands like Happy Place Midwest Pale Ale, Upward Spiral IPA, and Unite the Clans Scottish Ale, leading to rapid growth in the home market. In 2019, Third Space grew its sales in its original 7 county Milwaukee territory by approximately 50% and its top selling beer Happy Place grew over 100% across all territories.

Third Space Brewing also has major plans at its tap room in 2020 with several signature events planned throughout the year. This weekend, Third Space will release its barrel-aged Mystic Knot Irish Coffee Stout with an "Irish Celebration of Coffee and Beer" on March 7th. For the first time, customers can pre-order 4-packs of this barrel-aged beer and pick them up without having to wait in line on March 7th.

Details on the Mystic Knot pre-sale and the free event, which includes live Irish music and some fun collaborations with Third Space Brewing's partner on this beer, Stone Creek Coffee, can be found here:

<https://www.facebook.com/events/1041202996237228/>

More About Third Space Brewing

Third Space prides itself on brewing high-quality, flavorful, and perfectly balanced craft beer in Milwaukee's historic Menomonee River Valley. Co-founders Kevin Wright and Andy Gehl are long-time friends who have reunited in their hometown to create a craft brewery that welcomes everyone into the craft beer world – you have your home, you have your work, but everyone needs a Third Space.

Third Space opened in September 2016 and has already won several awards. Third Space has won 4 Great American Beer Festival medals, was named Best New Brewer in Wisconsin by Rate Beer in 2017 and has been voted Best Microbrewery in Milwaukee three years in a row in the Shepherd Express Best of Milwaukee competition.

For more information about the expansion or Third Space Brewing, please visit thirdspacebrewing.com or reach out to Andy Gehl at 414-216-3311.

Photographs (All courtesy of Third Space Brewing)










