

Excelsior Brewing Company Names Head Brewer

Bob DuVernois is heading West

Excelsior, Minnesota— Excelsior Brewing Company (EBC) has announced the signing of its inaugural Head Brewer naming local brewing legend Bob DuVernois to the post. DuVernois, most recently Head Brewer of Great Waters Brewing in St Paul, brings 15 years of professional brewing experience and instant credibility, raising expectations for the new brewery set to open this July in historic downtown Excelsior.

“We take our commitment to our community seriously so it was important to hire local. Bob’s wife grew up in Excelsior and their family spends a good deal of time on the south shore. Bob is just a perfect fit for everything Excelsior Brewing stands for community, stewardship and great beer. ”

-- Jon Lewin, co-founder of Excelsior Brewing

DuVernois joins EBC after a successful seven-year run at Great Waters and previous stops at Minneapolis Town Hall Brewing and Hops Brewing Company. He is a local hire who knows the Twin Cities market well and backs that knowledge with a well-documented brewing pedigree. DuVernois currently serves on the Board of Governors for the local district of the Master Brewers Association of America (MBAA) and has previously served as President of both the MBAA and the Minnesota Craft Brewers Guild.

With a resume like that, what could possibly lure DuVernois away from a successful career at an established brewery to join an upstart like EBC?

“Excelsior Brewing is a great fit for me. The culture is all about hiring good people and trusting them. I have some real flexibility here and I love the idea of building a brand from the ground up. It has been an incredibly challenging but rewarding experience”

-- Bob DuVernois, Head Brewer Excelsior Brewing

That brand building begins in July with the grand opening of Excelsior Brewing and launch of the flagship brew, XLCR American Pale Ale. XLCR serves as a fitting entry

into the craft brewing game for DuVernois and EBC. The pale ale delivers a satisfying malt sweetness offering maximum drinkability and would go well with a day on the lake in the warmth of summer or the chill of winter.

As a fast-follow to XLCR and in time for the dog days of summer, the brewery offers Big Island Blonde a refreshing session beer perfect for your outdoor activities. The blonde ale tribute beer is named after the pre-eminent Lake Minnetonka boating destination and delivers the perfect balance of malt and hops.

DuVernois took exceptional care in crafting this gem, reportedly refining the recipe through painstakingly micromanaging every facet of production, reportedly deeming dozens of test batches inadequate to carry the Big Island Blonde name.

A two brew product line sets the stage nicely for DuVernois; a force in brewing circles who has designs on much more to come including a summer and harvest seasonal beer.

“Bob is a true craftsman. Like any great craftsman, he is constantly pursuing perfection in the process and the recipe. His passion is undeniable and he makes amazing beer. We are lucky to have him

-- John Klick, co-founder Excelsior Brewing

News of the DuVernois hiring is sure to amplify already high expectations. With kegs set to roll off in early July and many Lake Minnetonka area watering holes clearing tap space, Excelsior Brewing may very well be on its way to capturing market share as the preferred brew of the lake that sits just steps away from the brewery.

One might be interested to learn, however, that market share is not the primary driver for this venture. Co-founders John Klick of Wayzata, Jonathan Lewin of Tonka Bay and Patrick Foss of Excelsior hold somewhat nobler intentions.

“We love this lake and know she holds a special place in the hearts of her visitors. We want to add a little to her legacy by brewing great beer created in her image.” Patrick Foss co-owner and operator, Excelsior Brewing

Offering further evidence of their commitment, a portion of the proceeds from all sales at Excelsior Brewing will be directed toward lake conservation, ensuring future generations can grow to love this incredible natural resource.

“This lake has been a way of life for [business partners] Jon, Patrick and I. It is cool to think we could play a small part in her future. Bob is just the guy to deliver superior product worthy of this great lake.” John Klick President and co-owner, Excelsior Brewing.

The brewery is located in downtown Excelsior and will be open for tours, tastings and onsite sale of growlers. In addition, XLCR and Big Island Blond will be on tap at several local stops. Cast about and get ready to ***Hook Into One!***

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The Excelsior Brewing Company opens in July 2012 and is an employee-owned brewery started by John Klick of Wayzata, Jonathan Lewin of Tonka Bay and Patrick Foss of Excelsior all of whom are involved in management of the company. Corporate offices are located in 421 3rd Street Excelsior, Minnesota. For more information, please visit excelsiorbrew.com

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