



FOR IMMEDIATE RELEASE

Good City Brewing Commits to Century City Business Park

MILWAUKEE (July 25, 2018) – Good City Brewing announced it is moving its corporate offices and warehouse operations to the Century City Business Park located on Milwaukee’s northwest side. Good City is the first business to commit to the high profile city-led redevelopment project.

Located near W. Capitol Drive and N. 31st on Milwaukee’s Northwest Side, Century City 1 is a 53,160 sf flex industrial building that was co-developed by General Capital Group and the City of Milwaukee. The facility represents the first phase of a planned business park initiated by the City of Milwaukee to spur economic development in the central city. The state of the art facility has not had a permanent occupant since its completion in 2016.

Good City Co-Founder Dan Katt notes that breweries are often the first movers in spurring economic development. “From our Farwell location that had sat vacant for 5 years to our future downtown location that is literally being built from the ground up, we have been about breathing life into underutilized spaces. Our conviction is that the current downtown renaissance should create ripple effects benefitting the entire city. “

According to Katt, Century City provides an immediate business solution. “We’ve expanded our brewery 4 times in the 2 years since we opened our doors, and we are simply out of space on the east side. The demand for our beer, especially our flagship Motto Mosaic Pale Ale, and the growth that comes with it, is very exciting.”

Pending approval from City leaders, Good City will purchase the building through an affiliate entity and begin to move operations into the building immediately. “If we can continue to grow at our current pace, we would eventually like to build a new production brewery at Century City. The building gives us all of the flexibility we need to accommodate both our short and long term needs.”

“Good City Brewing will find Century City is an ideal location to grow. The site has strong transportation connections along with a nearby workforce that is eager and capable,” Mayor Tom Barrett said. “Good City’s business is on a positive trajectory, and this move will keep the brewery headed in the right direction.”



In addition to utilizing the space for brewery operations, Good City also intends to move its corporate offices to Century City and begin to recruit additional tenants to the building and Business Park. “The fact that this brand new facility has been underutilized for so long is unfortunate but we are bullish about the potential of Century City and confident that many like-minded businesses will join us in putting down roots here. “

Century City caps off a busy two years for the young upstart brewery. In addition to establishing itself as one of Wisconsin’s fastest growing breweries, Good City has garnered national attention, including a Bronze Medal at the 2018 World Beer Cup and a feature on Travel Channel’s “Food Paradise.” Just last month Good City announced it was expanding downtown to open a pilot brewery, taproom and 350-seat event space as part of the Entertainment District development across from the new arena.

For more information, visit www.goodcitybrewing.com or follow @goodcitybrewing on Instagram.

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