

Black Bottle Brewery
Full service beer pub

Expect the Unexpected with New FoCo Hot Spot, Black Bottle Brewery

Black Bottle Brewery is not your typical brewery. The new, edgy and radical brewery, owned and managed by head brewer, Sean Nook from Johnstown, is making some pretty bold moves.

After 12 years as an auto technician, Nook took a risk in today's shaky economic climate by quitting his job to follow his passion of brewing beer. He is in the final stages of completing the full service beer pub, opening in October. Black Bottle will be located South of campus on College Avenue and Prospect Road.

About eight years ago, Nook started home brewing.

“All great breweries started as home brewing, all the ones you could think of and I was obsessed with it and never stopped,” said Nook.

It was Nook’s determination that helped him to learn everything he could about brewing and starting his own business.

“I have a high school education so I guess passion speaks louder than vocabulary. I read-no one showed me how to brew. I just read books and online-and a lot of trial and error. A lot of terrible trial and error,” laughed Nook.

Nook always had a taste for craft beer and at a young age was impressed with places such as New Belgium and O’Dell’s.

“These guys are especially unique and I was influenced by them at a very young age-not legal age- I was drinking that stuff and being like this is not like my dad’s MGD,” said Nook. “This actually has flavor and taste and a good after taste-like wow this stuffs great.”

Nook is also taking a risk by opening a brewery in a town that is already home to nine other microbreweries. He believes his location is in the perfect spot as he describes how new student apartments will be built within short walking distance to the brewery. The new Mason Street corridor will stop also stop right behind his building.

Be ready to expect the unexpected with Black Bottle.

“The idea is to not be normal in any aspect on anything, design, attitude, video, beer, anything,” said Nook.

Nook is also thinking outside the box when it comes to marketing the brewery. His products include shirts for cats and even a fashion line of men's underwear.

“The men’s underwear is a joke but it’s selling. Breweries I’ve seen sell women’s thongs, that’s so predictable so I found black tittie whities,” said Nook.

While his eye-catching marketing products cater to the legal-age college town young adults, , Nook welcomes all legal drinking age ranges.

“We love every age, legal of course,” stresses Nook.

| Not only is Black Bottle's radical techniques capturing local attention but the brewery also won second place at Granly Brew Fest this past summer. He describes his Brewery as nontraditional, risky, and creative.

“It’s fun; we want to offend you but we don’t wanna make you cry. We color outside the lines and our beer has ADD,” laughs Nook.

Stay tuned for an update of Black Bottle’s opening in October (????)

Fore more information visit Black Bottle's website at... or call...

Info graphic info:

Name: Sean Nook

Hometown: Fort Collins

Age: 32

Brewery Location: 1605 S. College Avenue

Opening: Sometime in October

| Beers offered (but not limited to): 40 beers on tap but Black Bottle will occupy 10-15, the rest will be guest taps from around the country and world, including Belgium Ales, American Belgium Ales, Sour Beers, pickle beer, olive beer, and cock ale (chicken beer).

The Brewery will also serve food, oyster shots, and wine

Check out more info at: <http://blackbottlebrewery.com/>