

New Holland Brewing Awarded \$200,000 Incentive for New Battle Creek Location

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PRESS RELEASE

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Battle Creek, Michigan – Battle Creek Unlimited (BCU) will award \$200,000 in incentives to New Holland Brewing Company in support of a new location in Battle Creek. New Holland is known for its award-winning beer and spirits. The company operates the New Holland Pub on 8th Street in Holland and the Knickerbocker in Grand Rapids as well as a production facility in Holland.

In December 2017, BCU announced a request for proposals for three buildings in downtown Battle Creek. In addition, BCU announced a \$200,000 incentive for a new brewery/distillery. As a result of its proposal, New Holland will take ownership of the building located at 64 W Michigan Avenue. The property is centrally located in historic downtown Battle Creek, steps away from the headquarters of the Kellogg Company.

New Holland Brewing Company was founded in 1997 in Holland, Michigan. The company's goal was to produce beer that was uniquely West Michigan. Over the past 20 years, the company has become one of Michigan's largest craft brewers. New Holland is known for Dragon's Milk Bourbon Barrel Stout, Mad Hatter IPA and seasonal brews like Cabin Fever and Ichabod. In 2005, the company began distilling whiskey, rum and gin, with sales beginning in 2008. Today, New Holland sells its beer and spirits across 38 states and 4 countries.

New Holland's President and Founder Brett VanderKamp stated, "We are pleased to expand our footprint into Battle Creek and look forward to partnering with the community to bring a vibrant venue, authentic beer and spirits, and quality service to downtown Battle Creek. We see several key downtown projects on the horizon as a turning point for downtown Battle Creek and are excited to be a part of the equation."

New Holland's plans for The Pub in Battle Creek include onsite brewing and distilling; lunch and dinner options; a seasonal beer garden; retail; and possibly a coffee bar. Renovations to the building are expected to begin in summer of 2018, with construction anticipated to be completed by spring 2019. Once fully operational, The Pub expects to employ approximately 50 people.

BCU President & CEO Joe Sobieralski said, "The New Holland team sees great opportunity in our City. Their proposal was outstanding and we truly hit a homerun with New Holland and their leadership team. The New Holland Brewing team will invest substantially into the property as they work to remodel this prime downtown location into their newest facility. We are beyond excited to have New Holland set up shop in downtown Battle Creek."

Battle Creek City Manager Rebecca Fleury said, "We are honored and thrilled that New Holland has recognized the great potential in Battle Creek. Their partnership will help bring our spectacular downtown into the spotlight. They understand the importance of place and will build on the synergy that is already underway. We look forward to collaborating with New Holland to further build upon our culture of vitality in Battle Creek."

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About Battle Creek Unlimited

Established in 1972, Battle Creek Unlimited is a private, non-profit corporation which serves as the economic development arm for the City of Battle Creek and manages the Fort Custer Industrial Park. The Fort Custer Industrial Park is home over 80 businesses, including 25 international companies, and employs over 13,000 people. BCU's mission is to build a strong community by driving strategic investment and job creation.

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