

# THE FUTURE OF CAVE BREWING COMPANY

– PRESS RELEASE 6.8.18

Cave Brewing Company is pleased to announce the signing of a lease and the future opening of a 3400sf taproom in the South Mall in Allentown! The taproom is expected to open in October 2018.

Since Cave first opened its doors to the public in late 2015, it has been fortunate to have met some of the most amazing people in the craft beer scene! We knew that we had to create a space that was big, beautiful, and different from all others. In short, we wanted to create a sanctuary from the world, a Craft Beer CAVE!

Always listening to what our customers tell us, we went on a long journey looking at many different sites to find a location that achieved many of the “wants” of our customers. The move to the South Mall (retail space) results from a focus on a total customer centered experience, including the ease of access to our location just off of Interstate 78, elimination of the need to find convenient parking (or feeding a meter), providing a variety of dining/snacking options, and being located near other breweries for those wishing to tour multiple breweries.

This new location will have separate hours than the Mall (e.g. we won't be open at 10 am). Initially we are looking at being open 3-4 days per week to get your Cave on. Growlers and crowlers will be available on select beers for “to go” sales. Once we figure out how to keep a taproom stocked, we will look at expanding the number of days/hours that we are open.

Please note, we will **not** be brewing at this new location. We believe that our water is part of the “secret sauce” in our beers and we have NO desire to change that. The current brewery taproom will be closed for good and many new fermenters will occupy the old taproom space to help keep up with production and allow for a larger number of experimental beers.

Like with any new venture, we are both excited and terrified! We are sure that we will make some mistakes along the way but we will pledge to never lose our customer centered focus and never compromise the quality of our products.