



Locally Made Brews Brings Dollars to the Community

By Nick Dmitrovich

After a long day of work, wouldn't you like to fill your stomach with a well deserved, World Beer Cup Award Winning Ale? Well, to all you beer drinkers out there, there's a gem hiding in Michigan City, Indiana.

The Shoreline Brewery is a brewery and restaurant that sits near the shores of Lake Michigan and serves delicious beers like the World Beer Cup Award winning Beltaine Scottish Ale (2006, 2008 and 2012 winner in San Diego), the Singing Sands Oatmeal Stout and other seasonal beers such as Samuel Jackson's Black IPA, Bavarian Bombshell Black Lager, and the Barrel Aged Imperial Stout Lost Sailor. Shoreline was also a winner at the 10th Annual Festival of Wood and Barrel Aged Beer held in Chicago, Illinois in November of 2012.

In the eight years that it's been open for business, the Shoreline Brewery has grown into much more than just a brewery. Shoreline is popular with ale-aficionados for its ever growing list of beers, but food connoisseurs will be pleased to discover that the Chef at Shoreline has an advanced knowledge of fine dining and a wealth of culinary experience to please the taste buds of all the hungry visitors who stop by.

There's the Shoreline Mac and Cheese to try, the popular Pub Burger, and also many entrées to try such as the Stuffed Chicken Breast with Spinach, Artichoke, Sun Dried Tomato, Feta and Basil, accompanied by Roasted Garlic Smashed Potatoes and a Julienne Vegetable Saute.

HOW DOES SHORELINE BOOST THE LOCAL ECONOMY?

In September of 2012, Sam Strupeck, owner of Shoreline Brewery and Restaurant, purchased Pyramid Building, formally Rag Tops Auto Museum, which sat adjacent to the Shoreline Brewery property. Strupeck has a business plan of expansion for the building that would create 20 new jobs instantly. He also has

plans for the original Jaymar/Ruby Sans-A-Belt manufacturing building that are multi-purposeful, making it enticing for patrons and businesses to use the facility.

A portion of the new property will be used to expand the existing beer garden while other plans are being created for using part of the building as a catering facility. In addition to these plans Strupeck is working toward designing meeting rooms for corporate functions, an upstairs lounge for more relaxed and casual corporate gatherings and retreats, and using a portion of the building as a production facility for a one hundred barrel brew house capable of producing over 20 thousand barrels per year, which amounts to 40 thousand kegs. With the new options created for the public and businesses to use at the new facility, Strupeck has stated that he estimates Shoreline Brewery will create 50 to 100 jobs within the next five to seven years, greatly contributing to the growth of economic development to Michigan City and Northwest Indiana.

"Besides employing over 30 employees currently, our expansion will bring in new jobs," said David Dabagia, Marketing Manager with Shoreline. "We're also getting ready to begin bottling two of our brews soon. The restaurant itself is a tourist destination; we've had visitors come in all the way from California. People base their trips seeing our brewery and other micro-breweries, and while they're here they shop at the other businesses around us and help elevate the community."

"Shoreline Brewery has become a destination attraction in Michigan City. People come to the city specifically to visit Shoreline Brewery. These guests then use other local businesses as a result. They may come for the beer, but money is being spent at other businesses as well. Also, the national recognition for our beers has helped put the word out about our brewery and Michigan City," said Tim Jongsma, General Manager of Shoreline.

In addition to the job creation that the new facilities will

bring, Shoreline also hosts special charitable functions.

For the entire month of February every Thursday a different small batch stout will be unveiled along with a chop entrée – Shoreline's calling it Stout and Chop month, and 100% of the sales of weekly special stouts will be donated to Pancreatic Cancer Research.

SHORELINE PROMOTES BUYING LOCAL THROUGH SPECIAL EVENTS

Shoreline also features a diverse variety of live music performances nearly each weekend, ranging from local artists to nationally known ones.

Recent events held in early January included internationally renowned guitar virtuoso Eric Mantel of the Steve Vai Digital Nations record label, and Liz Berlin from the popular and nationally celebrated band Rusted Root.

Artists like these attract fans from all over the region, even reaching far up into



PHOTO COURTESY OF SHORELINE BREWERY
The Pyramid Building was purchased in September of 2012, with plans that include expanding the existing beer garden, and more. Up to 100 jobs within the next five to seven years will be created.

Chicagoland and other surrounding areas. Visitors come to Michigan City to see the acts and in turn help stimulate the local economy where they shop, stay and eat.

"We're proud of the draw," Dabagia said, "People like the vibe of our establishment and the artists have begun telling other artists about our location." ♦

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