

Karen King
The Side Project Cellar
7373 Marietta Ave.
Maplewood, MO 63143

July 28, 2016

Maplewood City Council
7601 Manchester Road
Maplewood, MO 63143

RE: Craft Beer Cellar Request for Maplewood Location

To The Maplewood City Council Members:

Hello! My husband, Cory King, and I are the owners of The Side Project Cellar on Marietta Ave. We are also the owners of the soon-to-open Side Project Brewing at 7458 Manchester Road. I was hoping to offer a little insight from a local business owner on the Craft Beer Cellar and its owners, Brandon and Ryan Nickelson.

I had the pleasure of working with both Brandon and Ryan while I was with Deschutes Brewery (before we opened The Side Project Cellar). I worked with our distributor to sell them beer for the Craft Beer Cellar in Clayton. I got to know both gentlemen and their business concept well and can guarantee that they, similar to Side Project, have the "Quality over Quantity" approach to business. They care about their customers and want to offer the highest-quality beer they can to ensure everyone leaves happy after a great experience.

I also thought it might be fun to note that beer drinkers across the country are hearing more about the St. Louis beer scene every day. And so many folks are already traveling to Maplewood to visit Schlafly Bottleworks, The Side Project Cellar and hopefully our soon-to-open Side Project Brewing. Cory and I agree that a specialty beer shop would be a lovely addition to an already-blossoming neighborhood beer community! In addition to the extra foot traffic the beer shoppers would bring to our local businesses, I'm sure several of our beer-enjoying area residents & employees would also be pleased!

Thank you for your time.

Sincerely,


Karen King