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County names Brew IN Livingston winners

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While Livingston County Development's original intent had been to name four winners in its Brew IN Livingston competition, it ended up announcing seven Friday morning at the county's government center in Geneseo.

Battle Street Brewery in Dansville; Mortalis

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Brewing Company in Avon; Quiet Storm Brewing Company in Geneseo and Original Stump Blower Ciderworks in Lakeville were awarded prize packages including a \$35,000 grant, \$100,000 in low-interest loans, one year of membership in the New York State Brewers Association among other things.



But Livingston County Development is also seeking funding sources to finance prize packages for three other competitors – Amber Lantern Brewing Company in Geneseo, Dublin Corners Farm Brewery in York and Horns & Halos Craft Brewing in Caledonia.

All seven winners will receive technical and marketing assistance through Livingston County Development, the Livingston County Chamber of Commerce and the Small Business Development Center as well as tax services from EFPR Group, a public accounting firm.

“We were thrilled with the level of dedication and enthusiasm exhibited by each and every one of the competition’s fifteen finalists” said Maureen Wheeler, deputy director of Livingston County’s Economic Development Office. “In selecting seven winners we’re identifying them as the most ready to go right now, but the work with the other eight by no means ends here. I would not be surprised to see all fifteen of them eventually up and running.”

New York Lt. Gov. Kathy Hochul was scheduled to attend this morning’s presentation.

Winners were selected with input from Livingston County Economic Development, the Livingston County Area Chamber of Commerce, the Small Business Development Center and Business Coaches Jeff and Mike Fitch, who facilitated a business boot camp that finalists participated in in January and February.

A recommendation was ultimately approved by Livingston County Development’s Board of Directors.

“We recognize the economic impact of the craft beer and cider industries,” said Livingston County Development Director Bill Bacon. “This program was designed to improve the likelihood of success of these entrepreneurs and give them a leg up when they start so that they can ultimately attract tourism, create jobs, and generate tax revenue.”

About 75 individuals originally expressed interest in the Brew IN Livingston competition through completion of a survey. Ultimately, 35 semifinalists were invited to submit video pitches, and 15 finalists went through a business boot camp – a five-week course focused on formation of a business and the nuances and liabilities associated with owning a brewery.

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