

SPECIAL ALERT - January 25, 2012
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Sierra Nevada Brewing Company chooses the AdvantageWest region for their East Coast manufacturing & distribution operation

2nd largest privately held brewery in the U.S. expected to create 175 permanent jobs and 60 temporary jobs, investing more than \$100 million

After looking at more than 200 sites east of the Mississippi, Sierra Nevada Brewing Co., based in California, announced today their plans to locate their East Coast brewing, bottling, and distribution operation in the AdvantageWest region. The family-owned pioneer in craft brewing plans to create 95 full-time and 80 part-time jobs and invest \$107.5 million during the next five years in Henderson County. In addition the company expects to create about 60 construction and mechanical jobs during its 24-month building phase. These jobs will be created in gradual phases starting in mid-to-late 2012 and continuing through 2013.

"We're delighted that Sierra Nevada has chosen Mills River in Western North Carolina for their East Coast manufacturing and distribution operation," says Tom Alexander, Chairman of the AdvantageWest Board of Directors. "I'm particularly proud of the key role AdvantageWest played in bringing them here. Our staff has worked diligently for almost a year on this project - ever since Matt Raker, AdvantageWest's VP for Entrepreneurship & AdvantageGreen, learned about this opportunity while he was attending a renewable energy site-consultant conference in Tulsa, Oklahoma."

"Upon learning of the opportunity, we worked closely with the consultants, company officials and the 23

counties in our region to find sites that matched the requirements for this project. Originally 11 sites in five counties from across the AdvantageWest region were submitted,” explains AdvantageWest President & CEO Scott Hamilton. “We served as the ‘go-to people’ for the company - essentially we were a one-stop shop for this project.”

“As the company narrowed down their site search, AdvantageWest continued to work closely with Sierra Nevada, the Town of Mills River, Henderson County, and the N.C. Department of Commerce, doing everything we could to win this project for our region,” say Hamilton. “We are thrilled that all this effort paid off in creating new jobs and taxable investment in the AdvantageWest region, and heartily welcome Sierra Nevada to Western North Carolina.”

Founded in 1980, Sierra Nevada currently employs in excess of 500 dedicated employees and is the second largest privately held brewery in the United States. Salaries at the Mills River location will vary by job function, but the average annual wage for the new jobs will be \$41,526 plus benefits, which exceeds the average annual wage in Henderson County. For more information about Sierra Nevada Brewing Co. including job opportunities, go [HERE](#).



AdvantageWest is the regional economic development partnership serving the 23 westernmost counties of North Carolina. Chartered by the state General Assembly in 1994, AdvantageWest is a nonprofit, public-private partnership governed by a 21-member board of directors. Our program of work focuses on advanced manufacturing, entrepreneurial development, agribusiness, the green economy, and the Western North Carolina Film Commission.

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