

CONTACT:

Claudia Devitt, Sr Manager, Marketing and Communications
(321) 638-2000
CDevitt@SpaceCoastEDC.org

Craft Brewery and Distillery Coming to Titusville

The Brix Project, a spinoff of Playalinda Brewing Co., will meet product demand and future growth

Brevard County, Fla. (September 10, 2015) – Playalinda Brewing Company announced plans to expand craft brewing operations and introduce distilled spirits production in an existing 16,000 SF facility on U.S. 1 in Titusville. The expanded operations known as The Brix Project, once complete, will oversee production of upwards of 30,000 barrels annually making it the second largest craft brewery in a 120 mile radius.

Playalinda Brewing Company (PBC) began with a small storefront tasting room and brewery in downtown Titusville in November of last year. The company's retail establishment and wholesale operations quickly grew which created demand that outpaced the existing facility's capacity. The company's leadership was faced with a decision about how best to increase capacity to meet the demand for new product lines.

The founding partners behind Playalinda Brewing Company (PBC), Bryan Scott and Brewmaster Ron Raike, have been working with the Economic Development Commission of Florida's Space Coast (EDC) since March of this year to make The Brix Project a reality.

"This vision to expand would not have been possible without the hard work and dedication of the EDC staff. They advised us every step of the way and we are very grateful for their support," said co-founder of PBC Bryan Scott.

The new operation is expected to add 23 jobs and have an expected capital investment of \$3.65M in equipment purchase and facility renovations.

The EDC worked closely with officials at Brevard County, The North Brevard Economic Development Zone (NBEDZ) and the City of Titusville to assist The Brix Project as they assessed their business growth plans.

"Business expansion in Brevard County is critically important to the sustainability of the economy. The Brix Project is another example of how the EDC goes beyond just measuring activity that comes from corporate relocation and retention. The benefits from the direct impact from this project alone are far reaching. We anticipate over \$3.9 million in direct economic impact being felt across the county," said Lynda Weatherman, president and chief executive officer of the Economic Development Commission of Florida's Space Coast.

The Brix Project is the third economic development project announcement made in Titusville within the last three months following Embraer Aero Seating Technologies and Paragon Plastics.

"Businesses and staff in the City of Titusville have worked hard over the course of the year to market our workforce, facility opportunities and quality of life," said James Tulley, Mayor for the City of Titusville. "What is

happening now is a culmination of those efforts. It's exciting to see everything unfolding to help create a positive impact on our economy."

NBEDZ Board Chair George Mikitarian is enthusiastic about the industry diversification and economic growth taking place in the zone.

"The purpose of the NBEDZ is to encourage economic growth in North Brevard," said Mikitarian. "Presenting an opportunity for The Brix Project to grow shows our support and collaboration with local businesses and the belief of their success. The opportunity to revitalize an existing building also provides a visual enhancement to the ingenuity that already exists in North Brevard."

Construction and design of the facility located at 5220 S. Washington Ave, Titusville, will be led by RUSH Construction and Eleven 18 Architecture. For career opportunities visit www.employflorida.org.

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About the Economic Development Commission of Florida's Space Coast

The Economic Development Commission of Florida's Space Coast (EDC) is dedicated to attracting new business and investment and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high tech companies. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida's Space Coast. Visit www.SpaceCoastEDC.org.

About Playalinda Brewing Company

Nestled in an old hardware store in the downtown historic district of Titusville, Playalinda Brewing Company crafts quality beer that meets the highest industry standards while pushing the most seasoned palates into sensory overdrive. Visit www.playalindabrewingcompany.com for more information.