



Knee Deep Brewing
Q2 2014 AABPA Newsletter
By Leslie Horton, VP AABPA

Jeremy Warren is the founder, Brewmaster/"Hoptologist" and Jerry Moore is the CEO of Knee Deep Brewing. In the fall of 2010, Jeremy and Jerry Moore met, sampled a few of Jeremy's creations and ultimately agreed to work together to get more than "Knee Deep" in a premium craft beer brewery. Coming from a much smaller facility in Lincoln, Knee Deep moved into the AABP in Q4 2013 into 18,000 SF located at 13395 New Airport Road - Suite H. Beyond the gleaming vats, there is a tap room and patio that beckons the locals to sip their brew of choice. The brewery is conveniently open seven days a week.

Knee Deep is hard pressed to keep up with burgeoning demand for their award winning distinctive year round offerings, seasonal specialties and a rotating selection of experimental styles. They had their well attended grand opening on Friday, February 28th shown in the picture below.

In his relatively short brewing history, Jeremy has produced over 40 different beers. Jeremy's brews have received several awards; most recently our Hoptologist DIPA (double India Pale Ale) took the Gold Medal at The Bistro 14th Annual DIPA Festival. Jeremy and Knee Deep Brewing Company have a rapidly growing reputation and they are becoming known for their unique blends and creative outlook on brewing. Jeremy oversees two UC Davis trained brew makers.

For Jerry, a former executive in the solar power industry chartered with setting up that company's Chinese manufacturing operation, it was a pleasant change of pace to invest in Knee Deep and work with Jeremy. Sitting in his office with his delightful golden Labrador Luna, who is a regular since Jerry first got her as a Guide Dog puppy in training, Jerry recently shared that Knee Deep already needs more stainless steel vats. The number of vats and the amount of time beer spends fermenting creates total production capacity.

Knee Deep is well positioned to expand within the ranks of the booming craft beer industry. Despite a dearth of traditional advertising, clever use of social media and glowing word of mouth has resulted in noteworthy growth. In 2013 they produced 2,000 barrels and as of May 2014, Knee Deep has the capacity to produce 6,000 to 7,000 barrels this year. They plan to double this capacity in 2015 and yet again in 2016.

Jerry believes that Knee Deep may well have a national presence within three years. Already out of state distributors are beating a path to their door and they are selling in Nevada, Hawaii, Ohio, Michigan and in June ship their first beers to North Carolina and Idaho in addition to California. Upon label approval, shipping will begin in New York and their beer is now sold in London. Roughly 95% of their business is through distributors with all bottling done on sight. Musseter Distributing, another member of the AABP, delivers Knee Deep across a number of counties. Here in Northern California, Knee Deep can be found in Safeway, Raley's, many Whole Foods stores, BevMo and three Northern California Costco locations.

For those within the AABP, it is convenient to simply head over and savor the possibilities. On a Friday night you can sample brews and enjoy some tasty food selections from an upscale food truck parked directly outside of their tasting room. For those who may be unconvinced that beer can be delicious, Jerry recommends trying the Tanilla with its "chocolate essence". Women seem to find Tanilla special and this is how Jerry made his wife a convert. So drop on by and experience Knee Deep Brewing firsthand. See you there soon!

