

Millennials, Women Drive Craft Beer Success: New Tasting Room Opens In Barrio Logan

For Immediate Release

San Diego, CA – July 16, 2015 – San Diego is a hot spot for craft beer and now millennials and women are raising a glass and bringing a new demographic to the craft beer party scene.

Nearly a decade ago, the median craft beer drinker was a white man, close to 40-years old, with a high income, highly educated, and living in a region that was served by several local craft breweries.

Today, millennials are changing that demographic. Nearly 15 percent of craft beer lovers are women.

As the industry grows in San Diego, 75 percent of drinking-age adults live within 10 miles of a brewery. And now, the folks in San Diego will have a tasting room close to home. The tasting room is 2,950 square feet and the patio is 800 square feet in the Mercado Del Barrio in Barrio Logan.

Iron Fist Brewing Company opens its tasting room: **July 24, 2015 at noon.**

1985 National Ave. #1132 San Diego, CA 92113

The first 50 guests in line will receive a tasting glass. Food trucks will offer tasty meals throughout the weekend.

Craft beer lovers can raise their glass and cheers to this, according to data from the California Craft Brewer's Association (CCBA), the industry saw an 18 percent increase in 2014 from 2013 stats, contributing \$6.5 billion to the state's economy.

California produces more craft beer than any other state. In 2014, approximately 3.5 million barrels of beer were produced.

ABOUT IRON FIST BREWING COMPANY

Iron Fist Brewing Company is a family-run brewery that grew out of a hobby. Greg and Eve Sieminski are the owners. The family's passion for the best hand-crafted beer prompted them to make a lot of it and open their first location in October 2010 in Vista, California at 1305 Hot Springs Way #101 • Vista, CA 92081 | (760) 216-6500.

Watch Their News Story: <https://youtu.be/eSt-hsCA4RY>

Grand Opening Promo Video: https://youtu.be/khxM_wiUgco

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