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**NEW BELGIUM BREWING OPENS 1ST FLAGSHIP RESTAURANT & TAPROOM**

***Located in Mission Bay, NBB Brings Global Inspired Menu and Four Barrel Innovation Lab***

April 5, 2021 (SAN FRANCISCO) – New Belgium Brewing, the 3rd largest craft brewer in the United States, based in Fort Collins, Colorado, announces the opening of its first company-owned and operated restaurant and taproom. New Belgium Brewing San Francisco will offer customers a stellar beer and dining experience with a world-class beer menu and globally inspired seasonal cuisine from Laura and Sayat Ozyilmaz.

New Belgium Brewing San Francisco, located near both the San Francisco Giants and the Golden State Warriors facilities in the growing Mission Bay neighborhood, is a full-service concept in a modern, accessible space, with both indoor seating for over 110 guests and 60 outdoor patio seats, located at 1000a 3rd Street.

Guests will be able to enjoy themselves at a table, bar side, or outside on the patio overlooking the canal, a great spot for warm days and nights before a game. Guests on-the-go can purchase canned releases at the convenient retail shop or sign up to join the Cellar Club and purchase from the DTC online shop.

"San Francisco has always been a strong market for New Belgium Brewing and is the second home of founder Kim Jordan. We are lucky to have access to an exceptional location in the heart of a growing neighborhood to launch our first New Belgium-owned restaurant in a city where New Belgium Brewing has always had a strong brand presence. We're looking forward to growing our customer base in the SF market and building further loyalty," says New Belgium CEO Steve Fechheimer.

## **THE FOOD:**

The menu has been designed by husband-and-wife-duo Chefs Laura and Sayat Ozyilmaz. Chefs, restaurateurs and culinary advisors, they have received various accolades, including 2019 Rising Star Chefs “Game Changer Chefs” and *San Francisco Chronicle* Bay Area’s Rising Star Chefs.

For the New Belgium concept, they have been inspired by pairing their fresh and multicultural flavors with an elevated menu inspired by your traditional beer and ballpark experience, showcasing the culinary diversity of the many neighborhoods in San Francisco. Fresh, local ingredients invite a cross-pollination of flavors through eloquent dishes meant to be shared with friends and family. They say, “we created a menu that focuses on shareable plates, entrees, tartines, salads and house tacos that bring together an amalgam of inspiration from global flavors and influences that helps the NBB beer shine.”

### **Menu highlights include:**

- The Mothership Burger- Cheese-stuffed Wagyu patty, tomato, caramelized beer onions, Umami mayo, brioche bun
- Mission Dog- Bacon-wrapped jalapeno cheddar sausage, cabbage slaw, pepper relish, brioche bun
- Soba Noodle Salad- Grilled asparagus, radish, jalapeno, edamame, herbs, peanuts, ginger-Ponzu dressing
- Thai Paratha Taco- Shrimp, papaya salad, crispy shallots, Kosho mayo

## **THE DRINKS:**

The concept houses a four-barrel pilot system that will produce an array of enticing brews while exuding classic Belgian-style offerings, experimental hoppy beers, and on-site sour blends.

The on-site brewing team led by Ramon Tamayo will be overseen by Brewmaster Christian Holbrook and will collaborate closely with Chefs Laura and Sayat to create small-batch specialty beers that pair with flavors on the food menu.

The smaller facility allows for constant experimentation and exploration of beers where brewers can create one-off beers that can pair well with the menu and push the limits on creativity. New Belgium’s vault of over 30 years of brewing knowledge will serve as a guide and inspiration.

The first packaged beer for the grand opening will be a Sour IPA. This brew will feature a wood-aged golden sour being driven with care from the acclaimed “foeder forest” in Fort Collins and blended with a super fresh hazy IPA brewed on-site.

The beer list will continually change and will feature brews made on-site, the core New Belgium portfolio and renowned sour and specialty large formats for tableside and beer to-go.

**Menu highlights include:**

- Traceable Wit - Local malt from Admiral Maltings in Alameda, CA, and grapefruit peels from the garden
- Talus-dega Nights - Soft and hazy, with Talus, Citra, Amarillo, Mosaic, and El Dorado hops
- Lefty - A modern, suped-up take on an American Craft icon with Simcoe, Strata, Citra, Amarillo, and Mosaic hops
- Fat Tire - A balanced, biscuity-sweet, slight fruity aromas. The one that started it all!
- Voodoo Ranger Juicy Haze - A citrus-forward hazy IPA with a smooth finish
- Dominga - Wood-aged, citrusy sweet, slightly sour and big orange aromas

**THE DESIGN:**

The location underwent a massive design overhaul and exudes New Belgium's vibrant brand voice and tone at every corner. Designed in partnership with San Francisco-based ROY, the restaurant looked to create a fun, inviting and local atmosphere that invokes a warm and bright dining experience. Walls adorned by local mural artist John Thomas, showcase playful designs that pay homage to San Francisco. Staying true to its "born on a bike" beginnings, repurposed vintage bicycles can be seen as hanging installations alongside framed artwork. Foeder inspired wainscoting lines the massive pillars adjacent to a dynamic new seating layout, focusing on a convivial bar zone with multi-tiered light fixtures and colorful transparent acrylic panels, with views to the scoreboard stadium across 3rd street. Livening up the bathrooms, custom wallpaper shows New Belgium co-workers having fun on the job. Most importantly, sustainability and longevity was considered in all facets of the design process.

**ABOUT NEW BELGIUM BREWING:**

New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for

good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Sour IPA, and La Folie Sour Brown Ale, as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit [NewBelgium.com](http://NewBelgium.com).

1000a 3rd St, San Francisco, CA 94158

HOURS:

Monday-Friday 4-9pm

Saturday 3-9pm

Sunday 3-9pm

\*\*Hours may vary due to game day schedules. Check social media or call for updates!\*\*

For more information, including directions, please visit:

WEBSITE - <https://www.newbelgium.com/visit/san-francisco>

Phone - 415-874-9633

OpenTable reservations [here](#)

Facebook – <https://www.facebook.com/newbelgiumSF>

Instagram – [@newbelgium\\_sf](#)

Sign up [here](#) to learn more about our Cellar Club.

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