

December 1, 2012



REUSING MATERIALS: As we develop our Asheville property, New Belgium will be working with Asheville's Old World Architectural Salvage and a local demo company (TBD) to deconstruct the buildings on site and salvage materials from the landfill. Much of these materials will be used in our Liquid Center (tasting room) and the rest will be made available to the community. We are still working out the details of this process and will provide information as soon as it becomes available.

SITE CONSTRUCTION:

We will begin work on our West Asheville site in early 2013.

Asheville Brewery Schedule:

- **Deconstruction begins January 2013**
- **Site work begins around April 2013**
- **Construction begins September 2013**

COMMUNICATIONS:

We are coordinating with the City of Asheville and our general contractor, Adolphson + Peterson, to create communications protocols. Neighborhood and business association leaders are providing input to this process. The City provides phone call alerts through their existing Delta Alert system when needed. Here is where to sign up for these alerts:

City of Asheville website tinyurl.com/d5rpnvy

TRUCK ROUTES:

The Traffic Impact Analysis will be completed and available to the public in late December. This data will inform the City's recommendations of the best routes for trucks coming to and from the brewery. Both New Belgium and the City's goal is to diversify routes in order to minimize impacts to any single area of Asheville. The TIA will incorporate organic growth and infrastructure improvement plans in West Asheville and the River Arts District which have been in the works long before our arrival.

BUS SHELTER:

Asheville Design Center (ADC) is a participatory design non-profit in Asheville that will be working with neighborhood and business associations near the site to design and build a bus shelter at the corner of Haywood Road and Craven Street. The shelter will serve transit patrons travelling either into or out of West Asheville, as well as employees of and visitors to New Belgium Brewing. New Belgium and the City of Asheville are two contributing partners in this project, as well as Green Opportunities, West Asheville Business Association, East West Asheville Neighborhood Association and others.

THANK YOU:

We have established some really great partnerships this year and we appreciate your input, support, and feedback very much. We are also thankful to the many inspiring organizations in Asheville that are committed to creating a vibrant and sustainable community.

Want to Know more?

This information was accurate as of December 1, 2012. This is an ongoing construction process, so things may change. For the most up-to-date information:

www.NewBelgium.com/AshevilleBrewery

Something Specific?

Email us at ashevillebrewery@newbelgium.com
or contact your neighborhood or business associations.