



nerej

Allagash Brewing Co. to open guided tasting experience: The Cellars

November 25, 2022 - Retail

Portland, ME Allagash Brewing Company is opening The Cellars, a tasting space at the brewery's home. The Cellars will allow guests to sample, and learn about, small-batch beers. The space is slated to open November 26 in the section of the brewery where Allagash founder Rob Tod brewed his first-ever batches of beer.

During the guided tasting, guests will be greeted with the award-winning Allagash White—and then move on to enjoy brewery exclusive barrel-aged and/or wild beers as part of the curated session run by Allagash's staff.

The selection of beers will include new and vintage beers—basically whatever the Allagash team is excited about at the moment. The new space will also offer a variety of beer to-go, including Cellars-only releases.

“We couldn't be more excited to be able to share these innovative and experimental beers with guests in our beautiful barrel room space,” said Naomi Neville, sales and hospitality director, Allagash, who will oversee The Cellars experience. “The Cellars allows us to connect more deeply with our guests while continuing to provide a tasting experience at our home in Portland.”

The Cellars is intended to complement Allagash's planned expanded tasting room in Scarborough, slated to open in 2024. Guests will also be able to enjoy the walk-in experience of Allagash's current, family-friendly tasting room space in Portland at 50 Industrial Way until the new tasting room opens.

Reservations will be required for the guided tastings at The Cellars, which will be open on Fridays (noon, 3pm and 5:30 pm); Saturdays (noon, 3pm, 5:30pm); Sundays (noon and 3pm); and Mondays (noon and 3pm) and costs \$35 per guest (designated driver tickets available for \$20).

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540