



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

Jeff Guidos, Brewmaster
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allsaintscraftbrewing.com

Westmoreland County

Industry:
Craft Brewing

Year Founded: 2011

SBDC Assistance:
Business Plan Development
Financial Analysis
Pro Forma Development
Industry Benchmarking
Market Study
Location Assessment

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*ALL SAINTS
brewing company*

Local Brewer Continues to Expand

All Saints Brewing Company is proud to continue the long brewing tradition of Westmoreland County and Western Pennsylvania. In Westmoreland County, brewing began in the 19th Century when Boniface Wimmer, a monk from Bavaria, Germany founded St. Vincent Archabbey and Seminary, now St. Vincent College. He brewed monastic beer in the first Benedictine monastery in the United States. As homage to the founder, the company name and colors were born.

Jeff Guidos is the founder and Brew Master of **All Saints Brewing Company**. Jeff is a graduate of St. Vincent College with a Bachelor's Degree in Chemistry. Through hard work and assistance from family and friends the equipment was installed and test batches were produced beginning in the fall of 2011 in a former bakery outlet that will allow for any anticipated growth. Phase 1 was to get the brewing operations started and Phase 2 was to establish a small pub. Successful additional expansions have included a 2 level cement patio (see photo) completed late summer of 2016 as well as an outdoor stage for weekend entertainment by local acts completed early summer 2017. Long term plans call for a larger pub area. The brewery started with 6 flavors and since 2011 has brewed 43 different year-round, seasonal, specialty and collaboration beers. The brand is currently available in close to 100 local establishments.



The St. Vincent College SBDC provided assistance with market research and household consumer expenditure data in an effort to determine the market was still present....are the consumers still purchasing? Data was gathered from *Alteryx* as well as the *Brewers Association*. Discussions also took place concerning leasehold improvements and the priorities of selected expansion ideas as well as entertainment ideas that will continue to attract and keep the consumer. .

In 1980, there were only 8 craft breweries in the United States. By 1994, that number had grown to 537. When Jeff started in 2011 the Brewers Association counted more than 1600 craft breweries nationwide. Closing out 2016 showed over 5,000 nationwide with Pennsylvania having 205 craft breweries, ranking them in the top 25 in the country.

Jeff has been awarded both Gold and Silver medals at the Great American Beer Festival for his *Voodoo's Child Lager* and *Irish Stout* respectively. **Guidos doesn't have a favorite beer. "I believe the best beer should be the one in your hands at any point in time," he said. "**



Success Story