



**Small Business  
Development Center  
Saint Vincent College**

*Helping businesses  
start, grow, and prosper.*

**Board of Directors:**

Robert Buchanan  
Monica Buchanan  
John Bieranoski  
Lorissa Bieranoski  
Nick Bieranoski

**Allusion Brewing  
Company**  
143 Grant Avenue  
Vandergrift, PA 15690

[allusionbrewingcompany.com](http://allusionbrewingcompany.com)

724-568-4916

Westmoreland County

**Industry:**  
Craft Brewing

**Year Founded:**  
2017

**Grand Opening:**  
October 14, 2020

**SBDC Assistance:**  
Business Plan Development  
Financial Projections  
Market Research

**St. Vincent College SBDC**  
Aurelius Hall, 1st Floor  
300 Fraser Purchase Road  
Latrobe, PA 15650  
P (724) 537-4572  
sbdc@stvincent.edu  
www.stvincent.edu/sbdc

## *Allusion Brewing Company Grand Opening*

The Saint Vincent College Small Business Development Center was first approached by Robert Buchanan in 2017. Robert was working with the Vandergrift Improvement Program and was referred to the SBDC for assistance in developing a business plan for obtaining a business location to pursue a passion he and close friends had for making craft brews.

Today the Board of Directors of Allusion Brewing is made up of two families that are close friends. They have devoted time, effort and money to pursue their passion for turning a hobby of craft brewing into a business in a small rural town.

The road from concept to fruition has not been an easy path. Over the course of nearly three years, the SBDC assisted with an original and revised business plans including industry information, benchmarks, and financial projections based on changing locations, as well as, updated quotes for building renovations and equipment.

The Buchanan and the Bieranoski families are a testament to what it takes to follow a dream and turn it into a reality. It is only through their strong commitment, hard work, determination and persistence that they were able to locate Allusion Brewing in a newly remodeled building in downtown Vandergrift.

They worked toward their goal in collaboration with the Saint Vincent College SBDC, the Vandergrift Improvement Program and the Vandergrift Borough. Their dream became a reality and their success was acknowledged at the opening of Allusion Brewing Company to the public on October 14, 2020.



Allusion Brewing Company has two full-time employees and several part-time employees. Their specialty brews are made in equipment with names that honor literary work favorites of the owners. In addition to supplying specialty craft brews, the site offers a “family” atmosphere with plans to offer some food items in the future.

**Success Story**