



**Small Business  
Development Center  
Saint Vincent College**

*Helping businesses  
start, grow, and prosper.*

David Sobel  
Jackie Sobel  
Sobel's Obscure Brewery

**TAP ROOM**  
500 Clay Avenue  
Jeannette, PA 15644

**DISTRIBUTION CENTER**  
108 South 4<sup>th</sup> Street  
Jeannette, PA 15644

(412) 525 - 1553

[www.sobbrews.com](http://www.sobbrews.com)

<https://www.facebook.com/SobelsObscureBrewery/>

Westmoreland County

Industry:  
Craft Brewing

Year Founded:  
Fall 2017

**SBDC Assistance:**  
Business Plan Development  
Industry Benchmarking  
Market Research/Study  
Location Assessment

**St. Vincent College SBDC**  
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## Sobel's Obscure Brewery

### Always Adapting

Owners David and Jackie Sobel first approached the St. Vincent College Small Business Development Center during 2017. Wanting to turn the hobby and passion of beer making into something more, they embarked on a journey to commercially brew and distribute their product. Their initial model was to contract brew their product at a larger brewer with excess capacity. This has been accomplished along with a 34 County distribution network from Western to Central Pennsylvania.

While the pandemic has postponed the demolition and renovation of their newly acquired Taproom building as well as slowed their sales to bars and restaurants, the owners have adapted in numerous ways.

First, they have initiated sales to the public out of their existing warehouse. Sales in bottles, cans, growlers, and kegs to the consuming public is allowed for consumption off-site. Secondly, they are also new vendors at numerous farmers markets throughout the region. This has become a valuable marketing tool to educate the consumer about their product.



Third, the availability of their product in 4 pack and 6 pack cans has grown their sales at this time tremendously. Cans have become more widely accepted by the craft consumer. They are less expensive than glass and a perfect fit into the pandemic driven and ever expanding “to-go” market. Lastly, with the permission of the local municipality the owners have been entrepreneurial and established a “Pop-Up Tap Garden” in a vacant lot next to the warehouse building. This allows them to sell product for consumption on-site. For an economic development boost the Tap Garden has the participation of regional mobile food trucks and deliveries made available from all neighborhood restaurants as well as live music from local talent.