



**Small Business  
Development Center  
Saint Vincent College**

*Helping businesses  
start, grow, and prosper.*

**Kevin Ridilla  
Kristy Ridilla  
Unity Brewing**

**TAP ROOM  
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<https://unitybrewingpa.com/>

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

**Westmoreland County**

**Industry:**  
Craft Brewing

**Year Founded:**  
Spring 2020

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

**St. Vincent College SBDC**  
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## Unity Brewing

### Perseverance

Owners Kevin and Kristy Ridilla first approached the St. Vincent College Small Business Development Center during 2018. Kevin, wanting to turn his 17-year hobby and passion of brewing beer into something more for the Community, embarked on a journey to commercially brew and sell their product.

*Unity Brewing* is unique because its space will touch on design elements that invite conversation and inspiration between ownership and patrons. As Brewmaster, Kevin focuses on traditional and experimental beers as well as ones at the forefront of current trends. Kevin and Kristy have operated their own local business for over fifteen years. They have experienced economic downturns and have come out stronger. Kevin's passion for craft beer and people will be evident and will provide for the success of the company. With a focus on bringing people together in an inviting atmosphere with great beer, the success of *Unity Brewing* is inevitable.



While the pandemic has placed a speed bump to the opening and operation of the brewpub, Kevin has adapted in numerous ways. First, they have initiated sales to the public with in-house and successful to-go operations. The availability of their product in cans has grown their sales at this time. Cans fit nicely into the expanding "to-go" market. Secondly, they have developed a successful kitchen for both in-house and to-go operations. The kitchen has become a value-added marketing tool.

In his initial year Kevin hopes to establish *Unity Brewing* as a destination point for consumers combining beer with great atmosphere and conversation. He envisions having at least one flagship style that will be brewed monthly or bi-monthly in a series. Long-term plans would include the expansion of the production capacity as well as plans for an outdoor space that will add to the seating capacity.

Assistance provided by the SBDC included detailed industry research from *First Research* and *VerticalIQ*. The SBDC also incorporated timely data from the national *Brewer's Association*. Consumer buying habits coupled with local household expenditures and demographics data were also incorporated into the formal business plan from sources such as *Alteryx*. Monthly and yearly financial projection estimates were prepared using these same resources. Total project costs for the new venture were funded by owner equity in addition to an SBA loan from regional lender First Commonwealth Bank.