

UpCountry Brewing

UpCountry Brewing's mission is to create awesome experiences while sharing our passion for craft beer, local music, and for getting outside. We accomplish this by focusing on the Carolina mountain region where we live and play.

As a community oriented brewery, our West Asheville taproom is the perfect spot to plan your next adventure while catching up with family and friends. With a large backyard, intimate indoor seating, and a generous space for live local music, UpCountry Brewing serves a wide variety of craft beer styles while providing a full brewpub food menu for locals and visitors alike.

UpCountry Brewing was founded in 2016 by John Cochran, a craft beer industry veteran since the mid-1990's. John has worked many beer-related jobs in his 20+ years in brewing (including co-founding Terrapin Beer Company), and he is excited to get back to his roots by offering a small, local brewery with a spotlight on fun times, good friends, and great beers.

UpCountry Brewing is a brewery, taproom, and music venue located at 1042 Haywood Road in West Asheville. We like to say that we brew our beer in "West, West Asheville," as it is the brewery located furthest west before leaving Beer City itself.

BEER

UpCountry Brewing offers a wide variety of beer styles, including saisons, IPAs, sours, porters, stouts, and more. With twenty of its own beers on tap, the brew house is constantly thinking up and creating new beers for Asheville to enjoy. UpCountry offers flights, goblets, pints, and even a twenty-two ounce pour in the taproom. Additionally, the brewery has beer to go for purchase! Beer to go includes a growler with your choice of beer, or cans of the Mangose, UpCo Lager, Hop Dread Red IPA, or Bogey Free Session IPA. In addition to availability in the taproom, UpCountry's beer can be found all over town in various grocery stores, bottle shops, and bars in Asheville, including towns like Woodfin, Waynesville, Canton, Candler, Black Mountain, Arden, Hendersonville, Weaverville, and surrounding areas.

Our extensive beer list is perfect for beer nerds everywhere. We value creativity and daring recipes as well as those go-to, easy drinking styles that anyone can enjoy. We've recently been infusing some of our brews with various syrups and flavors for an extra creative kick. The brewery also has a Randall for infusions, as well as a pilot brew system to take brewing an extra step further. We're all about experimenting and seeing what deliciousness we can create using the knowledge from each brewer!

In addition to offering delicious beer, UpCountry has red and white wines as well as a full liquor bar of whiskey, vodka, gin, tequila, and other spirits for everyone to enjoy. You don't have to be

a hardcore beer lover to enjoy alcohol at our place—we've got options for everyone! In addition to liquor, UpCountry offers craft signature cocktails that rotate throughout the year according to the season.

FOOD

In addition to brewing and selling delicious beer, UpCountry offers a full food menu featuring appetizers, pizzas, burgers, salads, hot dogs, soups, and even meals for dogs. We also have dessert options for the sweet teeth out there, too!

Our wide menu variety offers something for everyone! We're also vegan and gluten-free friendly. Whatever your dietary restrictions, we'll do our best to accommodate you! We have plenty of options for the whole family, as well as kid-friendly and dog friendly menu for friends and family to enjoy.

When you've worked up an appetite hiking the Blue Ridge Parkway or floating down the French Broad River, UpCountry is the ideal place to meet up with friends or family and satisfy your hunger. After devouring your lunch, dinner, or snack, enjoy corn hole or one of the many activities we have scheduled at the brewery. In addition to live music, we host a yoga class on Sunday mornings, music bingo on Wednesdays, and local pint nights on Thursdays.

COMMUNITY

Each month, UpCountry chooses a different local nonprofit to represent their 'Miracle Pint Night' each Thursday. UpCountry has worked with organizations such as Friends of the Smokies, Habitat for Humanity, LEAF, Asheville Humane Society, and The Rainbow School. On Thursdays, UpCountry hosts the pint night with a unique glass that varies week by week. Customers buy a featured beer and get to keep the glass, with ten percent of that beer's sales going towards the featured nonprofit. At UpCountry, community is important, and these pint nights are just one way for the brewery to give back.

LOCAL ART AND MUSIC

UpCountry Brewing supports local art and music in Asheville and close, surrounding areas, such as Black Mountain, Woodfin, East Asheville, and the River Arts District.

In house, UpCountry hosts a local artist of the month with Bad Craft, an artist shop in Black Mountain, NC. The brewery showcases one artist every month to display their artwork in UpCountry's taproom for display as well as for purchase. In addition to a month long campaign, each artists gets a designated Pint Night at the brewery as well as at Bad Craft. The artist of the month is present and able to discuss their work, and a pint glass featuring the artist's work is available for purchase. UpCountry values the support of local art, music, and beer, and will

continue to show their support for all of these avenues of Asheville. Community and business relationships are extremely important to UpCountry's owner, John Cochran, as well as the UpCountry staff, so the brewery looks forward to continue Pint Nights like these to support!

MUSIC

UpCountry brewing is proud to offer live, local music almost every night. Once you've taken the friends and family to the tourist spots like Biscuit Head, Nine Mile, and Rocky's Hot Chicken Shack, bring them down to UpCountry for an intimate night of Bluegrass, Open Mic, Music Bingo, or live local music on Thursday, Friday, and Saturday nights. We love hosting solo musicians like Dave Desmelik, Anya Hinkle, Old Sap, Stephen Horvath, Robin Lewis, Nikki Forbes, Scott Stetson, and more. We also love hosting those Jerry Garcia and Grateful Dead Tributes! These include bands like Phuncle Sam, The Paper Crowns, and The Dirty Dead. Other bands that we love to host include The Junk Drawer, Mama Danger, the Free Wheelin' Mamas, Cat and Crow, Kaizen with Jeff Sipe, Astral Plainsmen, Cyndi Lou and The Want To, Sirius B., Moonlight Street Folk, The Dirty Badgers, and several more.

In addition to hosting live music, it's no secret that UpCountry Brewing is a bunch of hardcore Phish phans! The brewery is well-known for live streaming music, but is extra attentive to when Phish plays. They typically pull down the big projector screen to stream each show and clear out the chairs and tables in the music room so that Asheville can dance it out! Other live streams the brewery is known for include Widespread Panic, Dead and Co., and Umphrey's McGee. UpCountry encourages Asheville to bring some Phriends, enjoy some brews, and boogie!

Check our website or social media pages for what we have going on. We're sure to have something that appeals to everyone. Our social handle is simply @upcountrybrew and we can be found on Facebook, Twitter, and Instagram.

We offer all of our music with NO cover charge. UpCountry doesn't want to limit live music to having a cover charge, which is why all of our events are free to the public.

FAMILY FRIENDLY/OUTDOOR FOCUSED

UpCountry Brewing values being family and kid friendly. We have a huge outdoor patio space with games for the kiddos as well as a cornhole set for family and friends to enjoy. Our patio and courtyard are dog friendly, so bring the pup too!

At UpCountry Brewing, we believe that beer and the outdoors go hand in hand. UpCountry values the outdoor activities that Asheville has to offer, everything from floating down the river to tackling a strenuous mountain trail. Our outdoor space is a favorite hangout spot for Asheville residents and visitors alike.

LOCALS AND VISITORS

UpCountry Brewing values being that brewery nestled in West Asheville for locals to enjoy as well as a stop right off of Interstate 40 for tourists and visitors. Located on Haywood Road in West Asheville, we're surrounded by thousands of neighbors and are proud to be their 'neighborhood bar' for parties, large gatherings, or simply having a beer with friends.

Think of UpCountry when you've exited Highway 26 and you're coming up Patton... but especially think of UpCountry when you're craving a cold, craft beer. We're right across from our good friends at The Odditorium, a West Asheville staple that you should totally check out before or after you're at our place.

For tourists or just for those passing through, UpCountry offers a welcoming and personable experience. Our staff is friendly and Cicerone certified, meaning we're knowledgeable in all things beer! Our beer-tenders are able to offer suggestions based on the types of beer you and your friends enjoy. After all, you did venture to the Beer City Capital of the United States!

TOURS

UpCountry Brewing offers beer tours by special request. Just check our website for information! In addition to beer tastings and a tour of the new taproom, you will receive a guided tour of the brew house and as well as a 'Beer 101' crash course in how to make and produce beer. In addition to the beer making process, you will learn what UpCountry's equipment does, and how each beer is brewed, from the recipe invention to kegging out the finished product in either cans or kegs.

Stopping by Asheville for a visit? Connect with Asheville Brewery Tours or LEAP Frog tours for a guided tour of UpCountry Brewing alongside at least two other breweries in the area. Utilizing these tours is a great way to tour multiple breweries in the area while learning how each brew house differs from the last in terms of size, production, beer styles, and more.

MERCH

While you're here, make sure you pick up some merchandise! UpCountry offers t-shirts, hats, patches, caribeaner mugs, pint glasses, growlers, and more for purchase. And, of course, don't forget your beer to go! We offer growlers and cans for your adventures, whether it be at home, on the river, or at a campsite.

GOOD BEER HUNTING

UpCountry's latest logo re-design has been top notch thanks to friends at Good Beer Hunting in Chicago, IL. Designers Michael Kiser, Cooper Foszcz, and Mike Duesenberg have done a phenomenal job with designing the labeling artwork for UpCountry's Hop Dread, Mangose,

Isoprene Hazy IPA, and UpCo Mountain Lager. There are several more canning designs on the way, so stay tuned for what UpCountry and Good Beer Hunting come up with!

GEORGIA BULLDOGS

For those who don't know, UpCountry Brewing's owner, John Cochran, is a DAWG Alum! UpCountry has become a go-to spot in Asheville for watching the Georgia Bulldogs games. Keep an eye out, because Cochran will wear his jersey.

PRIVATE PARTIES

UpCountry has hosted wedding rehearsals, private events, catering events, and birthday parties in the past. Plan yours here! UpCountry's floor layout is unique because we have two separate spaces for you to enjoy your special event. Whether it's a graduation celebration, an out of town get together, or an office party, we've got you covered.

OUTSIDE FESTIVALS AND FUN

Asheville has so many cool places to check out, especially in the beer-related scene. Asheville is also home to numerous festivals too, each food, beer, or music related. UpCountry has made an appearance at many of these, including Burning Can, Asheville Beer Festival, Oktoberfest, Beer City Festival, Battle of the Burger, Brewgrass, Asheville Beer Expo, and more. UpCountry loves participating in anything that gets people to try the delicious beer that they create.

IN SUMMARY

UpCountry Brewing places value on local support through music, art, and nonprofit. Bottom line is that UpCountry's passion for craft beer coupled with a memorable experience with friends, family, and the outdoors makes it a wonderful place to grab a beer with friends.

Whether you take this beer to the mountains or it takes you, we'll see you there.