



For:
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HALF MOON BAY BREWING COMPANY CELEBRATES A DECADE OF GREAT FOOD, FINE BEERS, FUN, PHILANTHROPY AND HOSPITALITY

Half Moon Bay, Calif.—Situated on picturesque Pillar Point Harbor overlooking the Marina, the Half Moon Bay Brewing Company is a casual coastal venue that has become an institution in the Half Moon Bay area for locals and visitors alike since opening in 2000. With its warm, wood toned interior, expansive windows to the ocean and walls dotted with surf memorabilia, the 6,000-square-foot restaurant and bar is reminiscent of a typical California surf shack. The Brewing Company expertly pairs a family-friendly, come-as-you-are atmosphere with a winning combination of fresh, sustainable seafood, home-brewed beers, live music and an expansive, dog-friendly patio area with blazing fire pits to keep patrons warm on the waterfront. Behind the restaurant lies the brewery, where hand-crafted beers are piped directly to the bar.

The menu at the Half Moon Bay Brewing Company is one that expertly fuses California Coastal cuisine with elements from all over the culinary map, resulting in dishes bursting with freshness and global flavors. Seafood is naturally a popular element of this coastal eatery's offerings, with everything from classic clam chowder to Hawaiian-style ahi tuna poke, or the restaurant's famed Portuguese Fisherman's Stew, which comes from an old family recipe of one of the owners. Chef Gaston Alfaro's artfully presented plates feature color and flavor in equal abundance, such as spicy mango salsas, sesame-glazed fish and fresh clams swimming in white wine, garlic, fennel, cilantro and butter. Salads, burgers, the seaside favorite of fish and chips and an array of classic California offerings mean this menu offers something for all tastes and appetites.

As the only operating brewery on the San Mateo Coast, the company takes great pride in its hand-crafted beers that are created in the purpose-built brewery adjacent to the restaurant. Expert young brewmaster Kirk Hillyard is in charge of producing the brewery's selection of ales and other varieties, as well as several seasonal brews throughout the year. Named after local landmarks and history, the current brews on offer include:

- **Maverick's Amber Ale:** The Brewing Company's best-selling beer is a robust, well-balanced ale brewed with four malts and cascade hops
- **Bootlegger's Brown Ale:** This flavorful brew is a light-bodied, malty brown ale with a slightly sweet taste in the English style
- **Harbor Lights Ale:** This light colored and flavored brew is a crisp, clean, lager-like beer
- **Princeton-by-the-Sea IPA:** This classic India Pale Ale has the malty, citrusy, hoppy flavor fans have come to love of this popular variety

- **Sandy Beach Blonde Hefeweizen:** This traditional Bavarian-style unfiltered wheat beer offers a hint of banana and clove
- **Pillar Point Pale Ale:** Another English-style ale from the UK-trained brewmaster, this is a nutty ale with the strong, lingering taste of hops
- **Wipe Out Imperial Stout:** This strong, flavorsome stout is a dark beer with a pronounced, roasted malt flavor

The owners have great fun with their seasonal beer program, often tying into current events such as their very popular 2008 election ales with two “Obama” and “McCain” brews, and this year’s 10th anniversary “Calebration” ale promises also to be a winner when the brewing company celebrates a decade in business in July 2010. The beers, which are trademarked by the brewery under the name “Mavericks Beers and Ales” are also distributed by the Brewing Company to several other local restaurants and bars and can be found at several stores and restaurants throughout the Peninsula.

One of the Brewing Company’s other big draws has always been its impressive entertainment program. Live music is on the menu every Friday, Saturday and Sunday evening in the bar area and in the large patio where people can sit by the outdoor fire pits and enjoy the tunes or get up and dance. The music program, which has no cover charge, features all genres, including Blues, Latin, Country, Rock ‘n’ Roll and Reggae. Some of the most famous artists the music program has attracted include the Dave Matthews Blues Band, Shana Morrison (daughter of Van Morrison), Pamela Rose, Mighty Mike, and the California Cowboys.

In 2008, the company stepped up its long-standing commitment to eco-friendly business and became the first green certified business on the San Mateo coast. Teaming up with the County of San Mateo, PG&E, the Bay Area Green Business Program and the Coastside County Water District, the Half Moon Bay Brewing Company gained green certification due to its environmental practices such as low energy and water usage, recycling programs (including spent grain from the brewing process) and use of sustainable, non-endangered fish according to the Monterey Bay Aquarium Seafood Watch program.

In November 2009, the Brewing Company launched its Brews & Views program, a monthly event that invites punters to join organizers for a cold brew and a fresh view on American politics. The program was initiated by co-owner Lenny Mendonca, who is also the Director of Firm Knowledge at McKinsey. The politically-charged events feature an initial conversation between the guest speaker and moderator, then the public are invited to participate in a lengthy Q&A session. Recent speakers have included former President of the California State Senate Don Perata, and Charles Kolb of the Committee for Economic Development. Upcoming guests include Mike McCurry, former press secretary for President Bill Clinton (July 1), and Assemblyman Jerry Hill (Sept. 2). Ten percent of all dinner proceeds from the evening are donated to a local Coastside charity, such as the Cabrillo Education Fund or Coastside Hope.

Since it first opened, the Brewing Company, which is co-owned by a group of longtime friends, has won the hearts of locals not just with its warm, friendly atmosphere, fine coastal cuisine and expertly brewed beers, but with its commitment to local charities. The Brewing Company has become a pillar of the coastal community with its philanthropic efforts, which include donations of more than \$500,000 in scholarships, event sponsorships, gift certificates, services, products and food. The company is particularly devoted to supporting local education, each year donating \$10,000 in scholarships to students from the local Half Moon Bay High School. Many of the owners and staff at the company devote a lot of their time to local causes, sitting on boards of local non-profits, donating food to local church groups to help feed the homeless.

The Half Moon Bay Brewing Company is located at 390 Capistrano Road in Half Moon Bay, Calif. The hours of operation are Monday through Thursday, 11:30 a.m. to 9 p.m. (restaurant) and 10 p.m. (bar); Friday, 11:30 a.m. to 10 p.m. (restaurant) and 11 p.m. (bar); Saturday, 11 a.m. to 10 p.m. (restaurant) and 11 p.m. (bar) and Sunday, 11 a.m. to 9 p.m. (restaurant) and 10 p.m. (bar). To book a reservation, please call 650-728-2739. Additional information may be found at www.hmbbrewingco.com.