

Firehouse Tasting Station Langley, Washington



Firehouse Tasting Station

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The Firehouse Tasting Station

MISSION STATEMENT

We are motivated to provide an interactive environment that is both educational and supportive. We will provide tastings from our boutique brewery, Olde World Ales and Lagers, located in Clinton as well as featuring live demonstrations, classes and workshops. In addition, provisions will be made for supplying home brewers with necessary supplies.

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The Fire House Tasting Station

OVERVIEW

Principal

Michael McMahon, Brewer/Owner

Business Overview

Create an environment to taste locally brewed beers and provide information and supplies to support the home brewing community. Customers will be able to taste local beers, observe the brewing process and sign up for brewing seminars. Brewing supplies will be made available for onsite and to go.

Operating Plan

Business hours: Open six days a week, and closed on Tuesdays
Tasting and demonstrations 11AM to 5PM
Classes, workshops, special events 5PM to 10PM

Products and Service Plan

Onsite tastings and take home beverage services including locally brewed beers and micro brewed sodas.

Brewing supplies including grain, hops, yeast, and educational material outsourced from locally grown products when available.

Interactive classes where participants are a part of the brewing process start to finish. Live brewing demonstrations will be provided on weekends.

Brewing classes will include beer, mead making and micro soda classes for kids of all ages.

Marketing Strategy

We will utilize local radio stations, newspapers and the Island Tourism Department. Also, announcements will be made through WABL, the Washington Beer Lovers Association.

The Fire House Tasting Station

CLASSES

Brewing 101

Overview of brewing and sanitation process
Introduction to brew ware equipment and uses
Familiarization of basic ingredients and uses

Brewing 110

Summary of 101 and practical application of mash process
Hands on demonstrations of individual steps of brewing
Techniques for fabricating equipment

Brewing 120

Hands on brew experience from start to finish. Final tasting of product upon maturation upon a return celebration

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BIOGRAPHY

Michael McMahon began home brewing in 1992. It started as a hobby and became a passion that changed his life forever. He entered the commercial brewing environment at the Levanworth Brewery in 1999. For the first time he received experience in running a ten barrel system. In the last ten years he has honed his brewing experience at Maritime Pacific and Diamond Knot breweries. At Diamond Knot brewery he also gained valuable customer service experience.

Through his skill and experience he is now in the process of opening his own brewing establishment. His passion for brewing will be expressed in sharing his knowledge and wares with the community.

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