



# CHARLOTTE CRAFT BEER FACT SHEET

## FUN FACTS & FIGURES



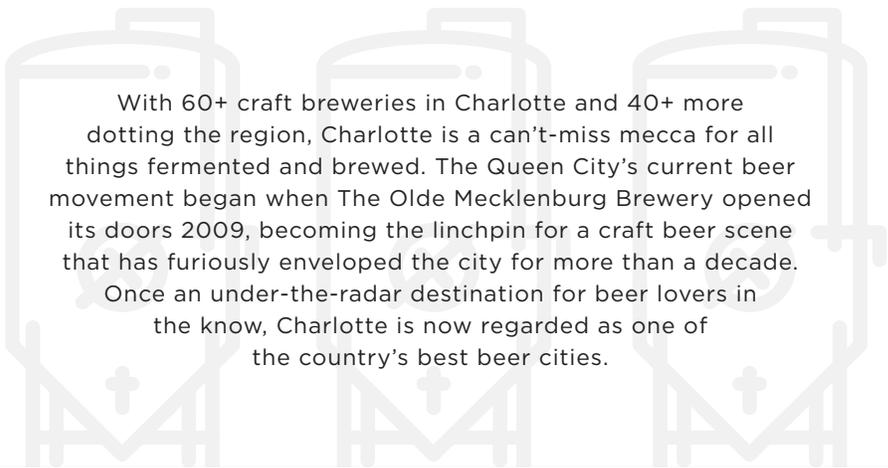
The percentage of North Carolina's 380+ breweries and brewpubs located in Charlotte



Number of taps at Charlotte Beer Garden, the world's largest selection of draft beers available under one roof



Number of national medals brought home by Charlotte breweries



With 60+ craft breweries in Charlotte and 40+ more dotting the region, Charlotte is a can't-miss mecca for all things fermented and brewed. The Queen City's current beer movement began when The Olde Mecklenburg Brewery opened its doors 2009, becoming the linchpin for a craft beer scene that has furiously enveloped the city for more than a decade. Once an under-the-radar destination for beer lovers in the know, Charlotte is now regarded as one of the country's best beer cities.

## VISITORS LOVE OUR BEER



of visitors consider local craft beer and breweries a motivating factor for visiting Charlotte.



**1 IN 4**

Charlotte brewery patrons are visitors.



Charlotte's breweries get more visitor traffic than performing arts venues, race shops and the convention center combined.



## CHARLOTTE'S BEST BEER NEIGHBORHOODS

Though the Charlotte region's craft beer prowess extends well beyond Mecklenburg County, these neighborhoods close to the heart of the Queen City anchor the scene.

### South End/LoSo

A magnet for young professionals, the bustling neighborhood of South End overflows with craft beer options and the die-hards who crave them. Highlights include **Triple C Brewing Co.**, known for its barrel-aged beers and sunny ambiance; **Lenny Boy Brewing Co.**, which offers a robust tap list for beer enthusiasts, non-beer drinkers and everyone in between with a selection of kombuchas alongside their beer menu; and **Sycamore Brewing**, home to the award-winning Southern Girl Blonde ale and an unbeatable outdoor space.

### NoDa / Optimist Park

While NoDa has been a brewery hotbed for more than a decade, the rapid growth of its sister neighborhood, Optimist Park, has expanded taproom hoppers' options like never before. Ambitious beer adventurers can explore the NoDa Craft Beer Trail, a 2.6-mile trek encompassing more than 10 beer stops. The trail hits several award-winning Charlotte breweries, including **Birdsong Brewing Company**, specializing in unique ales like the beloved Jalapeño Pale Ale; **Heist Brewery**, heralded for its creative craft beer-cocktail combos; **The Chamber by Wooden Robot**, featuring a 15-barrel urban farmhouse brewery using 100% local malt and fresh fruit, herbs and other artisanal ingredients; and **NoDa Brewing Company**, known for its World Beer Cup gold-medal-snagging Hop, Drop 'N Roll IPA.

### Plaza Midwood

The eclectic Plaza Midwood neighborhood is newer to the brewery scene than its South End and NoDa counterparts but its offerings pack just as strong a punch. The opening of **Legion Brewing** in 2015 put Plaza Midwood on the map, and several more followed suit. Top picks include the flagship location of the award-winning **Resident Culture Brewing Company**, one of RateBeer's 2019 "Best New Breweries in the World," and Pilot Brewing, which boasts a roster of renowned, gold medal-winning brews like Secret Santa Stout and Mimosa Gose.



LENNY BOY BREWING



RESIDENT CULTURE



NODA BREWING

## BEER TOURS

Every beer aficionado has their own approach to exploring a new city's brewery scene, with some favoring independent exploration and others seeking a more curated experience. For the latter, Charlotte has countless year-round brewery tours for visitors to sip, scoot and pedal their way around the Queen City.



- Brew-Ha-Ha Tours
- Charlotte Brewery Tours
- Charlotte NC Tours
- Funny Bus Comedy City Tour
- Mosaix Group's Brew-Trivia Tour
- Trolley Pub Charlotte

## FESTIVAL FAN FAVORITES

New and diverse beer fests keep the taps flowing all year long, from the stadium-sized Untappd Beer Festival to Brawley's Black & Blue - the city's longest-running craft beer festival - the Queen City has no shortage of events celebrating beer.



- Beer Me BrewFest
- Brawley's Black & Blue
- Moo & Brew Craft Beer, Burger and Music Festival
- North Carolina Brewers and Music Festival
- Queen City Brewers Festival
- South End Hops Festival
- Tuck Fest at the U.S. National Whitewater Center
- Untappd Beer Festival



There are infinite ways to experience the Queen City's expansive beer scene - and the Charlotte Brew Badge makes things a little easier. The Brew Badge features different pass options to receive \$10 vouchers at participating breweries and unlock exclusive discounts at select locations.

For more information about the Charlotte Brew Badge and other Explore Charlotte Marketplace passes, visit [www.charlottesgotalot.com/marketplace](http://www.charlottesgotalot.com/marketplace).



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