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LUCID BREWING COMPLETES SUCCESSFUL KICKSTARTER DRIVE

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Minnetonka's first production micro-brewery is now the first brewery in the state to complete a successful Kickstarter (www.kickstarter.com) fund drive. The brewery launched its campaign in September to augment the funding of its successful new venture. Unlike private equity, however, the Kickstarter platform is a way to achieve "buy in" from a future community of beer drinkers. Not all Kickstarter campaigns achieve their goal which makes the Lucid drive all the more impressive. Particularly as they have yet to pour their first pint of beer.

Kickstarter is a crowd-funding website that offers new businesses a platform to solicit donations for specific projects. A goal and a time frame are set. If a project doesn't raise its financial goal by the end of its allotted time, all donations are refunded. Only 43% of Kickstarter campaigns succeed.

The Kickstarter fund drive raised \$10,590 toward the expansion of the brewery to allow for a creative community brewing space. Owners and founders Jon Messier and Eric Biermann have their roots set deep in the Twin Cities homebrewing community. The connection to the local brewing community is what gave them inspiration and the drive to start their own brewery. Now Lucid Brewing, which started brewing this fall, will be expanding its production capacity with the intention of thanking local homebrewing and craft beer scene. The expansion will invite the public to join in the brewing process.

"Lucid Brewing is a dream come true for two homebrewers. We wanted to thank all of our supporters who have helped out make this dream a reality. We want to share the dream by opening up the process to homebrewers and beer aficionados. We thought that if there was enough interest, the expansion would fund itself. Kickstarter was a fun way to use our online networks to get this project started," said owner Eric Biermann.

Details for the use of the space and distribution of the products have not yet been disclosed, but with a captive audience of drinkers and brewers awaiting the expansion, Lucid Brewing has set off to make this brewing dream clear.

Lucid Brewing, LLC is Minnetonka, MN's first production microbrewery. Lucid began brewing in early November with an estimated sales date of Thanksgiving. Lucid beer can be found on draft in the Twin Cities metro area. Additional information available at: www.LucidBrewing.com.

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If you would like more information about this topic or wish to schedule an interview, please contact Jon Messier via email at jon.messier@Lucidbrewing.com or call (612)412-4769.