

LEED COUNCIL FOCUSES ON A MEMBER: GOOSE ISLAND BREW PUB

Goose Island Brew Pub
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In his travels across Europe, beer-lover John Hall had enjoyed a distinctive local brew in each region he visited. Hall was convinced that Midwesterners could produce beers as good or better than those he'd tasted in his travels. Living on the shore of the largest system of fresh water on the planet Earth, in a city with rapidly evolving tastes – John decided that his hometown, Chicago, would be the ideal place to do just that.

Hall decided the key to building interest in craft beer was to allow consumers to watch the brewing process and enjoy a wide variety of distinctive beers that had been produced on-site. Goose Island's brewers set to work crafting a diverse selection of unique beers – and on Friday, May 13, 1988 Goose Island Brew Pub was born.

It turned out that John was right; Chicagoans' tastes evolved rapidly once Goose Island Brew Pub opened its doors, thus introducing the city to distinctive craft beer. One of their first beers produced was called the PMD Ale, known as a working man's brew and in honor of the employees in the Clybourn Planned Manufacturing District. By 1995, the brewpub had become so popular that John Hall and his son Greg, who had by then become Goose Island's brewmaster, decided to open a larger brewery and bottling plant in the Kinzie Corridor as well as another brew pub on Clark Street close to historic Wrigley Field.



Today, Goose Island has over 70 employees and continues to brew an innovative selection of over 50 craft beers at the brewpub. Goose Island is also involved in the production of a small selection of craft sodas. Some of their craft sodas include: Root Beer, Orange Cream and Grape Soda.

Sales and Catering Manager Mindy Shafer said, "I like several things about the Goose Island Brew Pub location on Clybourn;

there are a lot of people in the area, close to the EL stop and we have free parking.” She continued by saying, “the traffic in the area could be improved, however the city of Chicago is fixing the streets in the area and building a new 4-lane bridge on North Avenue .”

Goose Island Brew Pub is not only a great place to have lunch but also is a great place to host parties and can provide outside catering too. The LEED Council has used space at the Brew Pub in the past to host business mixers and after hours meetings with our members liking the location, the food and their great beers and sodas. Congratulations to Goose Island Brew Pub for 20 years of fine brewing!