



FOR IMMEDIATE RELEASE

PEAK TO PEAK TAP & BREW TO OPEN SECOND LOCATION IN AURORA

AURORA, CO. March 27, 2018 – Aurora's Peak to Peak Tap & Brew has solidified plans to open a second location at 9735 East Colfax Avenue in Aurora, Colorado during the summer of 2018. Once the site of Mu Brewery, Peak to Peak plans to open a tap room and use a substantial portion of the facility for additional production.

Established in 2014 by owners Gordon and Joy McKennon, Peak to Peak's location at 16701 E Iliff Avenue in Aurora includes brew space, a kitchen, and thirty taps. The decision to open a second location was a direct result of Peak to Peak's growing demand from the Aurora community and by visitors.

"The second location will focus mostly on production," said Joy McKennon. "The new location gives us an additional 7 barrels of capacity so we can expand our distribution footprint," she said. McKennon plans to expand Peak to Peak's current look and feel to the second location along with everything their visitors already love including several taps, cider and wine selections, as well as favorites from their tap room food menu.

"We're really excited to be moving full steam ahead and have already completed several renovations at the brewery and are making modifications to the brewhouse," said McKennon. Plans to open the new location are scheduled for the end of May this year.

Peak to Peak regularly hosts community-focused events including trivia nights, do-it-yourself crafts, holiday specials, and small-batch releases. Aside from activities, beer connoisseurs can enjoy the wide variety of drafts and bottled brews, or order dinner from brewpub menu. More information about Peak to Peak Tap & Brew can be found at their website, www.peakbrews.com.

About Visit Aurora:

Established in 2010, Visit Aurora is the official destination marketing organization for the City of Aurora, Colorado and acts as the primary liaison between meeting planners and hotel partners. As Aurora's Convention and Visitor's Bureau, Visit Aurora drives overnight visitors and meeting attendees to the city, which in 2017 generated \$79 million in future economic impact for the local community. Visit Aurora's mission is grounded in showcasing Aurora as a premier destination for meetings, business, and leisure travel. For more information on Aurora, upcoming events or meeting facilities, visit www.visitaurora.com or call 720-484-8902.

Media Contact:

Randi Morritt
Director of Communications
randimorritt@visitaurora.com
D: 720-484-8907 M: 720-765-1387