

FALL

→ 2016 ←
FIELD GUIDE
LIVE NORTH



— TRAVERSE CITY —
BREWERIES
UNTAPPED



FROM

Life and Whim

CREATIVE. CRAFT. BREWS.

EXPERIENCE A HOPPING BEER TOWN





Is there anything more enjoyable than an IPA or Amber Ale on a beautiful autumn afternoon? Rhetorical question – of course there isn't! And there's no place better to enjoy a beer than Traverse City.

With abundant hops farms, incredible brewing talent, and new breweries popping up every year, Traverse City is the ideal place to explore and experience Northern Michigan's booming beer culture.

This Field Guide was a lot of fun to put together – in it we highlight the Traverse City region's many breweries for you so that you can experience for yourself one of the region's top draws. From Stormcloud in Frankfort, to Short's in Bellaire, there's great beer and food to try during a weekend of brewery-hopping. Even if you're not a beer lover, learning about the craftsmanship involved in brewing a great batch of beer is worth the visit.

We've detailed lots of great information about Traverse City's breweries for you in this Field Guide – we hope you enjoy it, and more importantly enjoy the beer. Cheers!

Jay and Heather

Life *and* whim™



LIVE BOLD. LIVE NORTH.



BREWERY FERMENT



511 South Union Street
231.735.8113
breweryferment.com



Situated in the heart of Traverse City's Old Town district, Brewery Ferment believes in showcasing all the homegrown ingredients Northern Michigan has to offer. The brewery features six beers on tap, each with a different concept and local name, such as the Union Street Stout, or Bookstore Bitter. Also look for rotating specialty beers, and small batch bottles of certain special blends. This place is all about the beer – while there are a few appetizers options available, Brewery Ferment's beer is the star of the show.



BIG CAT BREWING COMPANY



8699 South Good Harbor Trail
Cedar
231.228.2282
bigcatbrewingco.com

Though Big Cat has only been operational since June 2015, the brews coming out of this house are anything but infantile. Big Cat offers four to six beers which change regularly. Big Cat's beers range from a Blond Ale brewed with Willamette hops called "The Crowd Pleaser" to an IPA brewed with high alpha Simcoe hops called ControversiALE. With a full dinner menu and great beers on tap, you'll want to give these cats a try.

Noteworthy

Big Cat also offers wine selections from Longview Wine, and the tasting room for Longview is right next door.



A FAMILY-FRIENDLY
BEER GARDEN
Experience



Hop Lot Brewing
Company



BREWERY TERRA FIRMA



2959 Hartman Road
231.929.1600
breweryterrafirma.com

Brewery Terra Firma is Michigan's first agricultural brewery. It's ten acre farm in Traverse City not only allows it to grow some ingredients for its beer, but also to reuse brewhouse water for crops. Recycling and sustainability are important pillars of this brewery's DNA. Terra Firma's tasting room features a changing selection of 14 beers on tap.

Noteworthy

A visit to Terra Firma's tasting room offers an opportunity to sample different beers, as well as to learn more about the brewery's sustainable brewing and farming techniques.

Opening
Soon!

EARTHEN ALES



1371 Gray Drive, Suite 200
earthenales.com

We're excited for the opening of Earthen Ales which will be located in The Village at Grand Traverse Commons. It is run by husband-wife brewing team Jamie and Andrew Kidwell-Brix. We're looking forward to sampling their opening-day lineup of beers, including American IPA, English Brown Ale and American Wheat, among others.

HOP LOT BREWING COMPANY

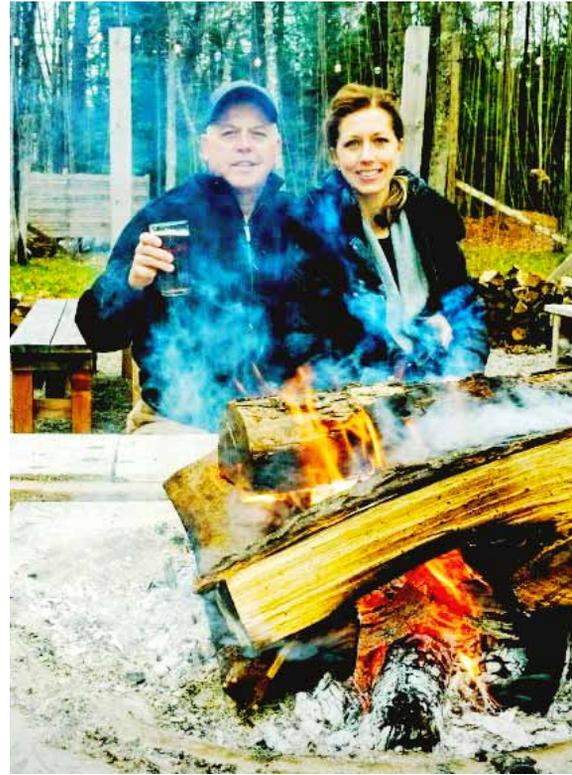


658 South West Bay Shore Drive
Suttons Bay
231.866.4445
hoplotbrewing.com

We really enjoy stopping in at Hop Lot on our way to and from Suttons Bay. It's a relatively new player on the scene, but you wouldn't know if from the buzz it has created in the community and its overflowing parking lot.

One of our favorite things about Hop Lot is an apparent contradiction – it's a family-friendly brewery with a big open space for kids to wander and explore in the 3/4 acre beer garden.

The beer garden features plenty of space to run, campfires and games to play – for kids and adults alike! Order a beer, cider or wine while enjoying lunch, dinner and live music at Hop Lot.



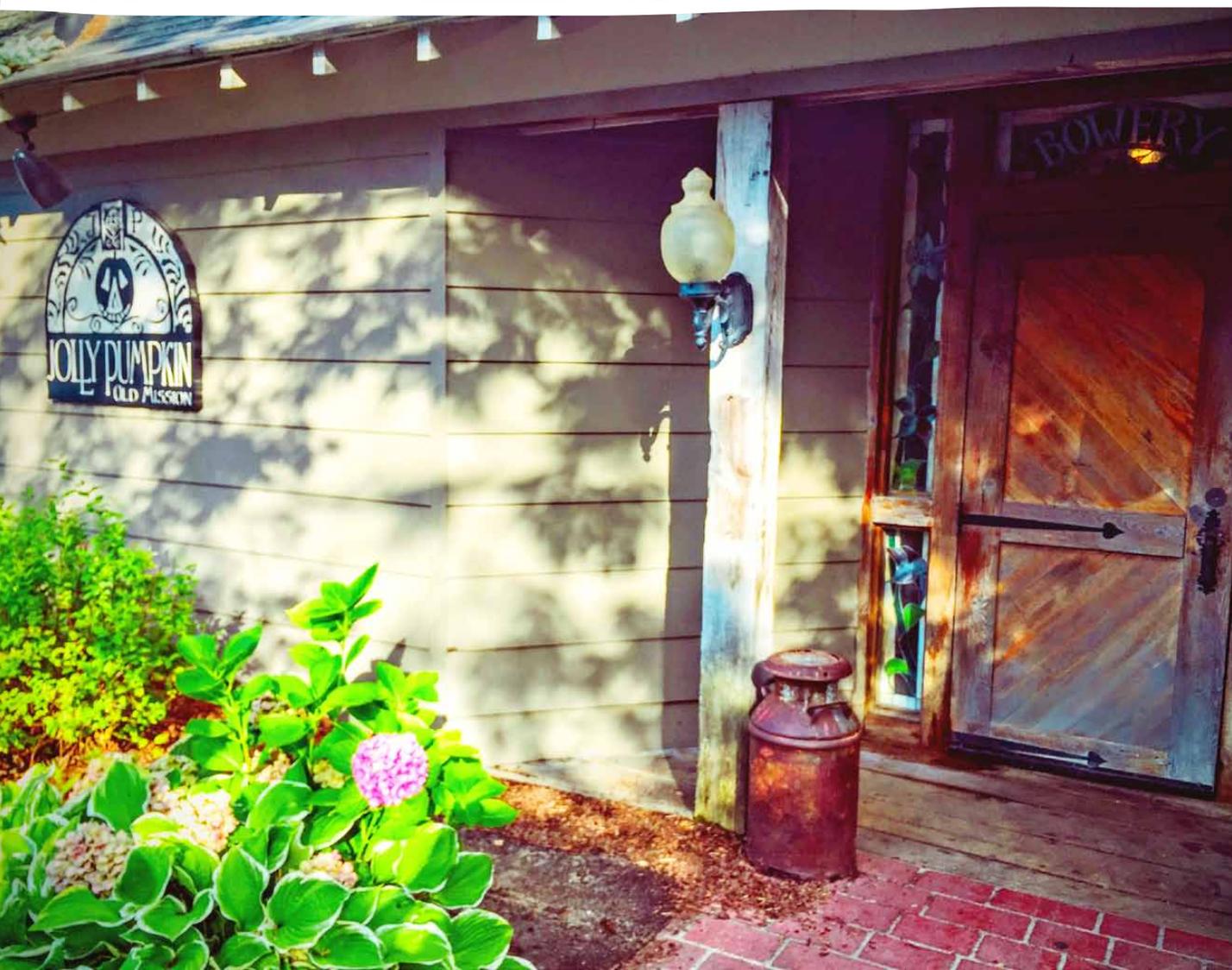
Artisan Ales AMIDST PENINSULA VIEWS



Jolly Pumpkin

JOP **JOLLY PUMPKIN**

BAM BIÈRE A GOLDEN FARMHOUSE ALE 4.5% ABV
BAM NOIRE DARK FARMHOUSE ALE WITH TART FINISH 4.0% ABV
ORO DE CALABAZA STRONG GOLDEN ALE - SPICY and PEPPERY with GENTLE HOP BLOOD
CORIANDER and SEEDS OF PARADISE and
WITH A HOPPY



JOLLY PUMPKIN



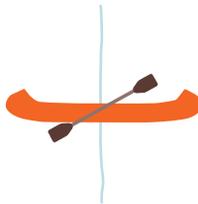
13512 Peninsula Drive
231.223.4333
jollypumpkin.com

Come for the beers. Soak in the views. Stay for the vibe. Jolly Pumpkin is the perfect spot to visit if you are going for a ride or a drive up Old Mission Peninsula. Jolly Pumpkin features beer on tap and in the bottle using ingredients that come strictly “from the Earth.” You’ll also find some North Peak drafts, local wines, and a full menu in a family-friendly restaurant.

See You There!

We often head to Jolly Pumpkin in the fall to grab a beer and watch some football.

LAKE ANN
BREWING
COMPANY



6535 First Street
Lake Ann
231.640.2327
lakeannbrewing.com

Set in the pretty, little town of Lake Ann, this brewery offers an array of local drink delicacies. From Lake Ann Amber, to Left Foot Charley’s Cinnamon Girl Cider, to meads from St. Ambrose and Acoustic, there is a drink here for everyone. Though it’s fall now, be sure to put Lake Ann Brewing Co. on your map for summer; live music on the outdoor stage makes for a great summer night.

Hungry?

If you want a meal with your drink, you can order from The Stone Oven, just steps away, and have it delivered to your table at the brewery.

MACKINAW BREWING COMPANY



161 East Front Street
231.933.1100
mackinawbrewing.com

Mackinaw Brewing Company is located in the heart of downtown Traverse City, and features a full slate of great beers to pair with its hearty pub eats, including white chicken chili and beef brisket. Popular beers include the G.T. Golden and Belgian Whitecap.

Don't Miss This

Soak in some of the best views in town from the brewery's second story back deck overlooking West Grand Traverse Bay.

NORTHPORT BREWING



112 West Nagonaba Street
Northport
231.386.1101
localbeerisbetter.com

Though this brewery is small in size, it showcases some big tastes while blending American and Belgian style ales. Its brews feature local ingredients, such as cherries, honey, apples and maple syrup. Northport Brewing's taproom features a large patio with a covered stone fireplace.



Hungry?

Enjoy soups and apps inside the taproom and check out the full menu food truck (mid-May to October) adjacent to the patio.



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TRAVERSE CITY
BREWERIES
 UNTAPPED



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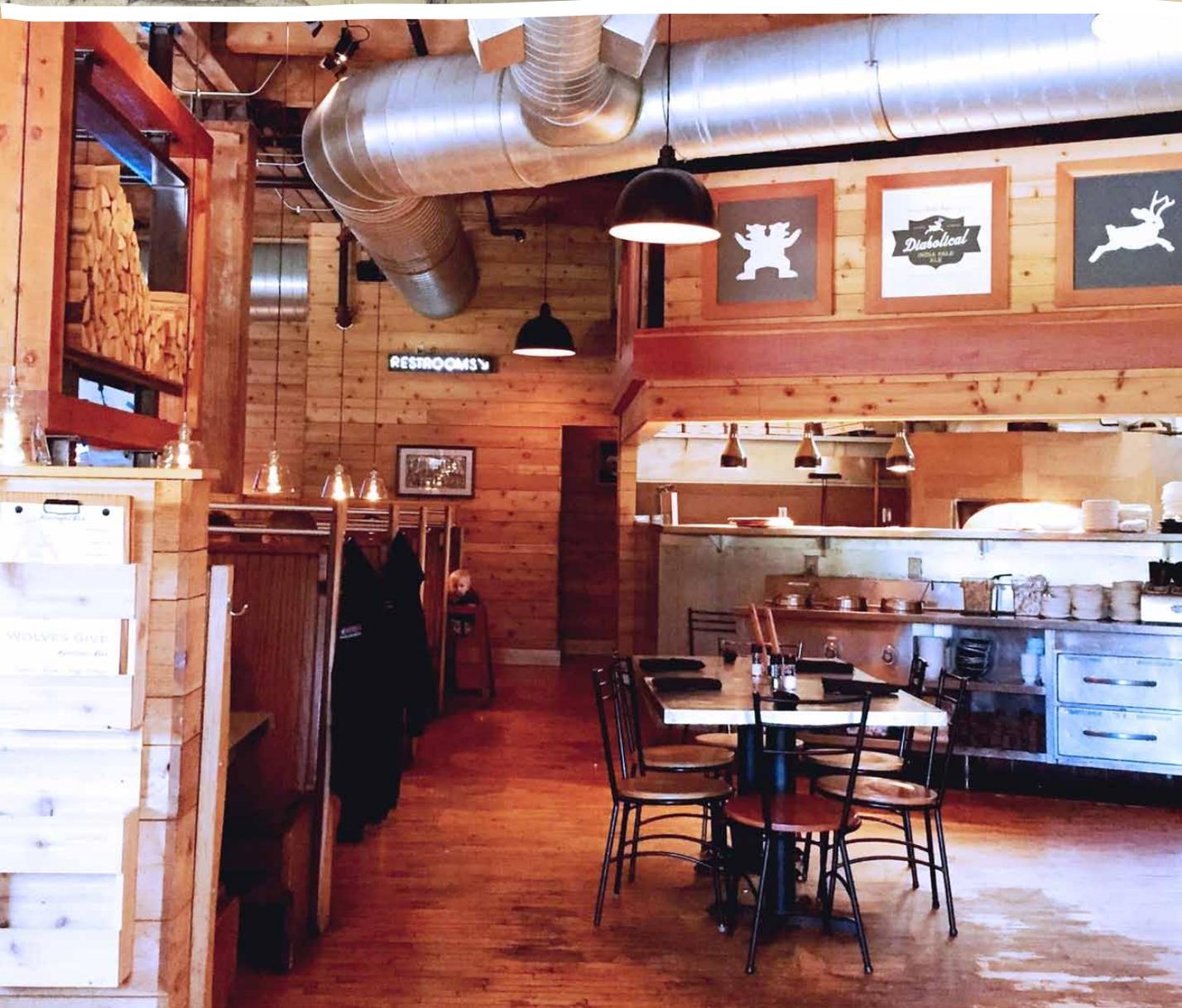
NORTH PEAK BREWING COMPANY



400 West Front Street
231.941.7325
northpeak.net

North Peak Brewery is one of the most architecturally stunning restaurants in town. It's located in an old candy factory and the interior features soaring ceilings, exposed brick and reclaimed wood. It serves great sandwiches, soups (make sure to try the Cheddar Ale topped with crumbled pretzels), salads and entrees and has an affordable kids' menu. North Peak's handcrafted beers include two of our favorites – Siren Amber Ale and Diabolical IPA. North Peak also has a nice outdoor patio which often features live music performances during the summer.







Cheers AND BEERS



Rare Bird Brewpub

RARE BIRD BREW PUB



229 Lake Avenue
231.943.2053
rarebirdbrewpub.com

Rare Bird is a rustic German bier hall style brewpub located in a 1931 red brick building.

The cozy wood booths are made from reclaimed wood that the founders sustainably harvested themselves. Enjoy a large variety of beers brewed in-house and from other distilleries from Michigan and around the world. In addition, the brewpub has a tasty menu offering tacos, mac and cheese, salads, and an array of appetizers.

Mark Your Calendar

Be sure to check out the live music schedule on Rare Bird's website — usually the bands are Michigan natives and feature indie-folk-rock.





RARE
BIRD

M. McLA
TRAVELER

KONCO



BLUE MAGIC

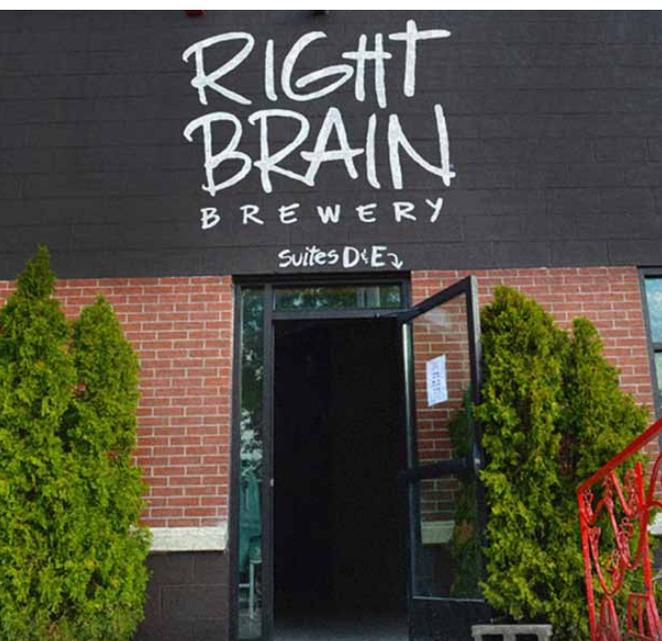


ALE BREWED WITH
REAL LAVENDER

RIGHT BRAIN
BREWERY



225 East 16th Street
231.944.1239
rightbrainbrewery.com



Check out the brewery's newly renovated warehouse on the shores of Boardman Lake — it's a building that dates back more than fifty years.

Right Brain features from 15 to 25 rotating drafts at any given time. Whether it's a year-round flagship, a seasonal brew, or one of the brewery's special concoctions, there's something on tap for any palette. Right Brain has also recently expanded its food offerings, including beer-waffle sandwiches.



SHORT'S BREWING COMPANY



121 North Bridge Street
Bellaire
231.498.2300
shortsbrewing.com

Short's is one of Michigan's most iconic and largest microbreweries. Its brewpub is located in Bellaire and its production facility is in Elk Rapids. This self-described "mom and pop" shop brews up well known brands such as Huma Luma Licious and Bellaire Brown, and its distinctive tap handle is easily recognizable in bars and restaurants throughout Michigan. Enjoy a wide range of Short's products – from year-round flagships, to seasonal releases, to specialty releases, to year-round keg-only releases, to Starcut Ciders – at the brewpub and at other establishments across the state. Short's also serves up great food, including delicious pizza, soups and sandwiches.





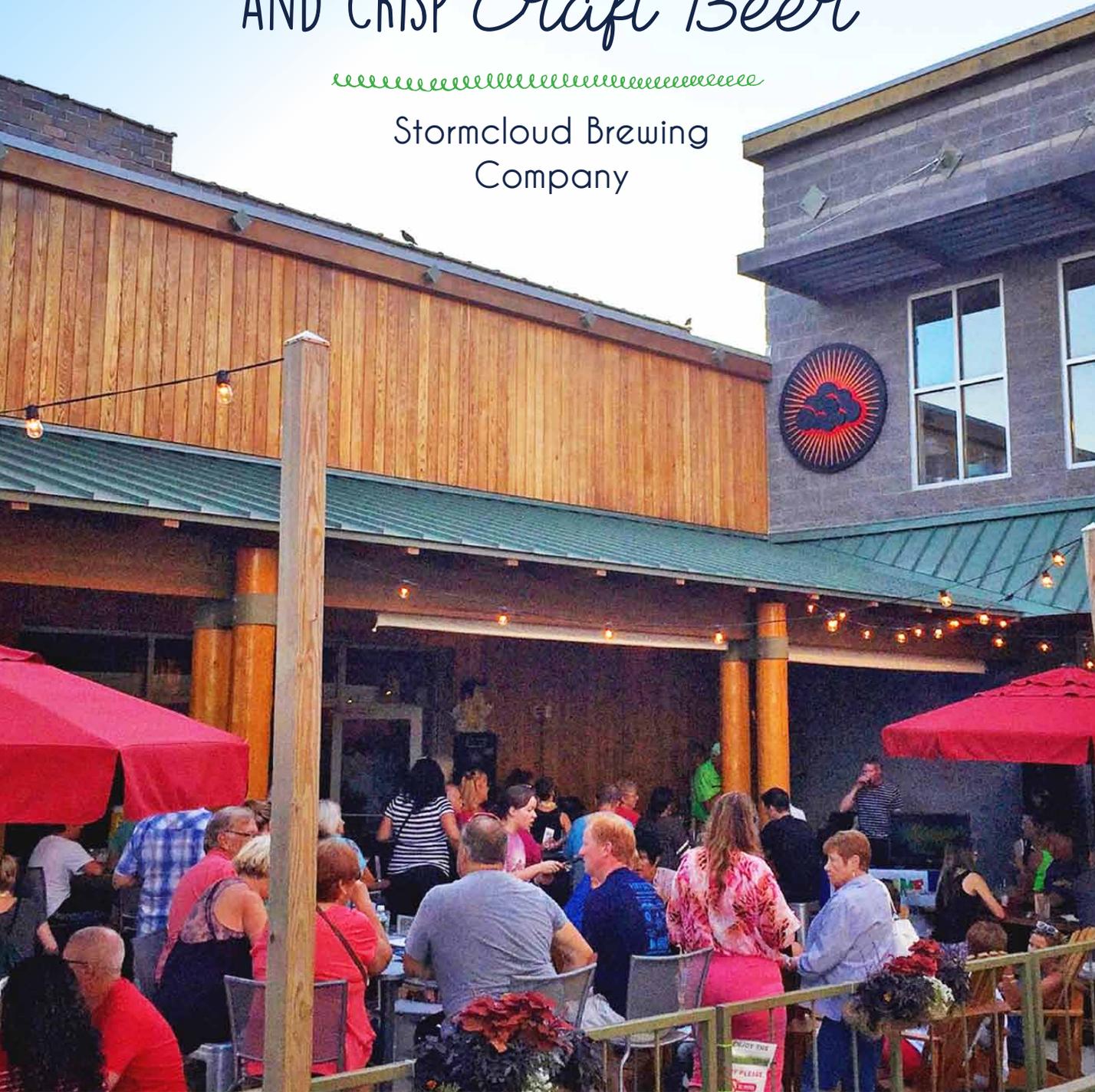
BREWING
STORMCLOUD
COMPANY



FLAVORFUL FLATBREAD PIZZA AND CRISP *Craft Beer*



Stormcloud Brewing
Company





STORMCLOUD BREWING COMPANY



303 Main Street
Frankfort
231.352.0118
stormcloudbrewing.com

This brewery has taken Frankfort by storm. In fact, Stormcloud recently announced plans to triple its production capacity in order to keep up with demand. That comes as no surprise to us – the last time we tried to stop in the crowd was overflowing. Stormcloud features Belgian-inspired ales, as well as ambers, stouts and IPAs on its 16 taps. Enjoy a pizza and appetizers with your cold beer.

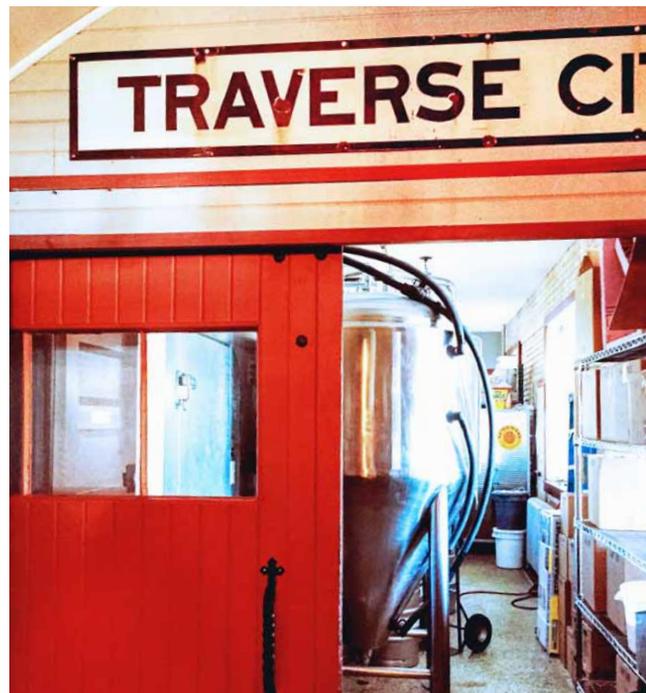
THE FILLING STATION MICROBREWERY



642 Railroad Place
231.946.8168
thefillingstationmicrobrewery.com

Venture down to the railroad district just off the TART trail for a cold beer – The Filling Station rotates at least ten regularly. The Filling Station is a family friendly spot that offers delicious flatbread pizzas and salads, as well as its house-brewed beers. It's located in an old train depot, just south of downtown, on the north shore of Boardman Lake.

If the weather is nice you can eat outside along the train tracks and the kids can play in one of the sandboxes located on the patio.





THE WORKSHOP BREWING COMPANY



221 Garland Street
231.421.8977
traversecityworkshop.com



Nature. Community. Craft. These three words are The Workshop Brewing Company's manifesto, in which they strive to preserve nature, reinforce community, and honor craft.

This brewery is all about the traditional beer flavors including ales, saisons, and stouts. They also have great scratch-made pizzas and offer a variety of appetizers. The pretzels are our favorite! Check out their lineup of musicians or participate in open mic comedy night. The Workshop is also a hub of creativity and culture in town, frequently hosting events and after-parties for groups like TEDx, National Writer Series and Here:Say.





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Live Bold. Live North.

Some places are more than places. They occupy more than physical space, they occupy space in people's hearts and minds. You don't have to be there physically to, in fact, be there, because such places embody a spirit that stays with you long after you've left.

Traverse City is such a place.

We are fortunate to live "Up North" so we can experience – from the outdoors, to the food, to the people – the magic this region offers. It's a place that empowers people to live purposeful, meaningful and active lives. But you don't need to live here to live this way.

Anyone, no matter where they call home, can Live North. That's because Living North isn't just about living in Traverse City. It's about a state of mind that values experiences over things, revels in the majesty of nature, and passionately chases big dreams.

Life and Whim is a lifestyle brand and blog that was founded with an adventurous spirit and a bold objective: To capture the beauty and unlock the essence of what it means to Live North. We invite you to join us in this journey.

Visit [Life and Whim](#) for weekly blog posts, updates about Traverse City and additional Field Guides to help plan your Up North Adventures.

Life *and* whim.com



A note for our readers: Life and Whim has no affiliation with any of the businesses mentioned in this Field Guide.

