

Belgian brewer OutBev to acquire The Pour Farm Brewery

By Zachariah Clifton, Thursday, September 5, 2019 12:00 pm

UNION, MAINE — **The Pour Farm Brewery** is selling a majority stake in the business to Belgium-based **OutBev Industries**, *Maine Beer Observer* has learned.

Union-based The Pour Farm, one of the smallest commercial breweries in the U.S., filed documents last week indicating that Belgium's **Bovengemiddeld Bier SA/NV**, a subsidiary of OutBev, will hold a 90 percent stake in the company.

The company expects day-to-day operations to remain unchanged after the deal, and The Pour Farm leadership team will remain intact.

According to The Pour Farm founder Bill Stinson, OutBev's ownership stake will help the brewery think more strategically about the future. While The Pour Farm has been successful at developing its brands, Stinson thinks the company still has plenty of running room to explore new markets, such as low-alcohol frozen waffles and hops-infused pancake batter.

"I don't think anyone in the beer industry would argue that the craft industry has been great when it comes to innovation and product. But I would argue we aren't thinking big enough. Where is craft beer in the breakfast food market? Why isn't beer at the heart of future moonbase design? What about Mars and Jupiter?"

Since opening in June of 2018, The Pour Farm has sold 95% of its beer in its South Union tap room, and limited distribution of the remaining 5% to a 20 mile radius around the brewery. But even with the deal, Stinson said the brewery has no plans to expand beyond its current production capacity of 100 barrels per year. "This acquisition won't help us keep it small. We're not really sure why we did it."

Nonetheless, Stinson believes the deal could be a "great win for the brewing industry and the nation" because it means The Pour Farm will have the resources it needs for the long term. While that might mean expanding to other parts of the country, Stinson said "we would never do that."