

The Criveller Press

January, 2023 / Vol 2

Photo Courtesy of Corcelettes
Estates Winery



Wine



Beer



Cider



Olive Oil



Spirits

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Owning

Hinterland Brewery

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Brewery**

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Criveller Portfolio



CRIVELLER
GROUP

Criveller Community

Hinterland Brewery Green Bay, WI

In May of 1995 Bill Tressler completed the UC Davis University extension program in brewing science. It was after this that Bill, with his wife Michelle, then moved back home to Green Bay to start a small production brewery in an old cheese factory. After much success, Bill and Michelle were able to move into a higher-profile downtown location with the addition of a restaurant.

Eventually the Green Bay Packers asked Hinterland to move their entire operation and anchor what is known today as **Titletown**;

A 60-acre entertainment district directly across from Lambeau Field. Visitors to Titletown can play, stay, eat, relax, and enjoy the outdoor park all year long.

Criveller - "Are there any events that we can look forward to seeing in the upcoming months? February through Spring and Summer?"

Bill - "Because of our location, Football dominates our event schedule. When the Packers aren't playing at home and in the off season, there are concerts, markets, and a constant schedule of events at our doorstep. We can pretty much just open our doors to thousands of customers most days. However, we do a number of beer dinners, tastings, and special beer releases throughout the year."

Criveller - "Getting back into the swing of things, how good has it felt to be serving, having football season and welcoming back guests overall?"

Bill - "Overall, it's been amazing. The Pandemic was a super scary time. We're definitely busier now than pre pandemic."





30 BBL 4 VESSEL CRIVELLER BUILT
BREWHOUSE

Hinterland Brewery

Green Bay, WI

Here's what's brewing!

Criveller asked if Bill would be able to share a "sneak-peek" into some limited releases.



-Hinterland's Team

NEW RELEASE

Thiolized IPA "Sun Thunder"

Coming Soon 🧐🧐

"Rest in Paradise" Cold IPA

"Thai Fried Bananas"

"Chocolate Peanut Butter
Meltdown"

Congratulations to the Hinterland team on winning *GOLD* for "Grand Cru22" at the Brussels Beer Challenge in Belgium. This is a flanders style kettle sour blend with a Barrel Aged Belgian Strong Ale.

Congratulations!

From the Criveller Team



PRODUCT FEATURE BOTTLING LINES

MOBILE BOTTLING **VS.** OWNING

WHAT ARE THE **BENEFITS?**



TIMING

- Always available when you need it
- Bottle at your own pace



EXPENSES

- **No** overnight fees
- **No** travelling fees
- **No** fees to change bottle formats



PLANNING

- Plan your own schedule and timelines
- Purchase bottles as you need - no need to store large amounts of bottles



SAVINGS

- **No** minimum quantities
- **No** minimum fee
- **No** additional cost when switching products



VS



BOTTLING SOLUTIONS

Packaging solutions have always been top of mind for wineries.

- **How do we save costs?**
- **How do we save time?**
- **How do we minimize labour?**

By owning your own bottling line you can create your own schedule, purchase bottles as you need, and bottle at your own pace.

At Criveller we strive to provide a wide range of the latest technology and engineering in packaging solutions. By continually interacting with the world's leading manufacturers, we represent the packaging technology that meets the needs of today and tomorrow.

ANNUAL MOBILE COSTS

\$35,000
\$35,000
\$35,000
\$35,000
\$35,000
\$35,000

**Payments
every
year**

VS

PURCHASING COSTS

\$35,000
\$35,000
\$35,000
\$35,000
\$35,000
\$0.00

**Payments
complete
after 5 years**

**Data estimated over a 5 year loan. Numbers are for demonstration purposes only.*





TRADESHOW ALERT! 2023

Cidercon
Chicago, IL
Jan 31-Feb 3

BOOTH
#304

**Oregon Wine
Symposium**
Portland, OR
Feb 14th & 15th

BOOTH
#105

**Ohio Grape &
Wine Conference**
Dublin, OH
Feb 20-21

BOOTH
#18

Cider Symposium
Tacoma, WA
March 14th

BOOTH
#TBD

EWE
Lancaster, PA
March 15-16

BOOTH
#180

WiVi
Paso Robles, CA
March 29th

BOOTH
#525

See you
There!



Fun Facts

Cenosillicaphobia:

Fear of an empty glass

Vodka freezes at -16.51F

There are approximately 49 million bubbles in a bottle of champagne

Try out this drink recipe from Mad River Distillers in Waitsfield, VT

Mad River: La Louisiane

1 oz Mad River Revolution Rye or Bourbon

1oz Carpano Sweet Vermouth

1oz Benedictine

3 dashes Peychauds Bitters

Scant Barspoon of Absinthe

Add all ingredients to a mixing glass with lots of ice, Stir for 15-30 seconds, Strain into Coupe or Martini Glass

Garnish with a cherry

MAD RIVER
DISTILLERS

Cheers!

Criveller Portfolio

Q4 Glimpse & Upcoming Projects

- **COMING SOON!**

New BREWHOUSE
Stockyard Brewing
Kitchener, ON

DELIVERED

- **COMING SOON!**

SOLD CENTRIFUGE
Bench Brewing CO.
Beamsville, ON

DELIVERED

- **COMING SOON!**

New BREWHOUSE
Old Flame
Distillery District Toronto, ON

DELIVERED

- **COMPLETED 2 - 500 HL**
Self Emptying Fermenters
Arterra, BC

- **COMPLETED 7 - 200 HL**
Maturation Tank
Aliments Morehouse
Laval, QC

- **COMING SOON!**

4 - 260 HL SUGAR TANKS
Black Fly Beverage
London, ON

- **COMING SOON!**

2 VESSEL, 5 BBL BREWHOUSE
Bridgewater Brewing
Welland, ON

- **COMING SOON!**

14 CUSTOM CRIVELLER
BUILT TANKS
Black Button Distilling
Rochester, NY

- **COMING SOON!**

5 BBL BREWHOUSE
Breton Brewing
Sydney, NS

- **COMING SOON!**

CRIVELLER BUILT 120 BBL
BRIGHT BEER TANK
Voodoo Brewery
Meadville, PA





Join our team

Territory Sales Representative

We are looking for an energetic, organized and driven individual to cover expanding and existing territories. We offer a professional work environment with great opportunities for growth within the sales field. At Criveller you will be the leader of your own success.

WHAT WE DO

- Winery Equipment
- Brewing Equipment
- Cider Processing Equipment
- Spirits Processing Equipment
- Olive Oil Processing Equipment



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Photo Courtesy of Corcelettes
Estates Winery

Cheers!

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