

## green bench vs st pete

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We wanted a brand that resonated with the St. Pete residents.

We wanted a brand that looks like it's a lot older. So everything that we have feels like a 1920s kind of feel to it.

Even from like the floor. When we peel back the floor. The guy said, well people pay me a lot of money to actually make the floor look like that, and have that. So, I'm like, well, when was the floor put it? All right, so it comes out 1911 this building was built, all right? So we've tried to keep the integrity of the building.

So when I bought this place, no electricity. No water. Smelled really bad. Roof was leaking.

So we had to update it to get to a production facility. But we've really tried to leave the integrity of the building. And that's with the arches outside. It's with the painting outside. We wanted it to be celebrating a time in St. Petersburg when it was the final frontier, just like it is in craft beer.

You come in here, it's going to be old St. Pete. It's going to be craft beer, which has never been brewed here.

It's going to be very excited for the older people who have spent their whole life in St. Petersburg. To have something that's unique to them, a namesake brewery as well.

But also for the people coming in that are tourists or newbies that come in here. And say this is what St. Petersburg was about.

You've got to make exceptional beers. You have to have an exceptional brand. And you have to build a culture around that brand to get people to have kind of a magical feel and experience about it.

Green Bench is a part of history of St. Pete. Green Benches are a symbol of our town at a certain time in our life here in the city.

So back in the '20s, businesses along Central Avenue started putting benches out in front of their stores. Again, this is before central AC and heating. So it was actually cooler to sit outside than it was inside some of these department stores.

So they would put out benches. And then whoever had the most benches would have that many more people sitting out in front of their store, which, in turn, might create more sales.

So every business just started putting in these benches. And they're all crazy and different styles and colors. And so it started really looking funky downtown. I mean it looked ridiculous down there.

And so the city came in with this bench program that, if you're going to have benches, they have to look like that

one. It was a green simple bench. There was nothing to it.

And the city would make them. And they'd charge you \$3 for them. And you had to buy them. If you wanted a bench, you had to buy this bench. It had to be this color. And it had to be maintained. And it swelled to over 2,500 benches on Central Avenue. I mean, from the water all the way up the street, it was just a sea of benches.

They provided a spot, a place for people to come out of the business or come to the business. To sit and visit and talk about current affairs. Talk about politics. Talk about the weather. Talk about family and friends and neighbors and community.

And so we wanted to bring that idea-- that portion of why it was important to sit on a bench and do that-- to our brewery. And so it made sense to call our brewery Green Bench Brewing Company. Because that's exactly what you do when you're out here. You sit around on a bench or in a chair. And you kind of visit and talk and have a pint of beer.

You know, with Doug, Nathan, and all those guys. We're talking about fighting over a 2% market share. That's all craft beer is. So if we can all move the needle up to 3%, we all do really well.