

Brew in Valdese

at the Historic Waldensian Mill



Brew in Valdese

Have you considered Valdese, NC for the home of your brewery or brewery expansion?

Valdese is an enthusiastic town in the heart of the North Carolina foothills located within an hour's drive of Boone, Charlotte and Asheville. We are looking for a unique brewery to take advantage of our community centered small town and help us grow Valdese into a town of innovators. With very limited competition (at present your brewery would be one of three breweries in Burke County and the only one in town), Valdese is the perfect location to make your business thrive. Known for its friendly people, industry, and innovative spirit, Valdese would be a perfect place to quench the thirst of true beer connoisseurs.

Valdese hosts numerous events throughout the year ranging from concerts at the Old Rock School to bocce tournaments in downtown. These events include free concerts every Friday for five months of the year and bring in as many as 25,000 people. We are home to a vibrant population of music lovers, thinkers, and even a few tinkers. What do we need in order to add a little spice to our culture filled town? Craft Beer!

Our Tourism Department is the best in the region. Why, you may ask? First, they are marketing geniuses. One of their greatest abilities is attracting groups to Valdese to visit the Waldensian Heritage Winery for a tour and tasting. The day trip itineraries could also offer a tour and tasting of your awesome brewery. Your brewery could be featured as an attraction as well as a downtown business in our Town marketing campaign. The Tourism Department is effective because they do not think outside the box, they remove the box!

Being a small town, Valdese is proud to maintain its sense of community, but we want more. Valdese wants you as a part of our community, to build upon our tradition with your own unique flavor. Your brewery could be a convenient walk to everything in downtown making it easy for you to make new friends and quickly establish a regular clientele.

Valdese officials and staff are accessible for your needs and want to see you flourish. There are locations available for beer festivals and outdoor events that could be within walking distance to your brewery site.

We hope you will consider brewing in Valdese and would love to help you explore this venture. For more information on how we can make your next move a reality. Please contact Community Affairs Director Morrissa Angi (mwangi@ci.valdese.nc.us, 828.879.2129) to setup an appointment to visit downtown Valdese, the Waldensian Mill and other potential brewery locations.

Best,

Seth Eckard
Town Manager

Why Valdese?

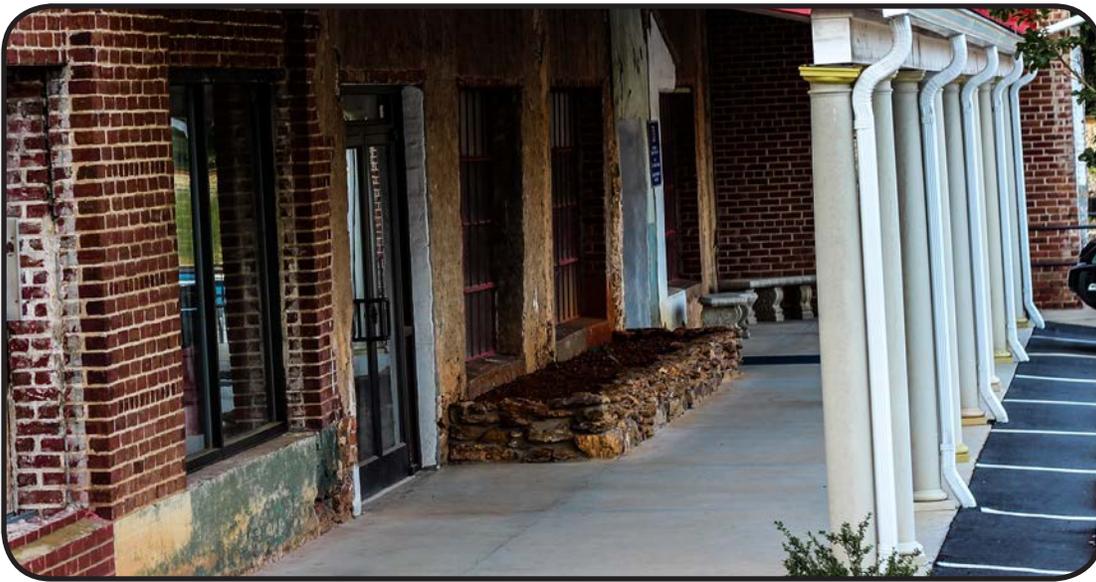
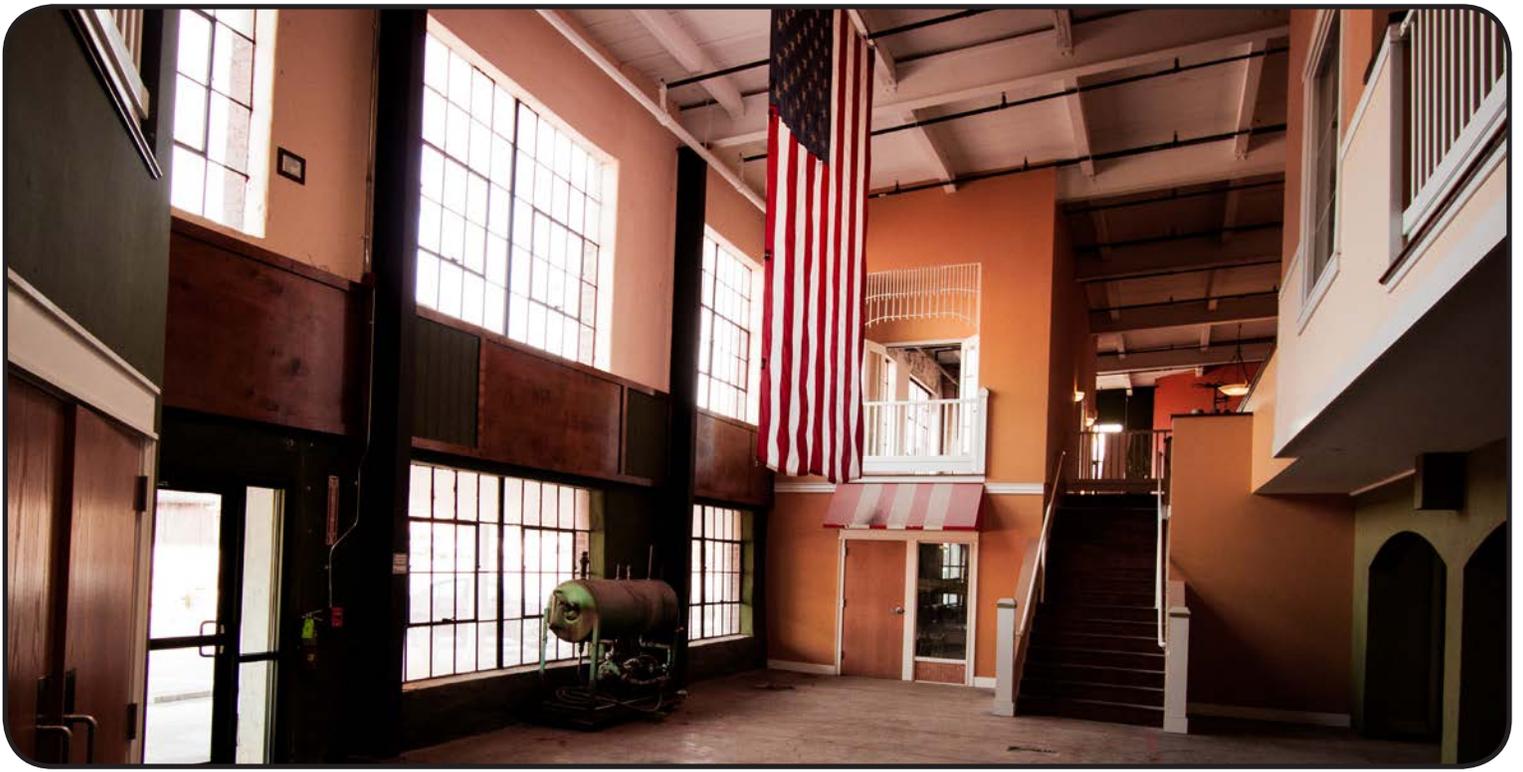
- Nestled in the foothills of the Blue Ridge Mountains, Valdese is far more than your average small town. Valdese was founded on the rich traditions of 19th century Waldensian settlers and their historic journey from the hills of Italy to Burke County, NC.
- Location! Conveniently located along Hwy 70 and within 2 miles of Interstate 40
- Valdese is a growing community. Several lake front subdivisions are being developed over the next two years.
- Valdese has some of the lowest cost and highest quality municipal water in the State, this is the result of decades of partnering with several large textile manufacturers, who need exceptional water quality for their yarn dyeing techniques.
- Currently, Valdese is seeking a brewery and with two thriving breweries in the neighboring city of Morganton, Catawba Brewing & Fonta Flora, Burke County has a market to take advantage of.
- Valdese has been recognized as one of the top 20 safest towns/cities in North Carolina over the last two years, out of more than 500 towns/cities statewide. Rankings were determined by measuring per capita property and violent crime.

NC's Friendly Town

Events & Features

- Annual "State of Origin" Beer Festival, hosting 9 craft breweries and bringing in over 5,000 people, is located just 8 miles away in neighboring City of Morganton.
- Valdese is willing to partner with a prospective brewery to help host a new beer festival, beer garden, and/or live music events.
- The Town of Valdese is willing to provide free public space (Farmers Market - Located downtown and walking distance to the Waldensian Mill) for a prospective brewery to use for events.
- The Town has historical and new upcoming parks. McGalliard Falls & Grist Mill located within 2 miles of Downtown is remarked as having a beauty rating of 6 out of 10 for all North Carolina waterfalls. Two new parks are on the horizon for Valdese. One will feature a splash pad and be located next to the Recreation Center and the other is a 300 acre tract of land along Lake Rhodhiss.
- Valdese is home to Family Friday Nights Summer Concert Series. Free concerts are offered to the public every Friday night May through September featuring all genres of music. Friends and families gather to kickoff the weekend with great music, classic cars and enjoy the small town festivities near the brewery.
- The Old Rock School is home to the Bluegrass at the Rock Concert Series well-known throughout the nation for its outstanding bluegrass concerts. The 500 seat auditorium welcomes numerous musicians throughout the season such as; Rhonda Vincent & The Rage, Flatt Lonesome, Nu Blu and Dailey & Vincent.





Business Resources

Town of Valdese: 828.879.2120 | townofvaldese.com

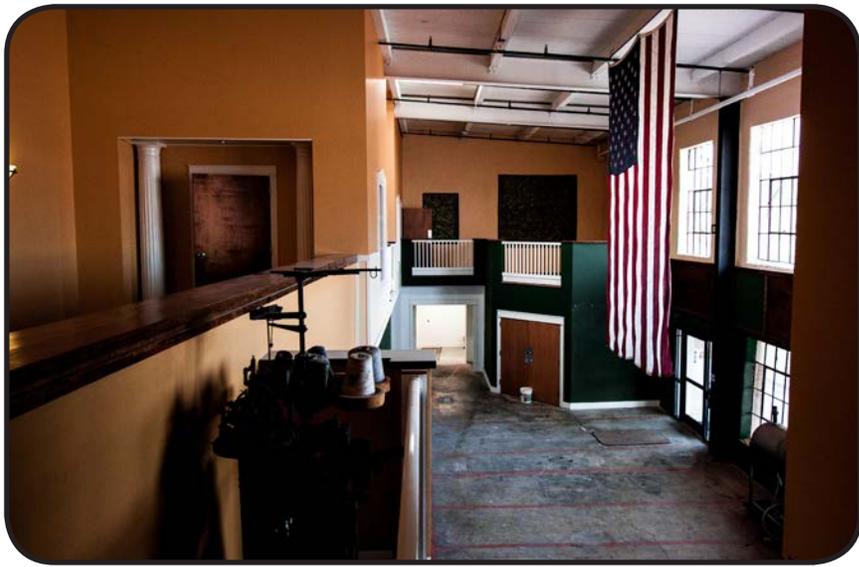
VEDIC: Valdese Economic Development Investment Corporation (VEDIC) is a non-profit corporation organized by the Town of Valdese, North Carolina, to assist the Town of Valdese, Burke County and surrounding counties in the promotion, stimulation, development and advancement of business prosperity and economic welfare.

The objectives of this program include job creation, job retention, increasing economic opportunity and strengthening the region's business sector by providing loan funds to local small businesses with VEDIC resources, as well as create partnerships with local banks and private sector lenders.

828.874.6731 | vedicnc.net

Waldensian Mill

Clark Erwin | mail@valdesedevelopment.com | 828.390.3724



The Waldensian Mill History

- Valdese was founded by a group of 29 Waldensian settlers from the Cottian Alps of Northern Italy in 1893. Valdese became known as "North Carolina's Fastest Growing Town" in the early 1950's due to its thriving textile, hosiery and furniture industries.
- The Waldensian Mill, a recently revitalized textile mill, in the heart of downtown Valdese has 30,000 square feet of **finished and unfinished space that is designed to accommodate any expanding or new brewery's needs. A prospective business can lease some or all available space for an extremely competitive rate.**
- The Waldensian Hosiery Mill, established in 1901, paved the way for the growth of industry and Valdese became one of the nation's leading hosiery manufacturing centers.