

For Immediate Release

The Brass Tap Chooses New Town Shops on Main in Williamsburg for their First Location in Hampton Roads



WILLIAMSBURG, VIRGINIA, August 7, 2018 – Cushman & Wakefield | Thalhimer announces that The Brass Tap, a Tampa-based craft beer bar franchise known for their extensive lineup of local-focused brews will occupy 3,400 square feet in New Town Shops on Main in the endcap location near Conte’s Bikes and Life is Good (across from the Regal Theater and Buffalo Wild Wings), by the end of the year. The Brass Tap will also feature a scratch kitchen menu with signature burgers, wraps, artisan tacos, and menu specials created to complement its 80-plus tap beer offerings. The newly constructed corner location will open to a large outdoor dining area with covered seating and a beer garden with an acoustic music area. Live music will be an integral part of The Brass Tap experience, where local acts will be featured several nights a week.

With over 50 franchises in nearly two dozen states, The Brass Tap creates each unique location to be a comfortable, family-friendly space ideal for social gatherings, live music, trivia, and a “go to” stop for a vast rotating beer selection. The company’s Mission Statement is “To create a premium beer experience for the world – Good Times...Well Crafted.” The Brass Tap also features the popular Brew Crew program, awarding prize points to members for each different beer they try. Growler fills will also be offered for all of the tap beers on-site.

The Brass Tap franchise owner Franklin Herring selected New Town Shops on Main after an extensive search for the perfect location in Hampton Roads. Franklin is looking forward to giving his customers great service: “We see them as our guests invited to a party we’re throwing. Every day, it’s our job to be attentive hosts and to make every aspect of our customer’s experience the best it can be.”

New Town Shops on Main’s exclusive leasing team, Drew Haynie and Wick Smith of Cushman and Wakefield | Thalhimer, represented the landlord Williamsburg Developer’s, LLC during the negotiations that brought The Brass Tap to Williamsburg. “Our customers have been asking for more nightlife, and more unique eating and

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drinking establishments,” said Thalhimer First Vice President, Drew Haynie. “The Brass Tap checks a lot of boxes demanded by fans of New Town Shops on Main: fun, casual, and frequently-changing menu offerings. We also really like that The Brass Tap employees are trained extensively in helping those who are new to craft beer to explore the myriad of styles, while also staying in tune with the industry to guide more experienced palettes to the next level.”

Kelly Voss of Developers Realty added, “We are pleased to welcome The Brass Tap as the company’s first franchise in this market; the concept adds a new and hot category of casual neighborhood gathering spot to our Main Street offerings.”



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