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San Diego Regional EDC, Ballast Point partner on 'Made in San Diego' craft beer

San Diego-branded beer pays tribute to brewery's hometown, gives back to local business community

SAN DIEGO (April 19, 2018) — Ballast Point announced the release of its new "Made in San Diego" beer – made available exclusively in San Diego County – in partnership with San Diego Regional Economic Development Corporation (EDC). The Made in San Diego beer is Ballast Point's way of giving back to the city that originally backed a humble home brewer's dream and has supported the brewery for more than 20 years.



As part of the "give back initiative," the local brewery has teamed up with San Diego Regional EDC to donate 50 cents for every case sold of Made in San Diego beer to the EDC Foundation Entrepreneurship Fund. The multi-year partnership will provide aspiring San Diego entrepreneurs with needed resources to launch and grow their small businesses and will raise up to \$25,000 each year for the program.

"As a brewery that has called San Diego home for over two decades, we couldn't be more excited about this announcement," **said Marty Birkel, president of Ballast Point Brewing Company.**

"This community has embraced us from a small home brew supply shop to a globally distributed brewery, and we want to honor our hometown supporters while empowering other local business owners to pursue their passion – just like Ballast Point did."

Ballast Point has been an integral part of the San Diego regional economy over the last 20 years. In 2017 alone, the brewery generated \$537 million of total economic activity in the region. Quantified by EDC, the brewery is also a significant contributor to jobs. While directly employing approximately 375 people locally, Ballast Point's presence in the region impacts roughly 1,074 jobs.

"Ballast Point is a great steward in supporting the local economy and local businesses," **said Lauree Sahba, chief operating officer of San Diego Regional EDC.** "In fact, EDC found that for every direct job Ballast Point creates, another 1.9 jobs are supported elsewhere in the region. Ballast Point embodies the life-changing spirit that EDC is promoting, so when they approached us about the Made in San Diego initiative, we knew it would be a partnership the community would embrace."

A TASTE OF SAN DIEGO: MORE ON THE 'MADE IN SAN DIEGO' BEER

The Made in San Diego beer features the same level of innovation, quality and flavor that San Diego residents have come to know and love from Ballast Point. With packaging that pays homage to the vibrant cities and neighborhoods across the San Diego region, it's an easy-drinking Kolsch that features toasted bread aroma and flavor from Munich malt and a soft bitterness from Cascade and Mosaic hops.

The can also includes the [San Diego: Life. Changing.](#) brand mark. Developed by EDC, San Diego: Life. Changing. is a campaign designed to communicate San Diego's authentic story and its impact on the global economy.

Made in San Diego will be available on draft in San Diego County later this month with six-pack 12 oz. cans rolling out county-wide at the end of May.

The debut keg tapping was hosted on April 18, 2018 at The Draft by Ballast Point at Petco Park ahead of the Padres vs. Dodgers game. Special guests included Councilmember Mark Kersey and executive leaders at EDC, Ballast Point and the San Diego Padres Organization. B-roll and photos are available from the event [here](#).

For more information on Made in San Diego from Ballast Point, visit MadelnSD.com

To learn more about San Diego Regional EDC, visit sandiegobusiness.org and sandiegolifechanging.org.

About San Diego Regional Economic Development Corporation

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC takes a data-driven approach to attracting, retaining and expanding companies and the talent pool across the region's three traded economies: military, tourism and innovation. sandiegobusiness.org

About Ballast Point Brewing Company

Started in 1996 by a small group of home brewers in San Diego, Ballast Point has a 20-plus-year history of supporting the art of home brewing and developing high-quality, innovative and award-winning beer. Ballast Point has become one of the nation's leading craft breweries by exploring new tastes and techniques to create the perfect balance of taste and aroma. At Ballast Point, a culture of quality persists from selection of raw materials to the brewing process to the finished product and beyond. From developing a proprietary yeast for our amber ale to creating a breakthrough gold medal-winning IPA, Ballast Point is dedicated to the craft of brewing beers for all to enjoy. <https://www.ballastpoint.com/>



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