

# FOR IMMEDIATE RELEASE

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## **Lombardi Brewing Company Announces Opening of First Brewery and Taproom in Milwaukee**



**May 29, 2025** - Lombardi Brewing Company today announced plans to open its flagship brewery and taproom in Milwaukee's Menomonee Valley. This marks a significant milestone for the Wisconsin-based brewery as it establishes a permanent presence in a city celebrated for its rich brewing heritage.

Owned and operated by John Lombardi, Amanda Gethers, and Tim Kunze, Lombardi Brewing Company has deep family roots, blending traditions of hard work and hospitality with a passion for brewing. John Lombardi draws inspiration from both sides of his family legacy. One grandfather, a football coach, and the other, a successful beer distributor in North Dakota, inspired his philosophy of balancing "work and play." This unique vision is embodied in the company's ethos and logo.

Amanda Gethers, who brings experience from the brewing industry in northern Wisconsin with her contributions to District 1 Brewing Company, shared her enthusiasm for the venture, stating, "We are excited to bring our craft and industry expertise to Milwaukee under the Lombardi brand. Providing a thoughtful, taproom-centric experience that delights is our intent."

"This represents so much more than just opening a brewery," added Gethers. "It's an opportunity to rebrand, grow, and firmly establish us as part of Milwaukee's vibrant and innovative brewing community. It's an exciting new chapter for Lombardi Brewing Company."

Milwaukee, with its iconic brewing history and craft beer culture, was a natural choice for Lombardi Brewing's first physical location. The brewery will take over the former City Lights Brewing Co. space at 2200 W. Mount Vernon Ave., selected for its industrial charm, ideal brewing layout, and central location within the heart of Milwaukee.

"The look and feel of the building, combined with its brewing potential, made this the perfect spot for our first taproom," shared John Lombardi. "We see this as a community hub, a place where people can come together, celebrate life, and enjoy great beer."

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Lombardi Brewing's approach to the craft beer market emphasizes creating experiences, not only just exceptional beer. While the brewing process will be split between their new facility and District 1, a separate brewing entity in Stevens Point, the taproom will be the centerpiece of their Milwaukee operations. The Lombardi Brewing Company taproom is designed to be a vibrant, taproom-centric destination, offering customers compelling reasons to visit that go beyond enjoying a pint.

"Beer continues to be the premiere social beverage," added Amanda Gethers. "It's versatile, approachable, and connects people. That's the core of what we're offering, not only high-quality beer but a distinct reason for people to come together in Milwaukee."

The property, owned by ZHV LLC and located within the City Lights Campus, is part of an industrial redevelopment project initiated in 2008. ZHV LLC is eager to welcome Lombardi Brewing Company as a neighbor, recognizing their contribution to fostering collaboration with nearby businesses and providing energy to the beautiful, historic grounds.

The new brewery is anticipated to open in late July with plans for community events and special releases to further celebrate its launch. Lombardi Brewing Company remains dedicated to authenticity, craftsmanship, and community, aiming to make a meaningful impact in Milwaukee's dynamic brewing landscape.

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### **About Lombardi Brewing Company**

Founded in 2017, Lombardi Brewing Company is a Wisconsin-based craft brewery driven by the principles of hard work, hospitality, and brewing expertise. Offering a range of expertly crafted beers, Lombardi Brewing is committed to delivering exceptional brewing experiences and fostering meaningful connections within its community.

### **About District 1 Brewing Company**

Opening in 2020 in Stevens Point, Wisconsin, District 1 Brewing is central Wisconsin's premiere destination for craft beer and taproom centered activities. A strategic partnership with Lombardi Brewing Company onboards industry expertise and leverages assets to deliver a vast portfolio of beverage options.