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ABBIE McDONALD

Jeremy Towsey-French, the founder of Reveille Ciderworks, inside the new taproom.

Reveille Ciderworks expands in Astoria

By Abbie McDonald
Coast River Business Journal

When Jeremy Towsey-French launched Reveille Ciderworks in 2016, he knew their initial location couldn't hold them for long. At 350 square feet, he said it was a great place to start and test out flavors, but, ultimately, limiting.

"It's time to break out of that initial cocoon, and spread our wings a bit," he said. "And get our own bathroom."

Reveille is relocating less than 200 yards away to an annex of the Fort George Brewery building, allowing Astoria's hard cider manufacturer to expand its offerings and to create a unique experience for customers.

For Towsey-French, the location being connected to Fort George is an added bonus. The cidery will be sharing glycol for cooling, and likely customers.

"They've been tremendously good partners to us since we got here," he said. "I was just really fortunate to have their friendship and partnership, and they've done a great job for us on the distribution side."

The space opened up when Fernhill Glass Studio relocated in the summer of 2020, and things were starting to look up for Reveille after the pandemic strained business.

"This isn't possible because of the success of the summer, which was huge," Towsey-French said. "This is possible because of the types of support that we were able to take advantage of."

That support came from the community and from customers, but also "every penny available" through loans and state, local and federal funding, Towsey-French said.

Reveille will be renovating the space for the next few months. Its rooms are sparse now aside from dry leaves covering the cement floor, and a decorative tree that occupies the back wall of the main area.

Towsey-French hasn't decided whether he will be keeping the tree when they move in, but he will be incorporating other aspects of the space's history in the automobile industry. That includes the lowered section of the floor,

which once allowed mechanics to stand underneath cars.

Expanded vertical room was one of the major appeals of moving, allowing for larger tanks. The taproom will allow Reveille to expand their keg fleet, and they will be adding to their production staff.

They will also explore beyond cider. The taproom will have six nonalcoholic cocktails, which Towsey-French hopes will make it more enjoyable for adults who don't drink.

Reveille also recently hired an executive chef, and will offer a vegetarian small-plates menu. There will be vegan and gluten-free options, which Towsey-French noted are especially popular among cider drinkers.

The taproom is on track to open in February.

"I'm quite excited and it gives us a chance to expand upon the success of our previous taproom," he said. "People enjoyed it, and we have a certain aesthetic that I think is complimentary but different to other places you'll find in town."