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Reach Break Brewing has been a participant since 2017. In the beginning, Allison recalls that the program brought new faces through the door. "People would say, 'I've never heard of you, but I saw you on the card,'" he said.

While Reach Break Brewing does not track sign-offs, for Allison the program is less about the numbers and more about collaboration. "It's a good partnership with the chamber," he said. "We support the chamber in all their efforts supporting craft beer tourism. It helps everybody."

Dwayne Smallwood, who along with his wife, Pamela Fox, owns Bridge & Tunnel Bottleshop & Taproom, agrees. "The first year was great, just the exposure for a newer business," Smallwood said of the shop's decision to join in 2019.

Smallwood validates the passport with an oversized rubber stamp. "It's fun," he said. Smallwood also sees the program as a lift for local business as a whole. "The more beer people that come to town for breweries, to discover new things, the more the rising tide lifts all ships," he said. "People used to come here just for fishing and now they come for the beer. So it's really nice to see that it's a growing industry."

For many beer enthusiasts, the North Coast Craft Beer Trail is a main event. "Then they're also checking out museums, restaurants and outdoor recreation while they're here," Willkie said.

To best enjoy the trail, Bartlett reminds people the first thing to do is have a designated driver. "Take your time. In Seaside, go to Seaside locations. When you visit Astoria, go to those over a couple of trips. It's really about the enjoyment of beer," Bartlett said.



Photos by Peter Korchnak

ABOVE: Craft Beer Trail explorers can get a stamp from each brewery they visit, like this one from Reach Break Brewing in Astoria. LEFT: A pamphlet for the North Coast Craft Beer Trail.



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