

Pelican coming

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what a great community Cannon Beach is to be involved in," Pelican CEO Jim Prinzing said. "We're extremely excited to be apart of the community, to hopefully build more business here, bring more folks during the off-season and help build the Cannon Beach community as much as we build our brand."

Co-owner Jim Schons and brewmaster Daron Welch joined Jones and Prinzing for the ceremonial groundbreaking, introducing building designer David Vonada of Tolovana Architects and Cannon Beach builder Keeley O'Brien of O'Brien and Co.

The South Hemlock Street site will feature brewery tours and a menu similar to Pacific City's. Newman, owner of Newmans at 988, was recently named Pelican's new corporate chef and will develop menu creations at all three locations. He said Pelican Brewing Co. "set the table for us" — he was one of the company's first chefs in 1996 — so he's looking forward to working with them again. He expects a "great atmosphere" for guests.

The restaurant will be about 75,000-square-feet, seating 160 inside and 40 outside, with a 600-square-foot brewery attached, Prinzing said.

Walls on the brewery side will give visitors a peek at operations. The building's final design allowed the company to upgrade from a seven- to a 10-barrel system, producing up to 800 barrels of beer per year. "Most of the beer made here will be consumed here," he said.

The brewery will be primarily utilized for research and development, including collaboration with local brewers such as Buoy Beer Co., Fort George Brewery and Seaside Brewing Co. to produce "some Cannon Beach-only beers," Prinzing said.

Production of core brands, such as Kiwanda Cream Ale and Tsunami Stout, will remain at Tillamook.

Pelican also acquired the Sunset Inn that sits next door. Prinzing said they're exploring the possibility of making it a "Pelican's Nest" with pelican-themed rooms and a "beer-centric hotel experience," similar to that of the Dogfish Inn in Delaware, but "unique and different."

The brewpub is hiring managers now, to be trained in Pacific City over the winter, and will seek the rest of its staff six to eight weeks ahead of opening, which is planned for spring.

During peak season, they expect to have a staff of about 60 to 70, Prinzing said. In the off-season, there will be 40 to 50 employees.

Mayor Sam Steidel recalled a time — long before Dooger's — when the site of the Pelican Brewery was a "50-cent hamburger joint" as he welcomed the new business.

"We always wear our Pelican gear when we're in town," Prinzing said. "People roll down their windows and ask us when we're opening, and yell things across the street. It's just awesome."

Lumberyard goes 'Public' as new brewery heads for Cannon Beach

Local brew scene to get a new addition at former Lumberyard site

By Dani Palmer
Cannon Beach Gazette

The beer scene in Cannon Beach is brewing new businesses. Ryan Snyder, owner of the Lumberyard Rotisserie and Grill, announced last week that he's transforming the restaurant into Public Coast Brewing Company, slated to open in February 2016.

"Twenty-two years ago, I was living in Las Vegas running taps in the back bar of Holy Cow Brewery for entrepreneur and Vegas legend Tom Wisner," Snyder said. "The aroma of hops, the bright tanks and the buzz of a brewery in action left an indelible mark on me and I decided one day I'd open a brewery. Public Coast Brewing is the culmination of that lifelong dream."

Snyder unveiled his plans for the restaurant and brewery, to be located at 264 E. Third Street, just days after Pelican Brewing Company held a groundbreaking ceremony at its new Cannon Beach location on Sunset Boulevard.

The Lumberyard Brewing Company already exists in Arizona, so Snyder came up with a new name. Public Coast Brewing celebrates Oregon's 363 miles of public coastline, as decreed by legislature in 1967.

"As one of the only true public coastlines in America, the Oregon coast is open to everyone, and the people are warm and inviting," said Snyder, who also serves as Martin Hospitality's president. "I wanted to build a brewery that reflects that same welcoming spirit, and make craft beer that's both delicious and approachable."



DANI PALMER/CANNON BEACH GAZETTE

The Lumberyard Rotisserie and Grill is closed for renovations. The restaurant will reopen in February as Public Coast Brewing.

Public Coast Brewing will collaborate with "craft beer pioneer" Fred Bowman, founder of Portland Brewing Company, and Big Dog Brewing Company, based in Las Vegas, to produce seven of its own craft beers with a 10-barrel brewing system — producing up to 800 barrels per year.

Public Coast Brewing is aiming to distribute bottles or cans on the North Coast by late 2016. They plan to brew root beer on-site and serve five rotating beers from brewery partners.

Relationships are already strong with local breweries Fort George and Buoy Brewing Company, Snyder said, and he knows "one of the guys with Seaside Brewing."

Pelican Brewing Co.'s owners Mary Jones and Jeff Schons, are longtime acquaintances, he added.

Martin Hospitality Chef Will Leroux will serve as brewmaster and oversee beer recipes and production. The plan is to "marry locally found ingredients with Northwest hops for a delicious new taste," according to Martin Hospitality.

A new menu "perfectly paired" with the beers will be introduced in February 2016, along with counter-style ordering. Offerings will include seasonal fish and chips, burgers, vegetarian options and more.

"We are truly blessed with major investments being made in craft brewing and the restaurant business here in Cannon Beach," Chamber of Commerce Executive Director Court Carrier said.

He called food and beverage a "nucleus" for the city, adding that Martin Hospitality has hugely benefited Cannon Beach as its oldest and largest employer.

Public Coast and Pelican's arrivals provide "a remarkable opportunity for Cannon Beach to delve into a new market and demographic, Carrier said.

He expects the new breweries will draw younger crowds — the average Cannon Beach visitor is retirement age — and those interested in the brewing scene.

Architect Mike Skidmore designed a Northwest theme "evoking where forest and sea come together" for the new

brewery, according to owners. Features will include a wrap-around bar, large windows to view beer brewing operations and an outside dining patio.

The Lumberyard, purchased by Ryan and Stephanie Snyder in 2004 as part of the Martin Hospitality family of properties, will close Oct. 3 to undergo the five-month renovation.

The location served as a lumber company until Ken Clark turned it into Clark's Restaurant. Hence the Lumberyard name when the Snyder's took over.

Ryan Snyder said the restaurant's history "will be encapsulated in the historical references on the inside."

"From the beginning, my vision for The Lumberyard was to transform the restaurant into a brewery that local residents and visitors to the Oregon Coast could enjoy," he said.

"We're excited to move forward with a project that's been a lifelong dream for me. We look forward to offering a unique new venue on the North Coast, and leaving our mark on Oregon's respected beer culture."



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