

HOLIDAILY

BREWING CO.

GOLDEN, COLORADO

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**HOLIDAILY THANKFUL FOR FOUNDATION LAID BY
HEAD BREWER, WAYNE BURNS**

GOLDEN, CO (November 24, 2017) – “We are excited for Wayne’s future and thankful for the time he has spent at Holidaily,” Holidaily Owner, Karen Hertz comments on the announcement of Holidaily Head Brewer, Wayne Burns purchasing the newly available Wit’s End brewing facility. Burns and his wife, Laura, will take over the location previously occupied by Wit’s End and open their own operation in 2018.

“Having Wayne on board early was integral in building Holidaily’s successful foundation,” explains Hertz. The Owner and Founder with the dream of opening Colorado’s only dedicated gluten-free brewery hired Burns in 2015 and the team worked together on recipe development in Hertz’s kitchen. Holidaily opened the doors of the brewery and taproom in February of 2016. “Wayne has helped in laying the groundwork for our recipes, processes and procedures. He’s trained our brewing staff and taught our staff and even our customers a lot about beer,” says Hertz.

The Holidaily team that started as two in the days of recipe development is now a staff of over fifteen, including Brewer, William Martinez. “He has taught me the intricacies not only of gluten-free brewing, but canning and packaging quality, craft beer. I plan on using what he’s taught me to continue to provide what we think are the best gluten-free beers available,” says Martinez.

The day Holidaily opened, the taproom had three beers on tap. Fast forward nearly two years and the taproom is pouring ten all dedicated gluten-free brews and distributing three of them in cans to over 150 retail outlets throughout the front range. “It’s safe to say we are growing,” Hertz reflects, “the demand for truly, gluten-free beer products is out there. We intend to continue to get beer out to people that want it.”

“Wayne is forever a part of the Holidaily history and family. We plan to continue a working relationship with him and conduct a smooth transition for everyone in the year ahead,” says Hertz.