

**CUSHMAN &  
WAKEFIELD**  
Waterloo Region

BUSINESS, LAND  
AND BUILDING  
**FOR SALE**



**DESCENDANTS BREWERY**  
319 VICTORIA ST N,  
KITCHENER, ON

### PROPERTY FEATURES

Descendants Beer & Beverage Co. is an award-winning Ontario Craft Brewery at 319 Victoria Street North in Kitchener. The European-style bierhalle has a full bar, eatery and retail shop with cans, bottles, growler fills and merchandise. A major differentiating factor with this brewery, is their full bar license for occupancy of 140 patrons. With the full bar license they are able to serve more volume than 12 oz samples of their own beers as well as serve outside beer and spirits. This in combination with a kitchen results in a high margin capture business.

The bierhalle is a wonderfully unique and flexible venue that is tailored specifically for events. Descendants hosts weddings, anniversaries, bachelor/bachelorette parties, trade shows, employee appreciation parties and many other events. It has associated on-site parking, seasonal outdoor patio and retail beer store.

Descendants specializes in “craft”, brewing their own recipes on their 15 hectalitre brewhouse. They also serve Craft Spirits, Craft Cider, Craft Soda and guest taps from other Ontario Craft Breweries in their full service bar.



**SALE PRICE**  
\$2,950,000.00



**SQUARE FOOTAGE**  
5,000 SF

[descendantsbeer.com](http://descendantsbeer.com)

[instagram.com/descendantsbeer](https://www.instagram.com/descendantsbeer)

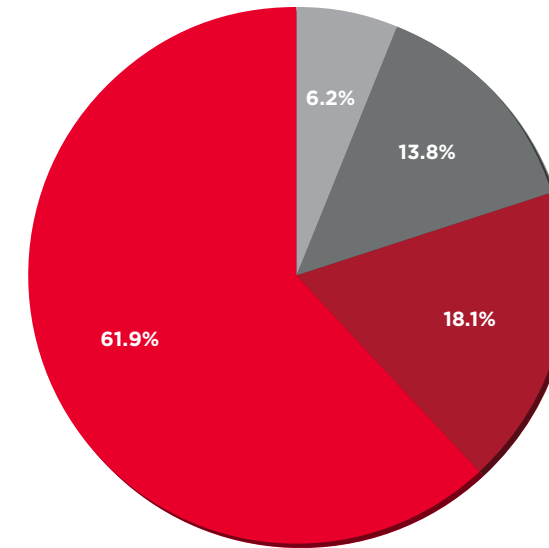
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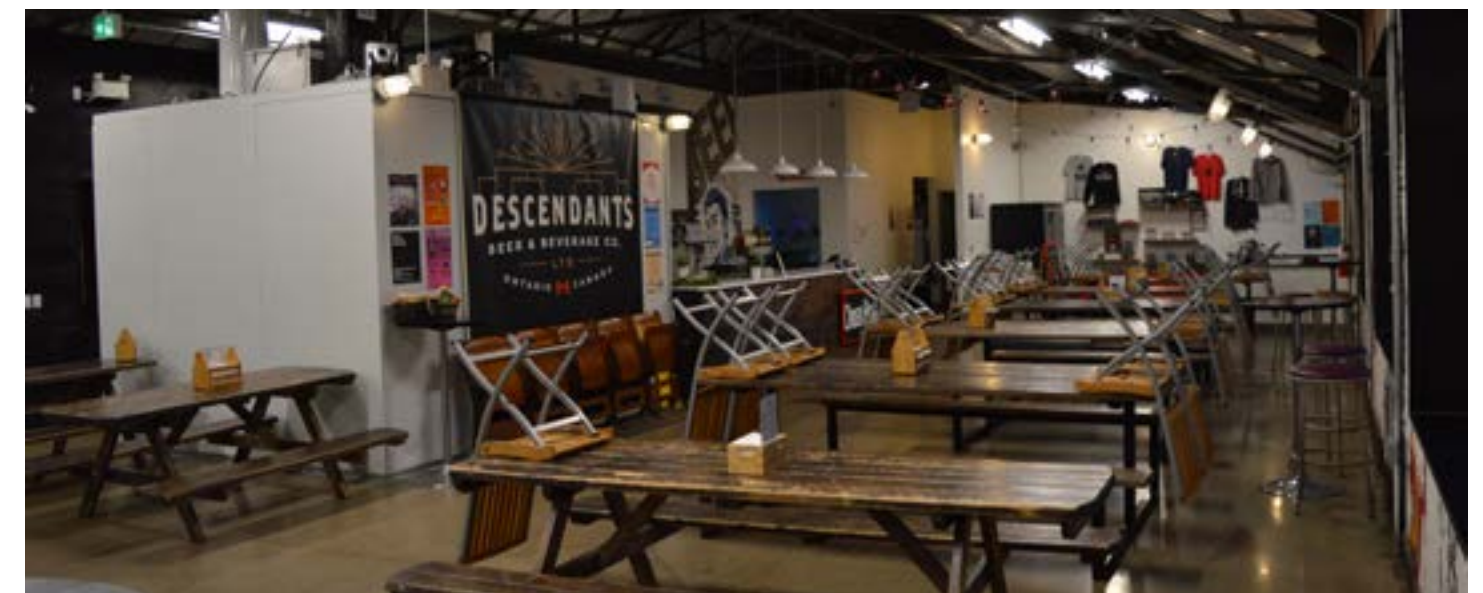
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**REVENUE BREAKDOWN**

- 6.2% LCBO & Licensee Sales
- 13.8% Retail Cans & Growler Sales
- 18.1% Food Sales
- 61.9% Bar Sales



**TOTAL DAYTIME POPULATION**

322,641.6  
(10 km radius)



**AVERAGE HOSEHOLD INCOME**

91,911.2  
(10 km radius)

**BREWERY DETAILS:**

Brewing system:

- We have a 15HL Brew House,
- 3 x 10 BBL (12HL) fermenters,
- 1 x 10 BBL Brite Tank (12HL),
- 1 x 30 BBL Brite Tank (36HL).

20 Employees

LCBO Listings:

- 3 beers (3 Amigos) approved (3 Amigos) for LCBO distribution.
- 2 are approved for the LCBO and all 3 are approved for the Grocery Store channel.
- Currently we have 55 restaurant customers, 10 of which order regularly (Weekly/bi-weekly).
- Licensed capacity is 140, including staff.



**FLAG SHIP BEERS: THE 3 AMIGOS**

- Harbinger: An American Pale Ale  
*Medium Bodied, malt forward APA hopped with Columbus, Centennial, and Cascade Hops, 5.5% ABV, 38 IBU.*
- El Buscador – Cerveza  
*Light bodied lager, crowd favourite and perfect for any occasion, 4.0% ABV, 13 IBU.*
- Reynard The Fox – Golden Rye Ale  
*Hazy golden medium bodied Ale, 5% ABV, 25 IBU (Bronze award – Ontario Brewing Awards).*

**POPULAR YEAR ROUND**

- Red Hugh II – Irish Red Ale  
*Malty Red Ale, 4.7% ABV, 27 IBU.*
- Giant Face – American Pale Ale  
*Amber and Hoppy Pale Ale, 5.7% ABV, 40 IBU.*
- Babe Ruthless – Double IPA (SMASH)  
*Single Malt And Single Hop – IIPA – All centennial and all Pale Ale, 9% ABV, 100 IBU.*
- Lefty Lucy – IPA  
*Very Popular IPA hopped with non-traditional IPA hops – Olicana and Admiral, 6.8% ABV, 68 IBU*

**BELGIAN BEERS**

- Alectrona – Belgian Pale Ale  
*Golden in colour, light and flavourful, 5% AB, 20 IBU.*
- DeWulff – Belgian Dubble  
*Dark Amber, stronger Belgian, 7.1% ABV, 24 IBU.*
- Beatrix Kiddo – Belgian Blonde Ale  
*Blonde in colour, stronger and flavourfu, 7% ABV, 24 IBU.*
- JCVD – Belgian Triple  
*Blonde in colour, Very Strong and very Flavourful, 9% ABV, 25 IBU.*
- Freja – Belgian Wit  
*Light and spicy, 5% ABV, 20 IBU.*
- Johnny Galecki – Belgian White IPA  
*Spicy, juicy and Hoppy, 6.2% ABV, 60 IBU.*



**SEASONALS**

- Litha – Kolsch/Lagered Ale  
*Light and Golden ale, 4.6% ABV, 21 IBU, Brewed on Spring equinox Only.*
- Bootzamon – Harvest Wheat Ale  
*Dark American Wheat Beer – Dark and easy drinking, 4.8% ABV, 18 IBU, Brewed for Oktoberfest typically.*
- Bootzafrau – Marzen/Oktoberfest lager  
*Amber lager 5.5% ABV, 27 IBU, Brewed for Oktoberfest.*
- Uncle D (Uncle Drosselmeyer) – American Brown Ale  
*Hoppy Brown Ale, 6.6% ABV, 40 IBU, Brewed at Xmas.*

**MUSICIAN COLLABORATIONS**

- Juneyt – Pilsner  
*VERY popular Lager, 4.8% ABV, 18 IBU, Collab with Juneyt.*
- Red Rocker – Red Ale  
*Roasty Red Ale, 4.8% ABV, 18 IBU, Collab with Kevin Coats.*

**PERIODIC RETURNS**

- Schrambler – Ever Changing Ale  
*Typically fermented with Belgian Ale Yeast, but not always. Often a blend of different hops and Malt, ABV – Varies, IBU – Varies.*
- Limony Snickets – Lime Hefeweizen  
*Very popular hefeweizen, 5.0% ABV, 13 IBU.*
- Penny Madhouse – Golden Ale  
*Clean fermented golden ale, 4.4% ABV, 21 IBU.*





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