



Press Release

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For Immediate Release

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Long-Awaited Brewery Opens This Month in Downtown Howell

Aberrant Ales to offer customers hand-crafted brews and food

Howell MI – In the world of craft-brewing, it's hard to stand apart from the crowd. However, Aberrant Ales, a brand new brewery opening in downtown Howell, plans to do just that with their unique brews, brick oven pizza and artisan sandwiches and salads. Aberrant Ales has designed a warm and comfortable atmosphere that compliments the historic-style beer. The public is invited to try the new brewery for themselves on Thursday, November 16 following an 11:00 a.m. ribbon cutting ceremony.

“After over two years of hard work, dedication, and a passion for brewing outstanding beer, my family and I are excited to finally open our doors to the town that welcomed us,” states Aberrant’s founder, Clark Gill. “We are thrilled to be a part of the Howell downtown community and can’t wait to welcome people into our brewery.”

As a business that started as a brainstorm over a campfire, Aberrant Ales quickly started as most breweries do, in a garage with a home-brewing system. A few short years later it took off from there. As their craft was carefully honed, the Gills started looking for the perfect location, and after scouting several buildings in Howell, Aberrant Ales was born.

Howell DDA Executive Director Cathleen Edgerly is equally excited about the new business. “When Clark walked into my office more than two years ago, it was immediately evident that he had not only a strong vision and passion for beer, but a vision for a community that offered a strong sense of place and something as original as his brews. During our time working together, I became just as excited and dedicated to making his vision a reality in downtown Howell. Our town is lucky to have not only this new business, but an amazing transformed space that will welcome residents and visitors for years to come. Aberrant Ales fits perfectly within our goal to develop a strong, vibrant downtown with a diverse business mix that positions downtown Howell as a destination.”

The Howell Main Street and DDA Office assisted Mr. Gill in securing the location and, along with the City, provided counsel to Aberrant Ales on financing options as well as environmental clean-up of the historic building that the brewery now calls home.

Aberrant Ales will open with a minimum of six beers on tap, with small plates that perfectly pair with their one-of-a-kind brews. Regular business hours for the brewery include: Monday – Thursday 11 a.m. – 10 p.m., Friday and Saturday 11 a.m. – midnight and Sunday 11 a.m. – 8 p.m.

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