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STUDIOS

# THE HILL BREWERY

*A Premium Hillside Microbrewery Destination*

Brewed in the Hills • Craft, Views, Atmosphere

# The Concept

*Where Craft, Landscape, and Social Energy Converge*

*"A premium hillside microbrewery where craft brewing, warm interiors, and panoramic mountain views come together to create a destination social experience."*

- Brewing is not hidden in the back — it is the architectural and emotional centerpiece of the space
- The design fuses Alpine hospitality warmth with European brewhouse authenticity and modern premium dining aesthetics
- Every material, view frame, and lighting choice reinforces a sense of place: mountain air, timber warmth, brass refinement
- This is a venue guests plan trips around — not a stop they happen upon



# The Setting

## *Altitude as an Asset*

- Hill stations and mountain destinations already command premium leisure traffic — travelers arrive seeking escape, atmosphere, and memorable experiences
- Cooler mountain temperatures are ideal for brewing conditions and create natural demand for warm, convivial indoor spaces
- The scarcity of genuinely design-forward F&B in hillside markets creates immediate competitive differentiation
- Mountain settings extend dwell time: guests stay longer, spend more, and return for sunsets, evenings, and weekend getaways
- The terrain itself becomes part of the brand story — "Brewed in the hills" is not just a tagline, it is a provenance



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# The Design Story

*Material Richness, Mountain Soul*

- The architecture and interiors tell a story of craft, patience, and place — every surface has texture, warmth, and intention
- Exposed brick and rough stone anchor the space to the mountain; timber beams and joinery add human scale and warmth
- Blackened steel and brass accents introduce precision and premium detail without industrial coldness
- Concrete is used selectively — polished floors, textured walls — as a quiet counterpoint to organic materials
- Lighting is layered and atmospheric: pendant brass over the bar, recessed warmth in dining zones, firelight in lounge areas



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# Materiality & Mood

*A Tactile, Warm, and Premium Language*



## Deep Charcoal

Structural steel, shadows, text — grounds the space



## Warm Amber

Leather, lighting tones, accents — evokes brewing warmth



## Rust / Brick Red

Brick accents, warm highlights — sunset and malt



## Forest Green

Upholstery, landscaping — connects to mountain setting



## Cream / Ivory

Plaster, linens, ceramics — breathing room and contrast



## Brass / Muted Gold

Taps, pendants, hardware — craft precision



## Timber Brown

Floors, ceilings, furniture, bar — dominant warm material



# The Brewing Theater

*Craft as a Living, Visible Experience*



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- Brewing tanks are not concealed — they are choreographed into the architecture as sculptural, functional centerpieces
- Guests witness the brewing process through glass partitions, elevated walkways, or open sightlines from the dining floor
- The aroma of malt and hops becomes part of the atmospheric experience — subtle, authentic, memorable
- Brewers interact with guests during select hours, creating education moments and human connection
- Seasonal and limited releases are brewed on-site, creating urgency, rotation, and repeat visitation



# The Dining Experience

*Layered Spaces for Every Occasion*

## Main Dining Room

Communal and intimate tables beneath timber beams, with direct views of brewing tanks and mountain windows

## Fireside Lounge

Low seating, leather and velvet, a central stone fireplace — designed for long conversations and digestifs

## Brewer's Table

Chef's-counter-style experience adjacent to brewing area, for private dinners and tasting menus

## Private Dining

Timber-clad, acoustically softened, with its own fireplace — for corporates, celebrations, and intimate events

## The Conservatory

Glass-walled, plant-filled transition between interior and terrace — all-weather, light-filled, verdant

# The Taproom

*The Heart of Craft, Pour, and Conversation*

- A substantial brass-and-timber bar as the social anchor — not a service counter, but a destination in itself
- Multiple tap lines featuring house-brewed lagers, ales, seasonal specials, and a curated guest selection
- Bartenders trained as brew ambassadors — able to explain grain bills, hop profiles, and food pairings with authority
- The bar faces both the interior dining room and, via large openings, the terrace and mountain view
- Standing room and bar seating create energy; adjacent high tables allow groups to gather without formal dining

# The Terrace

*Sunset Dining, Mountain Air, Open Fire*



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- A multi-level stone and timber terrace carved into the hillside, maximizing views across valleys and ridgelines
- Sunset-facing orientation ensures every evening has a natural event: the golden hour becomes part of the dining ritual
- Outdoor fireplaces or fire pits create warmth, focal points, and extended seasonal use
- Covered pergola sections with heating allow all-weather operation without compromising the open-air feeling
- Dedicated outdoor bar or tap station prevents interior congestion during peak terrace demand



# The Flow

*From Arrival to Departure — A Choreographed Journey*

**01**

## Arrival

A landscaped approach with timber and stone wayfinding; guests sense the setting before they enter

**02**

## Entry

A compressed, timber-lined arrival sequence that opens dramatically into the main hall with brewing views

**03**

## Orientation

Host station with sightlines to the bar, dining room, and terrace — guests immediately understand the space

**04**

## Experience

Dining, drinking, and discovery unfold across zones; guests are encouraged to move, explore, and return

**05**

## Departure

The exit path passes retail or takeaway — bottled beers, merchandise, and brand memory for the journey home

# The Social Engine

*Monetizing Moments, Memories, and Milestones*

## Corporate Retreats

Private dining, brewer-led tastings, terrace receptions — premium positioning for business groups seeking distinction



## Brewery Events

Tap takeovers, seasonal releases, brewer dinners, and beer-education evenings that drive local and visiting traffic



## Weekend Brunches

Daytime programming with live acoustic sessions that extends revenue hours and attracts families and friend groups



## Holiday Programming

Fireside winter menus, summer terrace grills, harvest-season brew festivals — calendar-driven urgency





# The Guest

*Who Comes, Why They Stay, What They Spend*

## **Premium Leisure Travelers**

Couples and friend groups seeking design-forward hospitality, craft experiences, and memorable moments

## **Weekend Escapees**

Urban professionals from nearby cities driving for atmosphere, quality, and a break from routine

## **Corporate & Celebration Hosts**

Event planners and individuals seeking distinctive venues for offsites, dinners, and milestones

## **Craft Beer Enthusiasts**

A growing demographic of educated drinkers who seek provenance, story, and brewer interaction

## **Local Affluent Regulars**

Mountain-resident professionals who value consistent quality, warm atmosphere, and social connection



# The Brand

*Premium, Authentic, and Unmistakably Mountain*

- Positioned above the mid-market brewpub and below the ultra-luxury resort — the sweet spot of accessible premium
- Brand voice is warm, knowledgeable, and confident — never gimmicky, never pretentious
- Visual identity draws from Alpine heritage, craft brewing tradition, and editorial design sensibility
- The name, logo, and collateral must work across physical signage, digital platforms, merchandise, and bottled products
- Core brand promise: Every visit delivers craft, atmosphere, and a sense of place that cannot be replicated elsewhere



*"Brewed in the hills. Craft, views, atmosphere. Where the hills meet the tap. Mountain air. Fresh pours. Warm gatherings."*

# The Signatures

*Details That Define Memory*



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## Copper Tank Vista

The first view upon entry — brewing tanks framed by timber and stone, immediately establishing craft credibility

## Sunset Terrace

The outdoor dining experience that converts every guest into a photographer and every evening into an event

## Fireside Lounge

A stone fireplace surrounded by leather and velvet — the space guests remember when describing the venue

## Brewer's Table

An intimate, educational dining experience creating our highest-margin, most-talked-about offering

## House Beer Range

Core lagers and ales brewed on-site, with seasonal rotations giving regulars a reason to return quarterly



# The Opportunity

*Why Now, Why This, Why Invest*

- The premium leisure and craft beverage markets are both growing — this concept sits at their intersection with no direct competition in hillside markets
- Design differentiation, destination appeal, and experiential brewing create multiple revenue streams: dining, drinking, events, retail, and brand licensing
- The concept scales: proven design language and operational model can be adapted to multiple hillside locations without diluting brand identity
- Strong unit economics: premium positioning commands higher checks; destination appeal extends dwell time and spend per visit; event programming adds predictable group revenue
- This is not a bar. This is not a restaurant. This is a hillside craft brewery destination — and that distinction is the investment thesis

**5**

Revenue Streams

**10+**

Months Operation

**∞**

Scalability Potential



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