

FIELD GUIDE



WELCOME TO ATHENS, GEORGIA
THE ALL-AMERICAN BEER TOWN

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Nestled beneath the shade of Georgia pines and located just 70 miles northeast of Atlanta rests a town unlike any other. Athens, Georgia, is many things: the birthplace of public higher education, home to your favorite band's favorite band, the center for top college sports action, a diverse and eclectic collection of cultures creating one of the most vibrant arts and food scenes in the country, and so much more. But, perhaps more than anything, Athens has quietly become the best town to drink beer in America. And so the Athens Beer Trail was born. With 6 craft breweries and dozens of pubs, dives, and taps to feed your spirit, Athens combines small town charm with big city perks. So come by, stay as long as you'd like, and unwind. All it takes is a getaway to the Classic City, and you'll know why there's nothing quite like beer the Athens way.



**Grab addresses, tips,
and all updates about
the Athens Beer Trail here
Happy exploring!**

DRINK BEER. GET STAMPS. EARN STUFF.

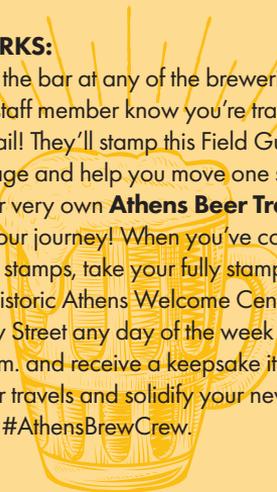
It's not every day you get prizes for drinking beer. But, lucky for you, this is how we do things here on the Athens Beer Trail.

HOW IT WORKS:

Just walk up to the bar at any of the breweries and let a taproom staff member know you're traveling the Athens Beer Trail! They'll stamp this Field Guide on their feature page and help you move one step closer to earning your very own **Athens Beer Trail Mug** at the end of your journey! When you've collected all six brewery stamps, take your fully stamped Field Guide to the Historic Athens Welcome Center at 280 East Dougherty Street any day of the week between 10 a.m. – 5 p.m. and receive a keepsake item to remember your travels and solidify your new title as a member of the #AthensBrewCrew.

PRO TIPS

- All six stamps must be visible to win. Take notes in the back of this guide to document your travels.
- Take all the pictures. Tag @VisitAthensGA and all of our brewery friends on Instagram in your posts.
- Always use the hashtags #AthensBeerTrail #AthensBrewCrew #AllAmericanBeerTown.





SOUTHERN BREWING CO.

TERRAPIN BEER CO.

NORMALTOWN BREWING CO.

AUTHENTIC BREWING CO.

CREATURE COMFORTS BREWING

HISTORIC ATHENS WELCOME CENTER

AKADEMIA BREW PUB



129

441

10

441

78

78

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15

ATHENS PERIMETER

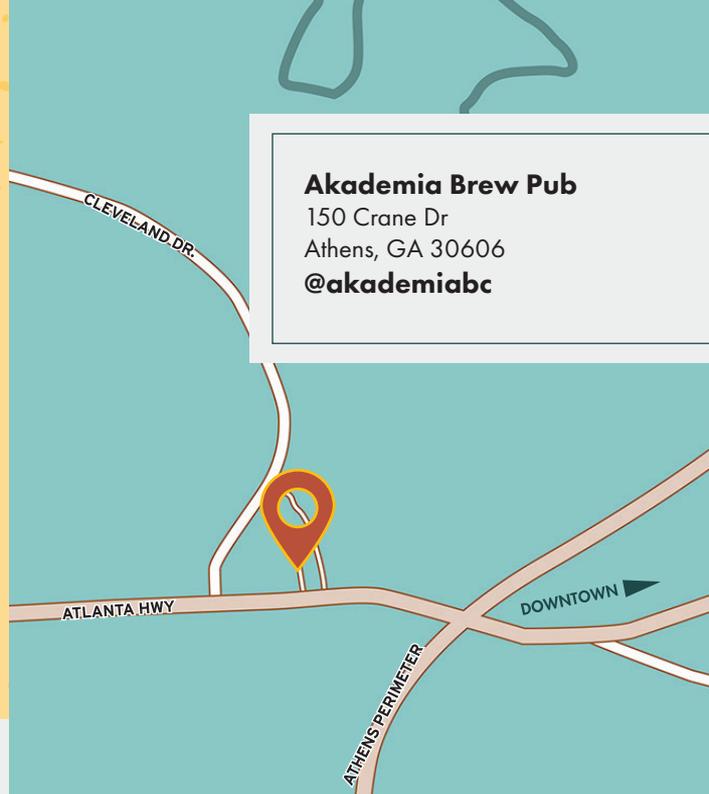
W. BROAD ST.

ATHENS PERIMETER

AKADEMIA[®]
BREWING COMPANY



Akademia Brew Pub opened its doors in October of 2017 offering a full experience for foodies and craft beer enthusiasts alike. As a full-service brewery and restaurant, (a 'brew pub' as the kids call it), visitors get the chance to try delicious beers and find the perfect food pairing to go with it. Akademia continues to be committed to crafting distinct and consistent ales with unique twists and providing a true brew pub experience for Athens.



Akademia Brew Pub

150 Crane Dr
Athens, GA 30606
@akademiabc

Raise a Glass

Akademia opened its doors on the cusp of changes to the direct-to-consumer sales laws in Georgia in 2017. The owners decided that opening as a brew pub would allow them to be multidimensional and serve delicious food to beer-loving patrons.

AN OVERVIEW OF BEER STYLES

Lager

Crisp, clean, and refreshing. Often lighter in color and higher in carbonation. Brewed and fermented slowly in low temperatures.

Ale

Hoppy, aromatic, and more intense. Often darker in color and higher in ABV. Brewed and fermented quickly in higher temperatures.

India Pale Ale

AKA the IPA. A hoppier version of the larger ale category. Became famous in the early 19th century for strong hoppy flavors and high ABV. Now your beer snob buddy's favorite brew.

Pilsner

Type of lager with a strong hop flavor and rooted in the tradition of Czech brewers. Served in a tall, tapered at the bottom glass.

Sour

Intentionally acidic, tart, or sour in taste. Traditional sour beer styles include Belgian lambics, Berliner Weisse, gueuze and Flanders red ale, and goses.

Stout

Dark, top-fermented beer type with a number of varieties. The first known use of the word stout for beer, in a 1677 document, referred to its strength and potency.

BEER the Athens Way

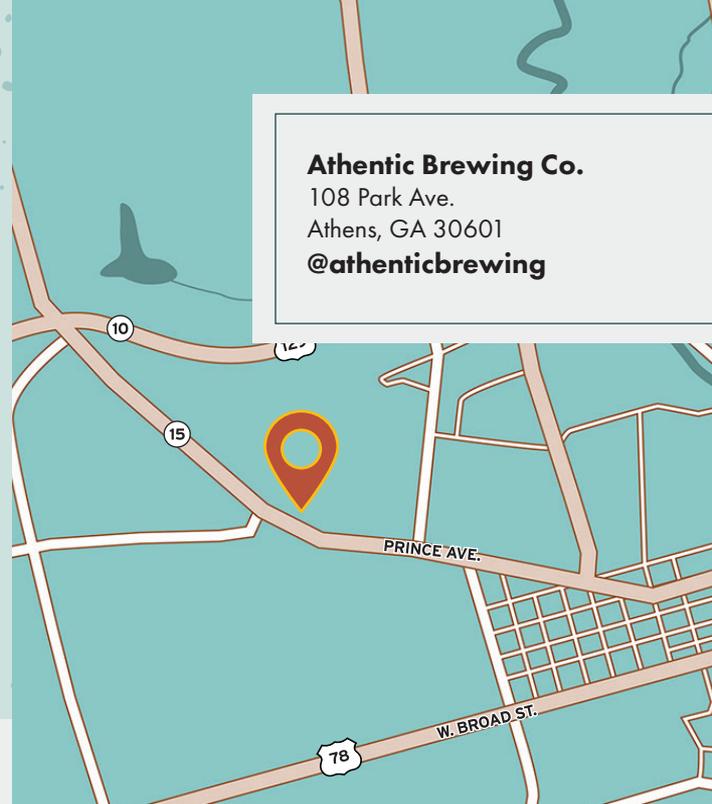
The inspiration for the Athens Beer Trail started with a mini documentary on the Athens Beer Scene. A local video company, **BED Productions** (www.bedproductions.com), partnered with Nerissa & Ravi Rajcoomar to produce an inspiring inside look at how the Athens Breweries got their start. Be sure to check it out on the Athens CVB YouTube page!



ATHENTIC
BREWING CO.



Athentic Brewing is the second of two breweries to open in 2020. Opening in late August, Athentic has operated as a melting pot and meeting point for all Athenians. From drag and dog meetups to hip hop shows and fly fish lure tying, Athentic has something for everyone both indoors and outside on the patio. Just be sure to check out Athentic's impressive lineup of beers, seltzers, slushies, and more!



Athentic Brewing Co.

108 Park Ave.
Athens, GA 30601

@athenticbrewing

Raise a Glass

Like other Athens breweries, Athentic has a rich homebrewing tradition, including winning the People's choice award at the Athens Homebrew festival which spurred their first commercial beer batch with Akademia, Bold Faced Rye.

THE GLASS MAKES THE BEER



Pilsner

Tall and tapered at the end. Best for pilsners, pale lagers, and pale ales. Showcases clarity and enhances aroma.



Tulip

Tulip bulb shaped body and flared lip. Ideal for Belgian ales as the bowl traps the aroma, and the stem allows for a good swirl.



Snifter

Best for heavy IPAs and Belgian ales, the wide bowl is used for swirling, while the tapered mouth is for aroma.



Weizen

The glass is narrow at the bottom and slightly wider at the top to release aroma and providing room for the often thick, fluffy heads.



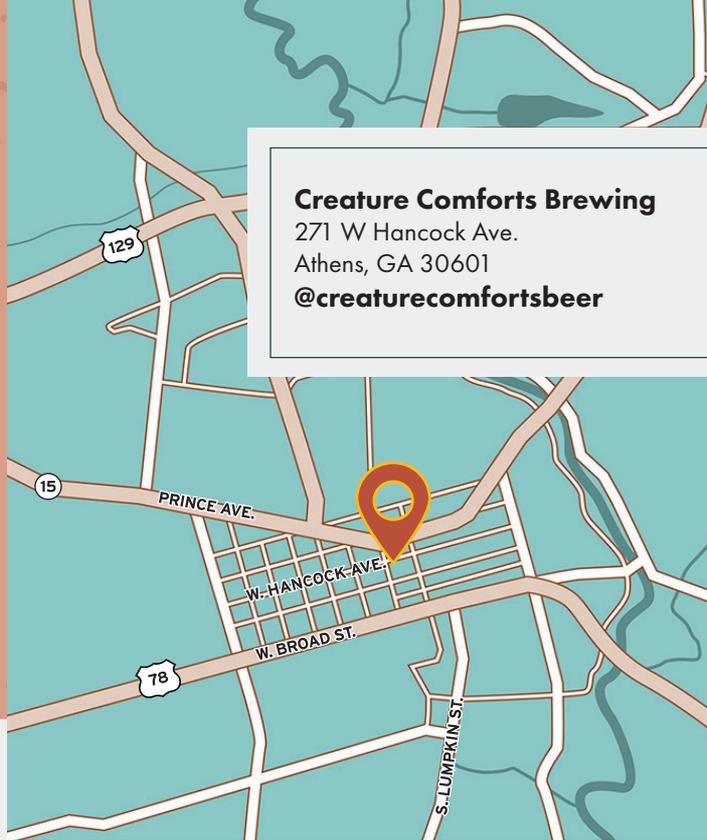
Imperial Pint

Classic shape with bulge near the lip. A staple in English pubs. The unique shape adds to the overall durability, and fits well in the hand.



Pint

The old faithful. Great for holding a large pour of your favorite beer.



Creature Comforts Brewing

271 W Hancock Ave.

Athens, GA 30601

@creaturecomfortsbeer

Creature Comforts joined the Athens brewing community in spring 2014 after moving into the expertly renovated former Snow Tire Co. building in the heart of downtown. Creature Comforts offers a range of styles, including IPAs, pilsners, and their award-winning Berliner Weisse, Athena. As a certified B Corporation, Creature Comforts ensures the highest standards of verified social, environmental, and legal accountability to balance profit and purpose.

Raise a Glass

When "Avengers: Endgame" filmed in Georgia, the cast and crew fell in love with Tropicália IPA so much they even included it in the movie! Check out what Thor is drinking next time you watch.

OTHER TRAILS TO EXPLORE

Athens is filled to the brim with trails and parks perfect for outdoor enthusiasts and those just looking to walk off their latest beer of choice. Get out, complete a trail, and raise a glass to your hike.

WHERE TO GET OUT IN ATHENS:

Ben Burton Park
Sandy Creek Park
**North Oconee
River Greenway**
Firefly Trail
Bishop Park
**State Botanical
Garden of Georgia**
Walker Park

A detailed line drawing of two hiking boots, one slightly behind the other, set against a background of radiating lines and small dots.

TUNES TO MATCH THE BREWS

Athens has one of the strongest music cultures and histories throughout the entire country. From legendary acts rolling through to future stars getting their start, Athens is a bonafide music town. Make sure you keep a lookout for the occasional show at any of the breweries in town, too!

WHERE TO SEE A SHOW IN ATHENS:

40 Watt Club
Georgia Theatre
The Classic Center
The Foundry
**Hugh Hodgson
Concert Hall**

A detailed line drawing of a vintage microphone on a stand, set against a background of radiating lines and small dots.

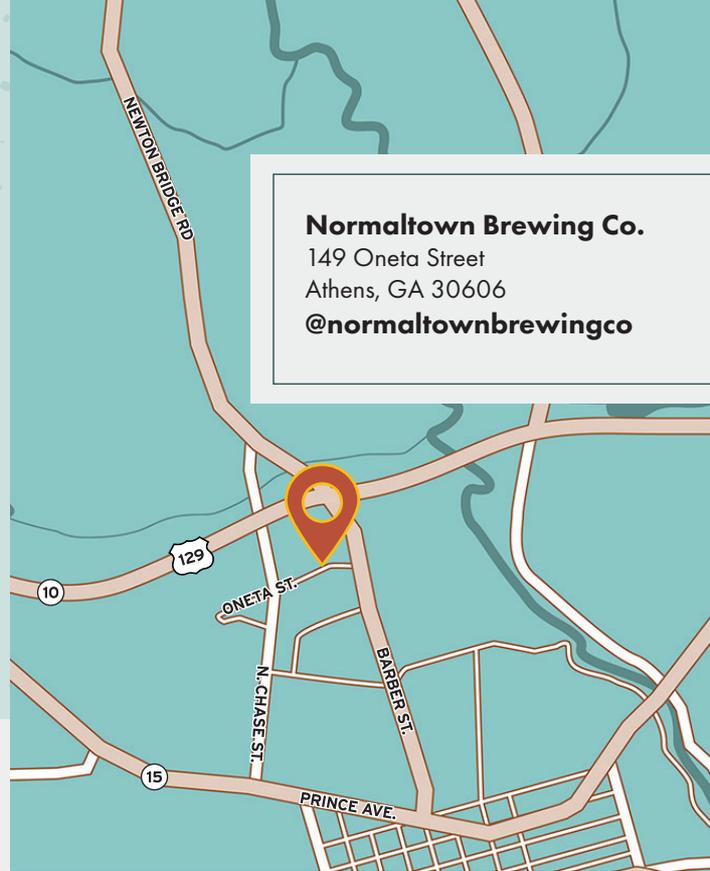
Learn more @
AthensBeerTrail.com



Normaltown
BREWING CO.



Normaltown Brewing was one of two breweries that opened their doors in 2020. Starting up in February, Normaltown has already been gaining buzz around town and in the area for their fresh take on small-batch IPAs. Currently, the only way to get a taste of Normaltown brews is to visit the brewery and taproom, making this a spot you don't want to miss!



Normaltown Brewing Co.

149 Oneta Street
Athens, GA 30606

@normaltownbrewingco

Raise a Glass

The Normaltown team secured its location from a Craigslist ad in November 2017, finding an intimate space that was exactly what the founders envisioned for the brewery.

A HISTORY OF ATHENS IN 6 BEERS

Understanding the history of Athens brewing means understanding the welcoming community and passionate folks who helped pave the way and turn Athens into the All-American Beer Town. The biggest supporter among them? To the Athens brewers it's simple: **Sachin Patel**.

Sachin has been the nexus for Athens brewers since the early 2000s. His bottle shop served as the biggest taproom in town, and today each brewery in town has a connection to Sachin and his guidance. Without Sachin, we may not have the beer haven we know and love today.

As the first Athens brewery, **Terrapin Beer Co.** helped pave the way and change the cultural and legal hurdles for the breweries that followed, like clearing the 6% law that mandated all beers brewed be under 6% ABV. Terrapin put Athens on the map with their award-winning **Terrapin Rye Ale**, and Athens hasn't looked back since.

Creature Comforts opened in the heart of downtown in 2014 and quickly established itself as a major player in the craft beer industry. Their

Tropicália IPA has risen to the top of many best beer lists and further cemented Athens as a premier beer town. Be on the lookout for their new taproom coming to Los Angeles.

Southern Brewing Co. opened in 2015 as the first purpose-built brewery in Georgia, located just a couple miles from downtown and is nestled within 15-acres of land. This company embodies the unique combination that makes Athens so special, much like their **Red & Black Fruited Berliner Weisse**.

Akademia Brewing opened in 2017 and is now Athens's sole brewpub. Located just off Atlanta Highway, Akademia combines their rustic and industrial charm with gourmet food and uniquely crafted brews, like their **IQ IPA**. They are dedicated to crafting a full dining and beer experience for all patrons.

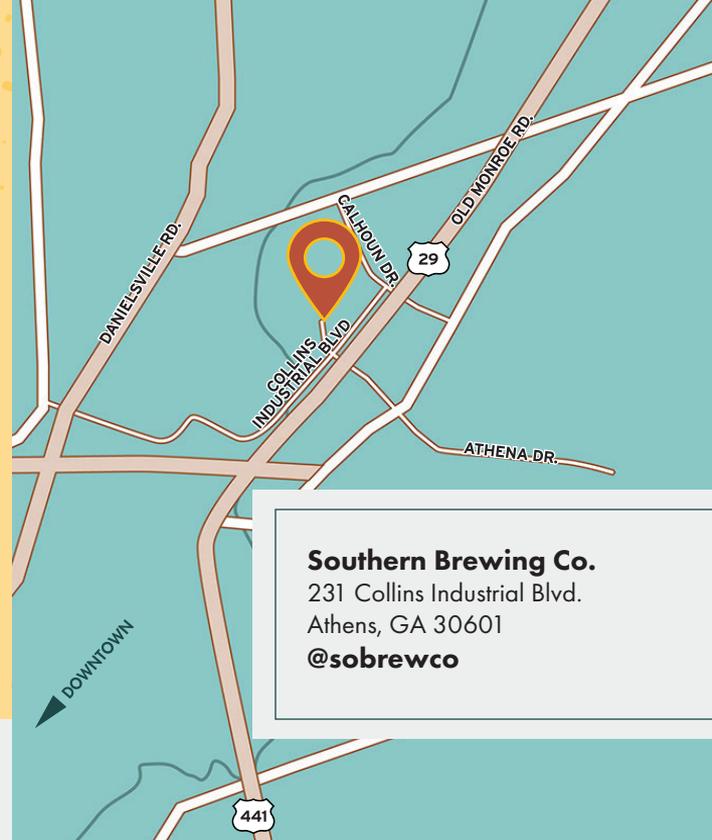
Normaltown Brewing and **Athentic Brewing** both opened in 2020 just outside of downtown in two of Athens' historic neighborhoods: Normaltown and Boulevard, respectively. As the most recent additions to the Athens beer scene both breweries have gained serious attention for their eclectic spins on beer classics, like Normaltown's **Summon the Fog** NEIPA and Authentic's **Rapid Recovery Blonde Ale**.

Visit **AthensBeerTrail.com** to learn more about our ever growing beer scene.

SOUTHERN
BREWING
CO.



Southern Brewing Company opened in the spring of 2015 and jumped right in with tasty beer plus fun games. Combining southern hospitality and the rich variety of local ingredients, Southern Brewing continues to make authentically Athens brews. Catch live music in the large outdoor space or come take a tour of this brewery for free and get a taste of their Hobnail IPA beer plus so many others.



Southern Brewing Co.
231 Collins Industrial Blvd.
Athens, GA 30601
@sobrewco

Raise a Glass

Founders Rick Goddard and Brian Roth met in Washington, D.C. while lobbying for the beer industry in 2009. They say the plan for Southern Brewing Co. started with a conversation on the back of a napkin.

BREWS AND BITES

Alongside an incredible beer, music, and arts scene Athens also boasts an unbeatable food culture combining a wide variety of styles. Restaurants range from traditional Southern and farm to table to Eritrean, Cuban, Italian, Vietnamese, and everywhere in between.

Check out AthensBeerTrail.com to find your next favorite spot, and be sure to pair it with your favorite local brew, too!

PINT SIZED ACTIVITIES

While all our breweries and the Athens Beer Trail itself are family-friendly, we have plenty of fun spots around town for the kids!

Bear Hollow Zoo

**Walker Park
& Splash Pad**

**Sandy Creek
Nature Center**

Dudley Park

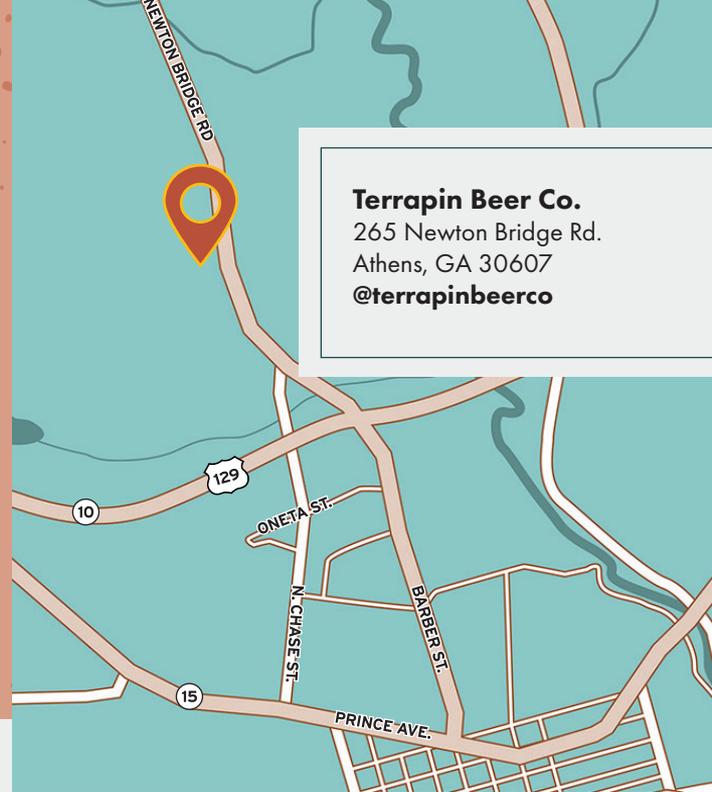
**State Botanical
Garden of Georgia**



Learn more @
AthensBeerTrail.com



Founded in 2002, Terrapin is the oldest craft brewery in Athens. During that same year their Rye Pale Ale won a Gold Medal at the Great American Beer Festival in Denver and put Athens on the map. They have been continuously brewing from their current location since 2007, ushering in a whole new era for the Athens beer community, and from there, the rest was history. Now you can find Hopsecutioner IPA and other Terrapin brews around the country.



Raise a Glass

Terrapin became the first craft brewery in Georgia to produce solar brewed beer with its solar panel array on the brewery's roof, all part of its 'Terraprint' initiative, focusing on minimizing its impact on the environment and maximizing impact on community.

TASTING NOTES

Beer: _____

Appearance: _____

Aroma: _____

Flavor: _____

TASTING NOTES

Beer: _____

Appearance: _____

Aroma: _____

Flavor: _____

TASTING NOTES

Beer: _____

Appearance: _____

Aroma: _____

Flavor: _____

TASTING NOTES

Beer: _____

Appearance: _____

Aroma: _____

Flavor: _____

Leaving
THE ALL-AMERICAN
BEER TOWN



THANKS FOR VISITING!

Don't forget to claim your one-of-a-kind Athens Beer Trail Beer Mug! Be sure to bring your Field Guide with all 6 stamps to the Historic Athens Welcome Center located at 280 East Dougherty Street, Athens, GA. Open 7 days a week, 10 a.m. – 5 p.m.

The Athens Beer Trail is a collaboration between the Athens Convention and Visitors Bureau and the six breweries.



LOOKING TO EXPLORE MORE?

Check out VisitAthensGA.com for more information and the best places to eat, drink, wander, and enjoy!



@VISITATHENSGA