



Craft Beer and Engineering – An Unlikely Pairing My Elicit Visit

I got to sit down with Amanda and Brian at Elicit Brewing Company in Manchester, CT. The following is an abridged transcript of our conversation.

By Eric Grulke

Eric

So your dad's an engineer?

Amanda

Yeah, my dad's been an engineer in aerospace for 30 years. Connecticut has been such a draw for engineering firms. There's a lot fun things behind brewing that the normal beer drinker might not see, but the beer world is a draw to engineers.

Eric

Was that something you were expecting? Were you like, "oh I bet we're going to hit big with engineers?"

Amanda

I always thought that we'd get them regardless. I worked in downtown Hartford before I was here, so I know they like to go to happy hour after work.

Eric

True.

Amanda

I've also noticed in this area there are so many large and small engineering firms and all types of engineers too. We're just getting a ton of them in, asking questions and kind of looking around. There is a lot of cool space and things around here too - just how they built it, and the beams on the back bar. People are really into how we built and designed this place.

Eric

That's kind of the whole Manchester locale. Labyrinth is the same way where they took this old mill building and turned it into something that everyone wants to come to; just revitalizing the area.

Amanda

Yeah, and that's one thing too with our mill building. Tony, who used to own Adam's Mill, really did not want anyone to just take it apart. I didn't know it was a thing, that a lot of people will actually go around and buy these old mill buildings and just take them apart for the lumber.

Eric

Oh yeah like reclaimed wood?

Amanda

Yeah the beams upstairs, which I can show you after, I didn't understand the value of them. You can't get that wood anymore, it's impossible. People will literally go around and buy these old mill buildings and just take them apart and sell them for lumber and pieces. Tony really didn't want this building to be left behind or become an apartment, he wanted someone to put love into it, making it something new, and I think my owners did a very good job of that.

Eric

I don't know if you even know the answer to this question, but was it hard to get into this spot? Did you guys have to make a case for what you were going to do here?

Amanda

Tony actually sought out my owners.

Eric

Oh wow!

Amanda

Eli's restaurant group has a pretty big background in restaurants; they have been around for over 25 years. It's actually the 25th anniversary of their first location and they are good at restaurants. This is their seventh restaurant location.

Eric

That's literally our first question, you're leading right into it.

Amanda

Tony sought them out and wanted someone that would take on the building, that knew what they were doing, and would put the time, money, and love into the building that it needed.

Eric

So that was kind of a pivot for the restaurant group. I mean you guys have been pretty restaurant- and catering-focused, why the switch to craft brewing?

Brian

Why not, right? I mean, craft beer is in a huge boom right now, so to capitalize on that explosion just makes sense. Plus their biggest thing was they wanted to make a space where they had a little something for everybody. Some people come for the brewery; some people just want to come out and have dinner. Craft cocktails, the lounge upstairs, the video games, and karaoke... the idea is that you have 10 friends and you all want to go out together and everybody wants to do something different...this ended up checking all the boxes.

The brewery culture has been growing and growing in Connecticut. I started out in homebrewing, and now they have huge brewfests that are just for homebrewers! I get to meet everybody and everybody is sharing their ideas...and to take that up to the commercial brewing side, the same thing goes on. The sense of community. I know Eli's is big into craft beer too, and was obviously a huge part of pushing [Elicit] forward. I think craft beer is just having a moment right now, especially



in Connecticut because we have so much going on. Just to be part of that scene - I think is what's been so explosive here. We've had so many people, we ran out of all of our beer!

Eric

That already happened?

Brian

We ran two large batches at another brewery, friends of mine. They brewed up big batches while we were waiting for our systems to get going. We figured, okay, we have those two for the first month... nope! In two weeks it was gone. Everything I brewed here for opening day, seven-barrel tanks, I did four batches, so we had six beers on, there's not a drop left of any of those beers left in the house.

Eric

So you're out of Elicit beer?

Brian

Thankfully I already turned the tanks a couple more times, so we have more of our beer on now. And we still have some of batches in cans, but we went through 60 barrels of our beer in two weeks, plus whatever else we were selling.

Amanda

Altogether, we went through 200 barrels of beer since opening.

Eric

Wow! How is your system sized?

Brian

It is a seven-barrel system, which presents a little bit of a challenge.

Eric

So it's a small system?

Brian

Yes, so usually if you are setting up a brewery, they say that your taproom should be anywhere from a quarter to a third of the size of your total facility. Three quarters to two-thirds is supposed to be production to service that size taproom and this equation is like 16,000 square foot building and I have maybe 1,500 square feet.

Eric

It doesn't really equate.

Brian

And they knew that going in, obviously. That's why we have 40 beers on draft and another 120 beers in cans and bottles. The brewery is supposed to be a component of the project, but not the only thing. It creates a lot of unique challenges, but also opportunities. Obviously, the challenge is keeping up with supplying a certain brand, but we talked about it early on and we're not really going to have a flagship kind of beer. Most places you go there's x, y, and z beer on all the time and they just make a ton of that and then they do other things rotating. Here, I would need to be using all of my tanks just to keep up with the flagship beer. Even doing contract batches... we were doing 20-barrel batches at Firefly and thought that would be like a month's worth. The opportunity is that we can do rotating beers, and I can try different things in small batches. Even this 15-barrel tank (points to his system)... so we brewed that as an IPA and I kegged it off on Wednesday, thinking that would be enough. And we were closed on Thursday for Thanksgiving.

Eric

Except that Wednesday is the biggest drinking day of the year.

Brian

Right! So we had essentially like 13-half-barrel kegs of that going into Wednesday. I came back Saturday morning and there was one keg left and I was like: "What happened? What did you guys do with all of it?" So I was scrambling and kegged it off that day. That was Saturday morning, I came back on Monday morning and it was almost all gone again! We just ripped through what was supposed to be two weeks of beer in a weekend!

Eric

To be fair, it is a big weekend.

Amanda

That weekend, in general, was just crazy. It's interesting too because, right now, IPAs are huge, but it's been cool to notice here (I mean, we have plenty of IPAs and our own IPAs as well) that people are trying everything here. Sours, hefeweizen, stouts... there's not a top seller; it's even across the board.

Eric

Okay, that was actually one of my questions. Of the beers you have or that you're brewing, which one is your biggest seller, the one you're most proud of?

Brian

Well the IPAs are the biggest sellers. We did an IPA and a pale on our contract batches, knowing those would go the fastest. When I brew for an event, I try to have a formula: one hoppy beer, one dark beer, one sour or fruited beer, and one seasonal beer. When it was just my buddy and I, we were consistently getting voted crowd favorite shows because we had something for everybody.

Amanda

Yeah, that happened when we went to Small State Great Beer. That was our first tasting event that we did and it was kind of putting us on the scene and we did that exact formula.

Brian

And people were telling us that we had the only stout because it was in the summertime.

Amanda

Yeah and we had a sour and an Octoberfest, and people were really happy about it.

Eric

So do you try to have the four listed beers on it at all times or is it whatever actually happens?

Amanda

The goal is at least six. I think right now we are at three just because we are trying to catch up. But we have a contract batch coming in probably next week and I think we have another one after that.

Brian

And the pineapple is going to be kegged off by this weekend.

Amanda

We should be back at that six goal hopefully by next week, maybe the week after. But we're great now, we have our wide variety. We have our pale ale and our IPA in cans; we just tapped our cherry sour last night.

Eric

You guys are canning already?

Brian

So Firefly has a canning line, so every time we do a batch with them, we do one palette worth of cans. What we're not doing is growler fills because we can't even keep up with taproom sales! But people want to take away beers, so we figured we should have some cans. The Marriage Counselor...that one was the double IPA that everyone went nuts for! Going back to your question, was there a higher seller? IPAs, double IPAs...but out of our first four, the kegs were all gone at relatively the same time. Which meant they were all moving evenly.

Eric

And people came to try them all.

Brian

Yeah, and it wasn't just tasters. People were taking pints of it. Everything was going.

Amanda

Just a quick funny part about our stout. It was our second day of brewing. The first brewing day went perfect, which is rare, but the second day we're brewing, this is back in October, and all of a sudden our power goes out. It was the day it was really windy and all of Adam Street lost the power.

Brian

It was right at the end in the brewing process when you add hops in. The reason everything is timed very specifically is because, once you put hops into a boiling liquid, its extracting bitterness from it for every minute it's in there. So in order to get the right balance, you have to time your additions to when you want certain characteristics out of it.

Eric

Over 60 minutes right?

Brian

Yeah so 60 minutes and then whirlpool. Dry hopping is different because you're not isomerizing, so the way you get bitterness from hops is there's alpha acids and the boiling process isomerizes those into a bittering compound,



so you taste it as that bitterness that you get from beer. So the problem is, the longer those are steeping at that temperature, the more bitterness is extracted from them.

Eric

You got a bitter stout then?

Brian

Yeah, so it was supposed to be a ten-minute whirlpool rest at the end and then pump it out through the chiller and it goes into the tank and you're done. Right as I was about to push the button for that pump, everything is out!

Amanda

This was crunch time!

Brian

Right, and we didn't have time to re-brew. So it went from a ten-minute whirlpool rest to a four and a half hour whirlpool rest. So I'm taking temperatures all along the way and it never got below 180 degrees. Anything over 170 degrees is the isomerization zone. I was thinking "oh it's going to be bitter!" We tried to figure out how to rescue it. What I ended up doing was getting some cold brew coffee made. Cold brew coffee is very smooth and has like no bitterness, but then when you put it in with that bitterness, the coffee kind of took over that bitterness and made it like an espresso kind of bitterness rather than an overused hop bitterness. The funniest part was that on Untappd, they have ratings and it was our highest rating for the first two weeks.

Eric

And now you're never going to be able to recreate it.

Amanda

Yeah, and another fun fact about our beer is the name Eli is significant to our owners. So every single one of our Elicit brewed beers has Eli in it somehow. For example, "Carousel Incident" - the "el" from "carousel" and "i" from "incident". So for this one we went with "Indeliberate:."

Eric

Well played. That's hilarious!

Amanda

People loved it so now we're like: "do we do it again?"

Brian

I actually just brewed a second batch of that yesterday.

Eric

For the rest of the taps though, are you working through a distributor or is it working through connections you have in the restaurant industry?

Amanda

Unless they self-distribute, you have to go through a distributor, so it's a combination. I've been in this industry for about 10 years now, so I've developed a lot of relationships and there's a lot of other breweries with whom I have great relationships with, so we have stuff on tap from them. We're also just ever-rotating, so we're getting a lot of cool, really small batch stuff that's kind of hard to find. We also get a lot of breweries-only stuff, like Connecticut Valley Brewing - they have stuff that they'll only distribute in their brewery, but we have such a great relationship with them they'll be like, "here are two kegs." So the only place you can get it is there, or for this weekend only you can get it here. And we have a lot of farther away breweries that someone might not make it to every weekend, but if they could come here and try something really cool and limited. That's the beer hall and beer garden vibe that we're going for. We're looking for balance too, so again the IPA seems huge, but we don't want 30 IPAs on tap. Making sure we hit every category and taste so there's something for everybody.

Eric

I don't know if this is a fair question to ask right now, as you're only a couple of weeks in, but given the response that you've been having and you're already talking about the disparity between the size in your workspace, have you guys talked about expanding the brew operation at this point? I mean you just opened, but has that come up yet?

Brian

So yeah, Eli's Restaurant Group and I have been chatting and the issue is the footprint. We have nowhere to expand outward because if you go one way, it's the walk-in and the beer garden. If you go another way, we have a retaining wall and over there is the hiking trail entrance. Over there is the kitchen and over there is the taproom. There is another building that's detached. They originally wanted to do a distillery up there with maybe storage, but it may have to be extra capacity. At this point, our plans are just to do contract batches. It's a pretty common model with small breweries. I don't know if you guys are familiar with Relic Brewing, but Mark in Plainville has a three- or five-barrel system at his place, yet all of his beers are out in kegs and cans everywhere. I used to work at Thomas Hooker, and Relic was exclusively brewing out of there until he exceeded the capacity, so he was also brewing at Stony Creek. Essentially, Mark works on making his recipes with a small batch-style system and he serves his beer

at his taproom, but anything you get elsewhere in cans or on draft all comes out of either Stony Creek or Thomas Hooker. That is a viable business model. For the immediate future, we'll be contracting our large batches out and that's cool too because I get to use this as like a pilot system. I get to come up with cool recipes, try it out, and if everybody loves it, it gets bumped up to a contract batch. So, I never have to worry about shelf stability on my beers because it's always going to be gone so quickly, which allows me to do some cool things like cold-fruiting and stuff you wouldn't be doing if you were packaging for distribution. So it puts a few more tools in the toolbox.

Eric

When this building was coming together and when the design was happening, did you have any input?

Brian

Yeah, so Eli's Restaurant Group had Matt Westfall from Counter Weight Brewing Company come in. He was formally at New England Brewing Company. This guy is like a Connecticut beer guru.

Amanda

Yeah, he kind of was like the start of the Connecticut craft beer industry.

Brian

Matt's an awesome guy. They brought him on as a consultant and he designed and set up the brewery layout. He was on board for filing all the paperwork and submitting plans, including brewery layout and all that stuff. He was the one who interviewed me, which was kind of crazy. I couldn't believe I was sitting down with Matt Westfall and he was grilling me on whether I know what I'm talking about, and meanwhile, I'm a homebrewer that was packing and selling at Thomas Hooker. Apparently, I knew enough about what I was talking about!

Eric

You made it!

Brian

Yeah, and funny story! I entered a homebrew competition and I had gotten silver in one of the Belgian categories and it came up in the interview. He kind of laughed and said, "I was there that day, I judged that category." I was like, well thank you then!" But yeah, that was a fun little icebreaker.

Eric

So I have to ask, if you were homebrewing before, was that just part-time or were you doing something completely different? Was this a job career change for you?

Brian

Actually yeah, my degree is in exercise science. I was a fitness guy, totally makes sense right? I worked in corporate fitness for a while and then I actually owned a couple of studios. The market there was just crazy and I just got burnt out in that industry. After that I was working for my mother; she owned a private investigation company so I was doing that for a long time. I literally learned most about what I know about brewing from listening to podcasts while I was sitting on eight-hour surveillance, like taking a correspondence course. I'm one of those people that gets obsessed with things kind of easily, so just like that, brewing became my whole focus. Then I started brewing every week and then doing these events. Then I had some free time and I went in to see Black Hog Brewing in Oxford and Tyler was offering an internship, it was two days a week for three months and essentially they just wanted someone to come in and help with packaging, but you can also learn from that. After that, they offered me a job, but it was such a drive for me because I lived in West Hartford. So after that I got a gig over at Thomas Hooker doing the same thing. It was part-time, probably two or three days a week, packaging at first, then working my way up in cellaring. Prior to coming here, I had never brewed a commercial batch of beer, it was just all homebrew stuff.

Eric

Sounds like you're doing a good job.

Brian

You said to talk about engineering...I've always been kind of a tinkerer. This equipment all came from Parable Brewing when they closed down; it was another brewery in Manchester. They bought all this equipment and John, the guy who used to brew on it, came over and kind of showed me how it actually works because the thing is from Croatia.

Eric

Talking to some other breweries, it seems like the entire industry is very communal.

Brian

Yeah totally, and that's what's been great. Even when the power went out that day, I called up other brewers to find out my options. It's great to have those people to reach out to.

Eric

Amanda, you said you've worked for Eli's for 10 years now?

Amanda

I'm new to Eli's, I've been with them since August, but I've been in the industry for 10 years now.

Eric

How does this compare? Did you have restaurant experience?

Amanda

Yeah, so I have a very broad experience. I've worked from dive bars to fine dining, and then I also managed night clubs for a while. Everything kind of combines. You have your food, but you also have a nightlife atmosphere, you have your bar, and upstairs we have a craft cocktail bar. I always joke that this place has just thrown all my jobs together in one category. It's fun, it is so much fun, and there's not a lot of places like this around. I like to travel and you just don't see a lot of things like this, so it's really cool. There's not really a lot of beer gardens; beer gardens are pretty big around like New York, DC, Austin. There's not really that many in Connecticut, so Eli's wanted that, but added just a little more to what a normal beer garden would be. Things aren't even done here yet, so next spring we have our big 4,000-square-foot patio that they're opening. The town of Manchester approved all the plans for it, so it will be really exciting. We are just ever-growing and adding things. I grew up in Manchester and there's a running joke of staying on this side of the river, and it seems when people want to do something, they go to the other side of the river. We're trying to keep people on this side and give them something to do so they don't have to travel. It's almost like a destination now because we are having people come from the other side of the river and we're having them come and spend the day here. It's very family-friendly during the day. Granted, we've only been open a couple of weeks, but you'll come here on a Saturday and you'll see families. Last Saturday I was here with my friends, but then my parents were here with their friends, and then my little brother and his friends. It's really cool to see everyone.

Eric

So you're expanding your garden. Are you guys working with an architect or an engineer to do these things?

Amanda

We do have a designer named Welcome; he's out of Norwalk. He pretty much did all of our floorplans and he did all the design interior. We have a general contractor who does more of the construction side. Welcome is a mastermind.

Brian

He comes in wearing his cowboy hat and is just: boom, boom, boom.

Amanda

The chandeliers are literally not chandeliers. Those are just pieces that he put together to create a chandelier. It was

all just pieces from Home Depot that he just kind of put together and created a chandelier.

Eric

Engineer/artist.

Brian

Totally. Those faux carpets, he did all of those by hand.

Amanda

Yeah, and these beams, he made those. He built everything in his shop in Norwalk and then he brought it here. When he brought those, in he looked at me and told me to pick it up. I'm like, "Oh okay" and he goes, "no pick it up!" So I jokingly go to pick it up, and I could actually pick it up! Each one of those beams weighs 51 pounds.

Brian

It's all like a PVC material, it's crazy.

Eric

We'll give him a little shoutout. Does he have a business or do we just know him as Welcome?

Amanda

His website is MyNameisWelcome.com, and you can see a lot of his cool fun projects. This is his final project.

Eric

He's retiring?

Amanda

He said he goes through career changes. Before this, he was a music producer and he got a Grammy or something. I can't remember what the song is, but it was from the 70s or 80s. It was a disco song and he won a Grammy for it. Then he decided he wanted to be an architect. So I asked him what his next venture is.

Eric

Where do you go from there?

Amanda

This is kind of his last one, he said it was his last hoorah and is very happy with it.

Eric

So you guys started three weeks ago. Any big growing pains in those three weeks? Other than the blackout?

Amanda

It's been pretty smooth, it's mostly small little things.

Brian

For me, it's just been a lack of capacity and some modifications. Again, the system has some limitations, so I have some workarounds. I want to try to get a welder to come in and reconfigure a couple of things to make it work more efficiently and to expand our capacity. It's always about capacity. When you're brewing into a larger vessel, you can brew one day, put your yeast in, and then come back and brew the next day. Then you're just essentially adding more into it or you double brew in a single day where you do two batches in that tank, then put your yeast for the whole thing there. The first time I did it, I did back-to-back brew days. I realized that there are two pumps and different pathways depending on how you open certain valves and manifolds direct where the liquid is going. The problem is that certain things at the end of the first batch needed the same pathways as the stuff for the start of the second batch. At the same time, I was mashing in the next batch, but then I realized that the pump I needed to circulate the water up into that is the same pump where the water goes through to chill. So I literally started running, tending the whirlpool and adding hops, but then running bags of grain up into the second batch to get it all in there and resting before the other one had to be knocked out. I literally finished with a minute and a half before I had to switch over the pump to the other thing.

Eric

Is it just you back there?

Brian

Oh yeah.

Amanda

Like I said, I've been here since August, so we've been talking and planning and getting ready to open, but, with a lot of things, you don't know if they're going to work until you're actually doing them. I have a lot of high volume experience, so a lot of time, when we are ordering, we've always order a little extra in case we run out since we are going to use it anyways. So we were doing that and even the extra wasn't enough. Fortunately, I have great relationships with my liquor rep. I've had reps running to the warehouse, picking stuff up last minute, and just literally getting us whatever they can to help us get by, which has been great. Now we are getting there and just ordering a ton! But we have a 16,000 square foot building with no storage.

Eric

Well, the open floor plan is really nice.

Amanda

Yeah and I always joke that soon my desk is going to be made of boxes of Titos and my chair will be boxes of Jameson just because we have no storage. We did just purchase a storage container as well to have outside. We're making more storage under the stairs and just making it work wherever we can. It's been a lot of fun and I love my five-minute commute.

Eric

I'm jealous.

Amanda

Like I said, I haven't had a job like this before where there's just so many opportunities to just do all these fun things that you've always wanted to do, but never having space or the availability to do it. Just having so much space here lets us do all these fun different events. We have the upper parking lot as well. I'm very fortunate to have 365 parking spots, so I can park somewhere different every day! We're looking at doing some festivals up there, as well as some concerts and stuff next summer. And that's fun too, especially because beer festivals are such a small community in Connecticut, where it can bring together different Connecticut breweries and some regional ones as well. I went to Brewfest as a patron, but now that I started working there, it's really cool to see the community come together. While everyone's setting up, everybody goes around and talks with each other and tries each other's stuff before the Brewfest opens. During the event, someone will come over and bring you samples and then we'll run over and give them something. It's like this endless circle of trading off and trying things. We're trying to bring that vibe and feel in here. We're going to start some stuff in 2020, like some homebrew nights. In the winter it's just cold and dreary, so at least have some beer to cheer you up! So we'll get the homebrew guys together and you can sample their stuff. It's just a fun social atmosphere too. I've learned that brewers love to talk about beer!

Eric

True.

Amanda

We're going to start fun things too. We have the retro arcade, so we're going to start "Beat the Brewer" which will be playing NBA Jam against the brewer.

Eric

So your beers are only sold here?

Amanda

Yeah, we just do the cans, we sell them out of here and then our kegs are on tap here. With our next contract brew, each one of Eli's location will get an Elicit beer as well.

Eric

Nice. Smart.

Amanda

They've been asking us for it. We had the management team from the whole Eli's group in last night and they had fun, tried some of the beers, and just had a good time. Then everyone's like, "when are we getting our keg?" That's the fortunate part about going through a contract brewery for certain things because they can then distribute it to our other restaurants.

Eric

So this is the brewery for the whole restaurant group then?

Amanda

Yeah, that's the goal. The goal is definitely too always have a consistent Elicit line at all the places.

Eric

It's great cross-marketing.

Amanda

Yeah, because their next closest location to us is in Hamden, so about 40-45 minutes away.

Eric

I was wondering about the jump. Was it just the space that drew you here?

Amanda

Yeah, the space, 100%. The owners came in and looked at it. The building has such beautiful bones. Even when it was Adam's Mill as a banquet facility, it just had such beautiful bones. They came, they walked through, and then went back down south and tinkered with ideas, and then came up with this concept.

Eric

Did they know it was going to be a brewery the whole way? Or was it like a restaurant first and then brewery?

Amanda

They always knew they wanted a food component, but yeah, the brewery was a big part of it.

Eric

Since it was Adam's Mill, it already had a kitchen, right?

Amanda

Yeah, so the brewery itself was a kitchen as well. It's funny because Tony and Deb, who used to own Adam's Mill, come in all the time, Deb was here yesterday. They've kind of watched it grow the whole way. Deb even did a scrapbook of pictures of Adam's Mill, the whole construction process, and then the finished product.

Eric

It looks very different.

Amanda

Growing up in Manchester I always came here. We would come to functions at Adams Mill, the school would do things here, brunch, holidays - and it's cool to see it transform. My favorite thing is that sometimes I'll sit in the corner and watch people walk in for the first time because people after coming here for 30 years. It's kind of cool to watch people come in for the first time since the renovation and they're like "oh...wait a minute".

Eric

That's how I walked in.

Amanda

It's completely different. I had someone yesterday say that she got married here. She remembers walking down these stairs. People have their memories. It's fun to watch people walk around with those memories, but then they just love the new space. It's really cool.

Eric

Do you have any plugs or any upcoming events? Maybe something pineapple related?

Amanda

We do have a Pineapple Hefeweizen coming. That's the thing, it's always rotating. Right now we have a Christmas Ale on,

a Brown Ale on, and then he just tapped a cherry sour last night.

Eric

Can you talk about the food too?

Amanda

We have a full kitchen. It's a lot of fun, different, bar bites. Upstairs is the craft cocktail bar, and all our beers are on tap up there as well, but definitely something completely different. There are pretty much events every weekend, and they're on our website and Facebook. Everything from different art events to fun exercise events, because what makes exercise better than having a beer after?

Eric

And your brewer has a background in it.

Amanda

Exactly, and actually, the owner's wife, she does certification for yoga across the state of Connecticut. She's got this whole team that's going to help me out with yoga and beer events or bar yoga, which is really exciting. There's always something to do. I would say, growing up in Manchester, that was one of my biggest things: I always thought there was nothing to do. Especially when it's cold and dreary, there are not a ton of options. So this gives you a ton of stuff to do.

Eric

This is the place to be, for sure.



Elicit Brewing Company We're restaurateurs at heart and beer drinkers at liver.

This is our stab at bringing our two passions together. A brewery, beer hall, cocktail bar, lounge, arcade, restaurant, and much more.

Located in Manchester, CT. We're bringing our own brews together with the best of Connecticut, and the world, with other libations and street fare to generate the ultimate experience. Our reboot on the Adams Paper Mills, circa 1864, has yielded our great state's newest adult playground.