

Brewer to expand in Honeoye Falls

Custom Brewcrafters receives tax break, will move to new building and start bottling beer

[Matthew Daneman](#)

Staff writer

(April 18, 2007) — Its mug foaming over with business, Custom Brewcrafters in Honeoye Falls is moving its microbrewery operation to a bigger location.

The County of Monroe Industrial Development Agency on Tuesday approved \$69,347 in property, sales and mortgage tax breaks over the next 10 years toward Custom Brewcrafters' plans to move its operations to a new building on Village Square Boulevard in Honeoye Falls.

The project was among several approved by COMIDA that are expected to create about 58 jobs.

Custom Brewcrafters will lease the 10,000-square-foot building from developer Monroe Village Associates LLC. Once there, Custom Brewcrafters, currently at 93 Paper Mill St. in the village, plans to expand its brewing capacity by 57 percent, largely to allow it to start bottling beer, said President Mike Alcorn. It also plans to quadruple its retail space, he said.

The bottled beers will be distributed through local groceries, Alcorn said, adding that local bars that don't have space to add Custom Brewcrafters' beer kegs are interested in a bottled product.

To start, the company is planning on bottling its English pale ale and double dark cream porter, Alcorn said.

The move to the new location will happen at the end of summer.

The company started a decade ago and brews specialty beers for western New York bars and restaurants. Business has been growing at 22 percent a year, and by the end of this year the company will hit its maximum capacity, Alcorn said.

Custom Brewcrafters plans to add five full-time equivalent jobs within five years, according to COMIDA. And the expansion will result in \$272,000 in additional local taxes over the next decade, the agency said.

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WILL YURMAN staff
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Greg Smith of Penfield is a brewer at Custom Brewcrafters in Honeoye Falls. Monroe County's industrial development agency has granted the company a tax break.

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