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EDD Secretary Matt Geisel Announces Drylands Brewing Company to Open in Lovington, Creating 30 New Jobs

Drylands investing nearly \$1 million in startup

Lovington, N.M. - Today, Economic Development Secretary Matt Geisel announced that Drylands Brewing Company will be opening in Lovington, creating 10 manufacturing jobs and 20 service jobs supported by the new brewing and canning operation. This project is the newest addition to Lovington's MainStreet area and will support the continued growth of Lovington's downtown district.

"The Brewing industry has been one of our most significant growth sectors in recent years and is a critical component in diversifying New Mexico's economy," said Economic Development Secretary Matt Geisel. "When we help our homegrown companies grow and thrive, we set New Mexico up for success."

Drylands Brewing Company is a New Mexico startup that will open this spring. Drylands will invest \$950,000 to create a restaurant, tap house and canning facility in the Lovington MainStreet District.

"We're very proud to locate our facility in Lovington and contribute to the continuing development in the downtown area," said Drylands Brewing co-owner Francisco Arreola. Co-owner Daniel Torres continued, "Thanks to the utility of the LEDA incentive and our partnership with the state we have the opportunity to start our business in a community that we love and add to New Mexico's booming craft-brewing industry."

New Mexico will provide \$100,000 for the expansion through the state's closing fund, known as LEDA. LEDA helps recruit new businesses to our state while helping those that are already here grow and thrive. Nearly zeroed out when Governor Martinez took office, she fought to grow this important tool to more than \$56 million.

"We're very proud to add Drylands Brewing to Lovington's thriving MainStreet area and to continue diversifying our local economy," said Lovington MainStreet Executive Director Mara Salcido-Alcantar. "Thanks to the collaboration of local and state entities, this project was able to access New Mexico's powerful incentives, helping a homegrown company find success - right here in Lovington."

Drylands Brewing will serve easy-drinking lagers and pilsners, as well as floral IPAs and decadent stouts. The menu will include brick-oven pizza, sandwiches and salads. To apply visit: www.drylandsbrewing.com.

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