

Feather Falls Casino Brewing Company Celebrates First Anniversary



The nation's first tribally owned in-house brewery, Feather Falls Casino Brewing Company in Oroville, California, opened one year ago to enthusiastic crowds of beer-lovers and foodies alike. Expectations were high for this unique business model, a diversification venture created by the Mooretown Rancheria Tribe. After a few months of fine-tuning, their investment is a success.

"One of the primary goals of the brewery operation was to help change the demographics of folks coming to the building," said Dori Moura, Marketing Assistant for Feather Falls Casino & Lodge. "We wanted to reach out to a younger crowd with a more even distribution between men and women." Knowing that craft beer is a draw in this area (Sierra Nevada Brewery is just 20 miles away), they hired a legendary local brewmaster and developed an ever-evolving menu of beers for every palate:

- Mooretown Pale Ale
- Naughty Native India Pale Ale
- Coyote Spirit Amber Ale
- Dancing Trees Hefeweizen
- Feather Falls Thunder Apricot Wheat Ale
- Blackjack Brew Stout Ale
- Broken Arrow Dark Ale
- Snake Eyes Hop Harvest Ale
- Soaring Eagle Pilsner

There are also several other seasonal ales on tap throughout the year. "The reviews have been amazing! Not only are the craft beers a hit, but we've also discovered a market for our beer-related merchandise," said Moura.

Entertainment was another nut to crack. With a state-of-

the-art sound and light system, the tribe could book any musical genre – the key was finding which style would provide the best value for guests. They've found that tribute bands are both popular and affordable. These bands bring to life the music and concert experience of acts like Pink Floyd, No Doubt, Bob Segar, AC/DC, Tom Petty, Led Zeppelin, Beatles and George Strait. For a \$5 cover charge (which includes one drink), they provide a great entertainment value that leaves guests with some cash for the casino floor.

A number of themed events have showcased the exciting new property. In May and October 2011, they staged daylong Blues & Brews Festivals. Closing off the main dining room for the event, they were able to accommodate sell-out crowds for blues bands and beer sampling. Featured performers included Charlie Musselwhite, Shane Dwight, Lydia Pense, Roy Rogers and Mark Hummel. Tickets were distributed inside coupon books that included food discounts and free slot play, all for \$25.



"We also can't resist the urge to take our craft beer out to the public," said Moura. Brewmaster Roland Allen became a fixture at beer festivals throughout Northern California this year. His brews garnered awards at the 2011 Amador Commercial Microbrew Competition. Allen and Director of Marketing Ed Gilbert even attended the Great American Beer Festival in Denver, Colorado. Brewers and beer lovers worldwide have been hearing about Feather Falls Casino Brewing Company.

After twelve months of operation, they have only begun to use the brewery to its full capabilities. "We've added a 19 ft. HDTV screen for viewing sports events, and our luxury VIP suites are a popular prize for radio station giveaways," added Moura. They plan to repeat the successful Live Band Karaoke Competition in the New Year. Looking to the future, it's obvious more excitement is on tap for this exciting new tribal venture. ♣

For more information about Feather Falls Casino Brewing Company, visit www.featherfallscasino.com/brewing-co.