

**FOR IMMEDIATE RELEASE  
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## **MEDIA ALERT**

### **SOUTHERN BOYS CONCEPTS OPENS EVOLUTION CRAFT BREWERY**

(DELMAR, DE) John and Tom Knorr, of Southern Boys Concepts, are proud to announce the opening of Evolution Craft Brewery, in Delmar, Delaware. The brewery was founded by the Knorr brothers, with their corporate chef John Scheckells as a minority partner.

Evolution Craft Brewery is a full production "boutique" microbrewery. The Knorrs have used their in-depth knowledge to create it, and will launch this brand in the restaurant trade. They will begin bottling in June to introduce the product into retail.

As lifelong wine enthusiasts, the Knorr brothers have incorporated the winery experience into the brewery, which includes a tasting room and daily tours of the facility. This is fifth concept developed by the Southern Boys, whose projects have ranged from Sobo's Wine Bistro in nearby Salisbury, Maryland to a Bistrot Cinq, a french inspired restaurant in Guatemala.

Seasoned brewer Geoff deBisschop has developed three original beers for Evolution Craft. Primal Pale, Exile ESB and Lucky 7 will be distributed in Maryland by Frederick P. Winner.

"My brother, John and I are excited about this new concept, and this new opportunity," said co-founder Tom Knorr. "The brewery was something we've worked on developing over the last few years, so it is nice to open the doors. We'll be distributing in Maryland in about two weeks, and hope to expand our distribution area to include the rest of the mid-Atlantic by the late summer."

For more information about Evolution Craft Brewery, visit [www.evolutioncraftbrewing.com](http://www.evolutioncraftbrewing.com), or Geoff deBisschop's blog at [evolutionbeer.blogspot.com](http://evolutionbeer.blogspot.com).

#### About Southern Boys Concepts

Southern Boys Concepts is a restaurant group headed by Tom and John Knorr, brothers and business partners that have built their concepts around their strong belief in good southern hospitality and bringing high quality experience to guests at a great value. Southern Boys Concepts restaurants include the Red Roost Restaurant, Boonies Restaurant and Bar, SoBo's Wine Bistro, and Bistrot Cinq.