

ASHEVILLE, NC, September 20, 2013 **/24-7PressRelease/** -- As the current owner of a brewery in Asheville, North Carolina,

[Rick Featherly](#)

promotes a new article in the News & Observer that highlights how the city is a growing center for the craft beer industry. The

[article](#)

notes, "Inside unadorned buildings, dark basements and hollow warehouses across this mountain town, the steam rises from shiny pots carrying a sweet smell from a brew that draws thousands. Not far removed from the copper stills that once kept moonshine flowing in these hills, this new legal brew is transforming the state into a top destination for a fast-growing segment of the beverage market: craft beer."

As a proud brewery owner and Asheville resident, Rick Featherly resonates with the article, adding that independent and local breweries throughout the region are distributing craft beer in small batches. "I noticed the growth occurring within the beer industry in Asheville and was drawn to the city and the business," he said. "My brewery, Hop Stop, has become a popular hangout for beer drinkers of all types. We brew several different types of craft beer and offer tastings to the public."

According to the article, "The state's roughly 85 craft brewers are earning national recognition and drawing hordes of enthusiasts, some of whom drive hours and sleep overnight on sidewalks to taste special releases." Asheville was named "Beer City USA" in an online poll for four consecutive years starting in 2009. The report highlights Leah Wong Ashburn, vice president at Highland Brewing. "We've gone from a very small handful of breweries 20 years ago," she said. "Dramatic doesn't even begin to explain what's happened in 20 years."

At national industry gatherings, Ashburn said, "People are asking what's going on over here because nothing has ever gone on over here. People are coming to the state for beer. That's a new thing." When looking at the history of Asheville, Rick Featherly notes that it is a vibrant scene and a seemingly unlikely home for a beer boom. "Asheville was the first city in the Southeast to ban alcohol in 1907," he said. The article adds, "North Carolina followed suit the next year, becoming the first state in the nation to join the prohibition movement."

Fitten Glenn, author of the book "Asheville Beer: An Intoxicating History of Mountain Brewing" weighs in on the interesting fate of the city, and how it has progressed into a craft beer hub. "This is moonshine city," said Glenn. "People have been making their own alcohol beverages for a long time, both legally and illegally. It seems like a pretty easy move for people to make beer here." Rick Featherly concurs, adding that the city's history has made a unique impact on the craft beer industry.

Rick Featherly Revels in Asheville's Growing Craft Beer Industry

Written by Australian Business

ABOUT:

Rick Featherly owns and operates Hop Stop in Asheville, North Carolina. He oversees the production of current batches and strives to foster positive vibes and a great atmosphere. The brewery is one of the most popular in town, and many locals and travelers rave about the city. Hop Stop hosts a variety of community events, including weekly run clubs, live music, food truck visits and humane society adoptions. Featherly has one dog, Rosco, who typically goes everywhere with him. The brewery has a dog-friendly policy that allows guests to bring their dogs with them, as long as they have vaccinations and are well-behaved alongside other dogs.