

## World of Beer Brings New Flavor To The Villages With Full Menu Craft Spirits

Written by Australian Business

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TAMPA, FL, September 22, 2013 **/24-7PressRelease/** -- World of Beer (WOB), a thriving beer-centric tavern boasting an extensive collection of beers from around the globe, opened a new Florida location at 2751 West Torch Lake Drive in The Villages, FL on September 2nd, 2013 and is celebrating its grand opening on Saturday, September 28th, 2013. This is World of Beer's 24th location in Florida, and its 47th location nationwide. WOB The Villages will be the first World of Beer location to open with the Tavern Fare menu, craft spirits and cocktails in addition to the extensive craft beer selection it is widely known for. World of Beer also recently opened in the Tampa Bay Times Forum, Katy, TX, and Jacksonville, FL with plans to soon expand into New Brunswick, NJ, Brandon, FL and Baltimore, MD. These soon-coming locations will also open with the inclusion of Tavern Fare, hand crafted cocktails and craft spirits.

Located in the Brownwood Paddock Square, WOB The Villages boasts over 500 bottles of beer and 38 rotating taps. A 1,300 sq ft patio compliments the 3,000 sq ft location, which is open Sunday through Thursday from 11:30am to 12am, and from 9am to 12am on Saturdays, with lunch served during the day and dinner in the evenings. This location is proud to partner with many local breweries, including Swamphead, Native Pinglehead, CCB, and Engine 15.

"I am excited and grateful to be a part of this all-inclusive store in The Villages, and having the ability to grow within this amazing company is a great opportunity," said Adam Fisher, General Manager at WOB The Villages. "We as a local tavern look forward to showing The Villages what we have to offer and what craft beer and World of Beer culture is all about!"

Fisher has been with World of Beer since he was originally hired at WOB Clermont. After being promoted at that location, he was then chosen as General Manager during the construction of WOB The Villages. He takes pride in being an ambassador for craft beer, and looks forward to spreading the WOB culture and showing people what it has to offer. The Tavern Fare menu is available from open to close and pairs wonderfully with the craft beer; it features flatbreads, brats and craft beer-infused appetizers. Delicious salads and sandwiches make for a great mid-day meal, and a variety of appetizers are perfect for sharing with coworkers during weekday lunch breaks. The hand crafted cocktails include fun and creative creations like the Hoti Mojito, MargarIPA and Gin N Jam. Each drink is unique to World of Beer and showcases the WOB culture by including craft beer in the cocktails themselves. In keeping with their founding philosophy, World of Beer is partnering with local distilleries to supply the handcrafted spirits to WOB The Villages.

"This location has it all," said World of Beer CEO Paul Avery. "This is the first location to provide guests with not only a great selection of craft beer, but also our exclusively developed Tavern Fare, which will be available for both lunch and dinner. We are so glad to have been able to open this location to broaden the appeal to our customers and enhance their experience."

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As the first location to feature craft beer, Tavern Fare and craft spirits and cocktails, WOB The Villages will be celebrating with a Grand Opening on September 28th, 2013. Guests are welcome to enjoy sweet treats from Abracadabra Ice Cream, which will be made with craft beer and spirits. Prizes will be raffled off throughout the evening, and several special beers that have been released directly to WOB The Villages will be served.

Happy Hour is held Monday through Friday from open to 5pm with \$1.00 off all drafts and wine. Monday is Service Industry Night with 25% off select drafts. Tuesday is 25% off bottles for loyalty members and the 100 club mug will also be in effect. Wednesday is WOB U, with 25% off select drafts for students, faculty and staff. Thursday is Ladies Night and Military Appreciation with 25% off select drafts. A Loyalty Club cookout will be held one Sunday each month. In addition to the weekly events, World of Beer hosts monthly brewery nights and spotlights, tap takeovers and beer-centric events celebrating the flavors of the season.

It can be said that the 'WOB Culture' is unlike any other. The specially-trained staff has completed an intensive, two-week beer school, and is on-hand to guide customers through the World of Beer experience, centered around a global menu of beverages, live music and televised sports.

WOB steadily rewards its customers by offering a Loyalty Club Program that enables them to earn points by trying different beers. Guests earn one point for every different beer purchased at WOB, gaining them access, appreciation and rewards that only WOB can offer. The program is available to all guests, and is easily accessible through the WOB app (available for iPhone and Android smartphones). It's WOB culture in the palm of your hand.

WOB was founded in Tampa, FL in 2007. Currently, 47 taverns are open in 14 states (FL, AL, VA, TX, WI, OH, IL, NC, GA, AZ, CO, SC, MI and WA). Locations soon to follow include New Brunswick, NJ, Baltimore, MD and Brandon, FL.

World of Beer Franchising: World of Beer is an uncommon establishment where the experience is as essential as the product. Centered around a global selection of craft beer, delicious "tavern fare" and live music. It is important that a broad spectrum of patrons, from the beer aficionado to the casual beer fan, can enjoy the best beers on the planet and increase their beer knowledge in a comfortable and upbeat setting. Visit <http://www.wobusa.com>.

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