

BACKGROUND



1403 E 5th Ave. | Tampa, FL 33605 | Historic Ybor City | 352.408.5736 | www.BarrieHaus.com

OVERVIEW

BarrieHaus Beer Company is a unique community centered on the passion of family tradition, a love of innovation, and the enjoyment of world-class beer. With 150-year family brewing history, we serve unique craft beers to families and friends of all ages in a one-of-a-kind historic environment in Ybor City. Kids can play while adults relax and converse in a contemporary atmosphere with rustic warmth. Craft beer enthusiasts can converse with the head brewer and view ingredients while watching the brewing process unfold.

MENU

Our 15-barrel brewhouse showcases nine unique craft beers plus specialty brews and seasonal offerings. The menu will focus on German lagers and include a Helles Export, Vienna Lager, IPA, Pilsner and Dunkel, among others.

TEAM

Jim Barrie, Head Brewer and Co-owner

Brittney Barrie, President and Co-owner

Junbae Lee, Director of Sales and Relationships



The BarrieHaus Team rennovates an Ybor City building for the brewery.
Above: Jim Barrie (Center), Brittney Barrie (Right), Junbae Lee (Left)

FAMILY BREWING HISTORY

For Jim Barrie, brewing is a family tradition that extends back centuries. The heritage began in Detroit in 1863 with Philip Kling immigrating to the United States from Germany as a barrel maker. Upon settling in his new country, he began brewing and selling beer under the name Peninsular Brewing. Barrie's Great-great-grandfather Louis Schimmel later started Tivoli Brewing in 1897. Tivoli Brewing continued through prohibition and Barrie's great-grandfather later became Vice President. With Jim Barrie's extensive family legacy, brewing is more than a business—it's literally in his DNA.

JIM BARRIE'S BACKGROUND

FROM GATORS TO LAGERS

A Florida native, Jim Barrie attended the University of Florida and played offensive line for the Florida Gators. Jim was dedicated to his lifelong goals of playing professional football in the NFL and he was well on his way. Before the 2008 football season, Jim suffered a career-ending injury that changed the course of his future. He went on to complete his undergraduate studies with a B.A. in Political Science and furthered his education with a Juris Doctorate from UF's Levin College of Law. After passing the Bar Exam and practicing law, Jim was left unsatisfied. After playing professional football was no longer a reality, Jim filled his competitive drive with homebrewing. He and two friends invested \$130 in a home brew kit that contained some very basic ingredients and a five-gallon pot. After perfecting his skills, he soon became obsessed with winning homebrewing competitions similar to his days of winning national championships with the Florida Gators. Through sweat and determination, he worked for two years at a successful commercial brewery in Gainesville, won countless awards for his brewing skills, and is now putting his law background to good use in the business planning process for BarrieHaus Beer Co.

AWARD HIGHLIGHTS

In 2014, Jim Barrie began entering competitions and winning consecutive gold medals such as his First Place gold medals for American Ale in the American Homebrew Association Regionals, the Best Florida Beer Competition (2015 and 2016), and Best of Show in the Big Bend Brew Off for German Helles Exportbier (2016). His most impressive haul came in the form of a First Place National Championship medal for his Prenup Pale Ale – a freshly hopped citrus bomb that has won over many fans. More recently, in 2017, Jim was chosen to participate in Disney's Food and Wine Festival with Monarch Milk Stout, First Magnitude Brewing Company. Throughout the course of his career, he has won medals in twenty different styles of beer. He was also named Hogtown Brewers Club's "Brewer of the Year" for both 2015 and 2016 and is considered to be ranked as one of the top homebrewers in the state of Florida. In order to extend her knowledge and join Jim in the brewing industry, Jim's wife Brittney Barrie has also won a homebrew medal, and has participated in homebrewing as a Recognized Beer Judge under BJCP. Brittney brings her love of lager and a doctorate degree to her position as BarrieHaus's president and co-owner.

BIOS



Jim Barrie, Owner & Head Brewer

Before becoming an award-winning brewmaster, Jim Barrie was an accomplished student athlete who played football and graduated from the University of Florida, with a B.S. in Political Science. He furthered his career as a graduate of the Levin College of Law and practiced as a real estate attorney until he realized it was not his calling. Through sweat and determination, he worked for two years at a successful commercial brewery in Gainesville and is now putting his law background to good use developing the business plan for BarrieHaus Beer Company. His expertise and creativity as an award-winning brewer have equipped him to establish and operate this commercial 15-barrel brewhouse.



Brittney Barrie, Owner and President

Brittney Barrie is an award-winning homebrewer who grew up with business in her blood. Starting in hospitality, she learned from her mother, who was a Director of Hotel Sales, and her father, who was a Supervisor of Food and Beverage services. Brittney graduated from the University of Florida with a Doctorate of Physical therapy, a B.S. in Applied Physiology and Kinesiology, and a minor in Business. Her experience in management and leadership extends to her current role as a physical therapist and clinical instructor for student interns, as well as her position as Adjunct Faculty at The University of Florida's Department of Physical Therapy. Brittney's passions for event planning and home-brewing inspired her to co-found BarrieHaus with her husband. Brittney is a homebrew medal-winner and a Recognized Beer Judge under BJCP.



Junbae Lee, Director of Sales & Relationships

Junbae Lee rounds out the management team and brings his technical expertise and promotional ability to BarrieHaus. Junbae graduated from Auburn University with a B.S. in Agricultural Business and Economics. He has spent the last two years in a startup operation that has expanded internationally with sales of over \$1 million. He was instrumental in growing the company's brand to recognition domestically and internationally by expanding their operation standards of inventory management for their continuously expanding product lines and logistic organization of distribution lines. His previous experience as a real estate manager and as a server in the hospitality industry also contribute to the personality and liveliness of the BarrieHaus team.



JIM BARRIE

2018

- ✓ 2nd Place World Beer Cup for Vega Blonde, First Magnitude Brewing Company

2017

- ✓ Chosen to participate in Disney's Food and Wine Festival with Monarch Milk Stout, First Magnitude Brewing Company
- ✓ One of Top Ten Beers at Proof Invitational out of hundreds competing with Sour Passion Fruit IPA, First Magnitude Brewing Company
- ✓ 3rd Place (professional level) Best Florida Beer Competition Imperial Red IPA First Magnitude Brewing Company

2016

- ✓ Hogtown Brewers Club "Homebrewer of the Year" (2nd time)
- ✓ 2016 Best Florida Homebrewer ranking 4th
- ✓ 1st Place Best of Show Big Bend Brew Off for German Helles Exportbier
- ✓ 1st Place Big Bend Brew Off
- ✓ 2nd Place AHA Regionals
- ✓ 3rd Place Best of Show Coconut Cup for American Pale Ale
- ✓ 1st Place Coconut Cup
- ✓ 1st Place Coconut Cup
- ✓ 2nd Place Coconut Cup
- ✓ 1st Place Best of Show Keg Competition Hogtown Brew-off for Chocolate Hazelnut Milk Stout
- ✓ Recipe featured in *Brew Your Own* Magazine
- ✓ 1st Place Hogtown Brew-off
- ✓ 1st Place Hogtown Brew-off
- ✓ 3rd Place Hogtown Brew-off
- ✓ 3rd Place Hogtown Brew-off

- ✓ 2nd Place Best of Show Sunshine Challenge for German Helles Exportbier
- ✓ 1st Place Sunshine Challenge
- ✓ 2nd Place First Coast Cup
- ✓ 1st Place Commander Saaz
- ✓ 1st Place Best Florida Beer Competition
- ✓ 2nd Place Best Florida Beer Competition
- ✓ 2nd Place Best Florida Beer Competition
- ✓ 2nd Place Best Florida Beer Competition
- ✓ 3rd Place Best Florida Beer Competition
- ✓ 3rd Place Best Florida Beer Competition

2015

- ✓ Hogtown Brewers Club 'Homebrewer of the Year'
- ✓ Best Florida Homebrewer ranking 6th
- ✓ 1st place Gold Medal American Homebrew Association for American Ale category (563 category entries)
- ✓ Only winner from Florida
- ✓ Commercially brewed a variation of the beer at First Magnitude Brewing Company
- ✓ Featured in AHA's *Zymurgy* Magazine.
- ✓ 1st place AHA Regional
- ✓ 3rd place AHA Regional
- ✓ 1st place and Best of Show Helles Lager for Big Bend Brew-off
 - Feature article in the American Homebrewers Association national magazine *Zymurgy*
- ✓ 1st place Big Bend Brew-off
- ✓ 1st place Big Bend Brew-off
- ✓ 1st place Best Florida Beer Competition
- ✓ 3rd place Hurricane Blowoff
- ✓ 3rd place Hurricane Blowoff
- ✓ 2nd place Hurricane Blowoff
- ✓ 2nd place Hurricane Blow-off
- ✓ 3rd place Sunshine Challenge
- ✓ 2nd place Sunshine Challenge
- ✓ 3rd place First Coast Cup
- ✓ 1st place First Coast Cup
- ✓ 1st place First Coast Cup
- ✓ 1st place Best of Show Hogtown Intra-club competition
- ✓ 2nd place Best of Show Hogtown Intra-club competition

2014

- ✓ American Homebrew Association Regional 1st place Gold Medal for American Ale category
- ✓ American Homebrew Association Final Round 3rd place Bronze medal (696 category entries)
 - Featured in AHA's *Zymurgy*
- ✓ Hogtown Brew-off 2nd Place
- ✓ First Coast Cup 2nd place

BRITTNEY BARRIE

- ✓ Queen of Beers 2nd place for American Light Lager

Publications

- ✓ Featured multiple times in the American Homebrewer Association's prestigious magazine *Zymurgy* (Readership: 70,000+)
- ✓ HA NHC 1st place American Ale
- ✓ Recipe for Best of Show Helles Lager
 - Feature article about Jim's roots in homebrewing and special techniques he uses
- ✓ AHA NHC 3rd place American Ale
Featured in the largest homebrewing magazine in the world: *Brew Your Own* (Readership: 96,800)
- ✓ Recipe for Best of Show Chocolate Hazelnut Milk Stout

The screenshot shows the American Homebrewers Association website. At the top, there is a navigation bar with links for 'MEMBER LOGIN', 'DIRECTORIES', and 'SHOP'. Below this is a search bar and social media icons. The main header features the AHA logo and the text 'American Homebrewers Association'. A secondary navigation bar includes links for 'homebrew recipes', 'how to brew beer', 'community', 'events', 'competitions', 'membership', and 'magazine'. The main content area displays a recipe for 'Prenup Pale Ale' by Jim Barrie. The recipe text describes his win at the 2015 National Homebrew Competition. To the right of the text is a photo of a glass of beer. Below the recipe is a 'Members Only' section with a 'JOIN US' button. On the far right, there are promotional banners for 'YAKIMA CHIEF -HOPS-' and 'BREW GURU'.