

Oktoberfest All Year? Don't Wake Me! Epicenter: Pepperell Beverage

By Janet Bohling

PEPPERELL, MA – Oktoberfest is a time-honored tradition in Germany. You go, you drink from a giant mug, and you celebrate in the classic Bavarian way. If you can't make it to the overseas location in October, no need to pant with thirst... any day of the year you can get a taste at Pepperell beverage, the new state-side local epicenter! And it's where you will find Randy Brubaker, founder of Pepperell Beverage in Pepperell, MA



But if you're ready to hunker down, get serious about selecting a brew, wipe your lipstick off and venture into the Beer Cave at Pepperell Beverage. Its walls are lined with craft beers from various regions in the US, with a large selection of local offerings from New England. Many of these brews are from the top selling and in-demand craft beers that are recognized by enthusiast communities, and reviewers such as *Beer Advocate* and *Rate Beer* and include selections from small "cult brewers" and hard to find beers. Customers are able to mix their own 'pack-&-go' six packs from Pepperell Beverage's selection of over 475 craft beers and ciders, with new ones arriving each week.

Randy founded Pepperell Beverage to share his passion for craft beer, wine, and small batch spirits with his local community, and to provide a 'pack-&-go' meeting place for other craft beer enthusiast to shop for their bucket list of flavors, discover new beverages, and taste domestic, international and local brews. It is an understatement to say, Randy has a great appreciation for craft beer, wines, and spirits. They are his golf. He is a full-hearted beverage enthusiast. And it's this enthusiasm that makes Pepperell Beverage a great destination beverage store.

Randy's business partner, Aaron Rothfuss is the CBO (Chief Beer Officer) for Pepperell Beverage and is responsible for the Beer Cave and it's product offerings. Aaron, also an avid beer enthusiast, will travel far and wide to be able to raise the perfect glass and exalt it in the store. His favorite beer can be simply classified as...the next one discovered.

The team at Pepperell Beverage knows their way around the vast selection of craft beer in the Beer Cave. They can help you find the perfect wine for any occasion and your next favorite whiskey, gin, vodka and tequila. The team knows beer, wine and spirits like I know coffee, lipstick, and chocolate. I happened to stroll into Pepperell Beverage one summer day after taking a walk on the rail trail. As it happens...the rail trail runs in front of the Pepperell Beverage parking lot. Randy asked how he could help. Do you have anything with Chocolate, I asked. Surprisingly, he did. It was a craft beer called Shake and was from Boulder Brewery, in Boulder, CO. Never in my wildest dreams would I image a beer made with chocolate. Whatever you fancy, I am sure it can be found in liquid form at Pepperell Beverage.

If you're out there looking for wine, there are more than a few reasons to shop at Pepperell beverage. First, they have small vineyard and unique wines sure to be missing in big box stores. At Pepperell Beverage you will certainly find one whose taste and ethos sweet-talk your palate and needs. And if you don't see what you're looking for right away or if you are like me, unsure of what you want, you can always ask Randy or Alex. Just tell either of them what gastric creation it will be paired with, what your likes and dislikes are, and whela! No wait, no slow walking hoping to conceal your lack of knowledge, and no sweat...He will present 2 or 3 wines from racks that display over 600 bottles, each perfectly fulfilling your requirements, and dreams of the perfect evening. Pepperell Beverage has a selection of unique wines from US wineries, primarily from family owned and regional wineries, and a selection of organic wines. A small selection of larger national brands is available along with some international wines. A significant percentage of the wines offered are priced at \$15 or less per bottle.

Pepperell Beverage has a great selection of small batch and craft spirits, many from New England and an amazing selection of rare and hard to find bourbons, and whiskeys and rye's not found in most package stores. They also have a large selection of unique bitters and mixers for the cocktail enthusiast. In addition, a limited selection of large batch premium spirits and cordials are available.

Randy invites you all to come in for a tasting. Check out the schedule on his website and Facebook and learn more about Pepperell Beverage at pepperellbeverage.com



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