



Ruby Street Brewing, LLC
Fort Collins, Colorado USA

Why buy local?

We post many of our creations on Facebook and the most common question we get asked is “what does it cost?” Some viewers even follow up with, “there’s no pricing on your website”. That’s because we’re different!

Let me explain. Ruby Street Brewing was founded on a very different model, one that values and encourages buying local. When you purchase a Ruby Street Brewing product we give you an opportunity to spend money in your community by purchasing through your local homebrew store. We live in a nation that is obsessed with the convenience of click and ship websites. Often the homebrewer in your hometown that was passionate enough about the hobby to take the risk of opening a business and sharing their love for homebrewing gets left behind.

This doesn’t mean that we don’t want to engage with you as a customer. Maybe the homebrew store near you isn’t currently a Ruby Street dealer. Give us a call, and we will be happy to work directly with **you** to design a system with options and features that meet **your** needs. Then we will reach out to your favorite local store and offer them a wholesale quote that they can pass along to you. Nobody makes it easier to put the profits of a retail sale into your community. We have never had a homebrew store turn us down on an offer to make a sale on a product that they never even touched. We drop ship your complete hand crafted Ruby Street system right to your doorstep. Then we send them a pile of brochures so they can engage and sell to your friends that are super impressed with your new brewery.

We support our products. When you have questions, you can work directly with us to get answers. We build an outstanding quality product that makes customer service a piece of cake. I am more than confident that the few that have reached out to us for customer service would give us a 5 star review in that department.

So, the obvious assumption is that our products will cost more because there’s a middle man making a profit, right? Nope. Here’s why... Because we sell through homebrew stores, we don’t have the overhead of hiring salespeople, we don’t have a fancy expensive e-commerce website to maintain, we keep our advertising costs to a minimum, and that all allows us to simply focus on creating some of the best beer brewing systems in the industry. Yep, we outsourced those jobs... Where to? Your city! So, when you’re ready to buy a handcrafted quality beer brewing system that is backed by the best customer service in the industry, give us a call. And the next time you’re brewing and you have that immediate need for an extra packet of yeast or you have to replace a broken hydrometer, hopefully there’s a smiling face behind a sales counter in your town that can help you with that. If you agree with our model, share our story with your homebrewing pals.

Cheers,
Brian Mollohan
Ruby Street Brewing, LLC