



FOR IMMEDIATE RELEASE

**BREWING UP A BRAND EXPANSION: HERITAGE HILL TAPS INTO NORTH SYRACUSE WITH A NEW LOCATION - HERITAGE HILL NORTH**

Pompey, NY February 5, 2024 — Dan Palladino, the owner behind Heritage Hill Brewhouse, is thrilled to unveil an exciting new chapter in the brewery's story with the grand opening of Heritage Hill North on Taft Road in North Syracuse at Sweetheart Corners.

Palladino shares the thrilling news of Heritage Hill's expansion into the vibrant North Syracuse community, setting up shop in the former Full Boar Brewery location on Taft Road. This marks the brand's third location, following the success of Heritage Hill Brewhouse and the Paladino Farms bar and restaurant, which is now open in Terminal B of the Syracuse Airport.

"At Heritage Hill, we're not just opening a branch, we are celebrating the rich history and heritage of Syracuse. We're stepping into the legacy that Full Boar Craft Brewery built, and we can't wait to infuse the Heritage Hill spirit into this historic location," exclaims Palladino.

The Heritage Hill name itself is a tribute to family history, the charming Town of Pompey, and their 179-year-old family farm. Known for honoring tradition, Heritage Hill opened the Central New York Brewseum in 2021 at their home location. Now, they are excited to embrace the historical significance of the oldest Plank Road in America at Sweetheart Corners, collaborating with the Onondaga Historical Association to celebrate this rich history within the Tap Room.

Continuing the legacy of Full Boar, Heritage Hill North will keep the beloved mug club and trivia nights while introducing the distinct Heritage Hill ambiance and a menu featuring brewery-centric delights. Palladino shares, "We're crafting a unique experience with local ingredient-focused flatbreads, paninis, and charcuterie boards, perfectly complementing our award-winning craft beers, seltzers, and a full New York State bar. Expect New York's best wines, spirits, canned cocktails, and ciders, along with exciting low-alcohol beverages and mocktails as well."

Founded in October 2018 on the picturesque Palladino Farms, Heritage Hill Brewhouse has become synonymous with not only exceptional beers but also a stunning setting in the southern hills of Onondaga County. The new Heritage Hill North location will capture the essence of the farm through visuals, including a live video feed of animals and breathtaking nightly sunsets.



The venue will be open for rentals, offering a captivating event space. Weekly entertainment, featuring trivia, live music, and the famed SU and Buffalo Bills watch parties, will keep the energy alive.

Dan Palladino anticipates the grand opening of Heritage Hill North in the Spring, pending the receipt of their liquor license and the completion of renovations. Stay tuned for updates on their website [www.heritagehillbrewery.com](http://www.heritagehillbrewery.com) and social media pages.

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For more details on what to expect, visit: [www.heritagehillbrewery.com](http://www.heritagehillbrewery.com)