



The Pickleball Ranch @FBC

May 9, 2023

FOR IMMEDIATE RELEASE

Brewery, Taproom, Brew Pub and Pickleball Ranch Set For Ground-Breaking Ceremony in Florence, KY

Florence, Kentucky – In conjunction with the City of Florence, The Freedom Brewing Company and The Pickleball Ranch @FBC are set for launch in Florence, Kentucky. Located on a four-acre parcel of land on Freedom Way, directly behind the Florence Y'alls and Thomas More Stadium, the 12,000 square foot indoor/outdoor brewery, brew pub & taproom will be joined by a six (6) court pickleball facility.

The brewery and taproom will feature a brew pub style restaurant while offering majestic rooftop views into Thomas More Stadium and the adjoining Pickleball Ranch @FBC.

The finished lower-level patio will offer a year-round outdoor entertainment space, prime viewing of pickleball and an outdoor concert stage for live entertainment.

"The Freedom Brewing Company and The Pickleball Ranch @FBC look to work closely with the City of Florence & the Florence Y'alls to create a true entertainment district gem and a one-of-a-kind social and lifestyle experience for fans of brewery & craft beer, baseball, pickleball, and live entertainment" says Freedom Brewing Company Managing Partner, Pete Robinson.

City of Florence Mayor, Dr. Julie Metzger Aubuchon adds, "Over twenty years ago, community leaders envisioned the Florence Y'alls site as an entertainment district and the vision is now becoming a reality. This addition to the Florence Y'alls campus will create a unique destination in our community for fans of baseball, craft beer, pickleball and music to create unforgettable memories. The project will be an asset in our area and provide us the ability to showcase our beloved hometown, in the shadow of our famous water tower, as never before. The facility will provide something for everyone and I look forward to spending time there with my family and friends."

City of Florence Director of Community & Business Development Josh Hunt says, "Freedom Brewery will provide the perfect blend of entertainment, recreation, and community engagement. With its innovative concept and vibrant atmosphere, this establishment will undoubtedly attract visitors, bolstering tourism and providing opportunities for growth. We welcome this exciting development and look forward to the positive impact it will have on our community's economic vitality and the flourishing spirit of camaraderie it will foster."

GROUND-BREAKING CEREMONY DETAILS

**Wednesday, May 10 at 2:00 PM - 7950 Freedom Way, Florence, KY 41042
Directly behind Florence Y'alls and Thomas More Stadium**

Renderings of The Freedom Brewing Company and The Pickleball Ranch @FBC, prepared by KBA Incorporated Architects are on the proceeding pages.

Freedom Brewing Company & The Pickleball Ranch @FBC are expected to open in the spring of 2024.

For further information:

Please visit freedombrewingcompanyusa.com Please visit florence-ky.gov (859-371-5491)

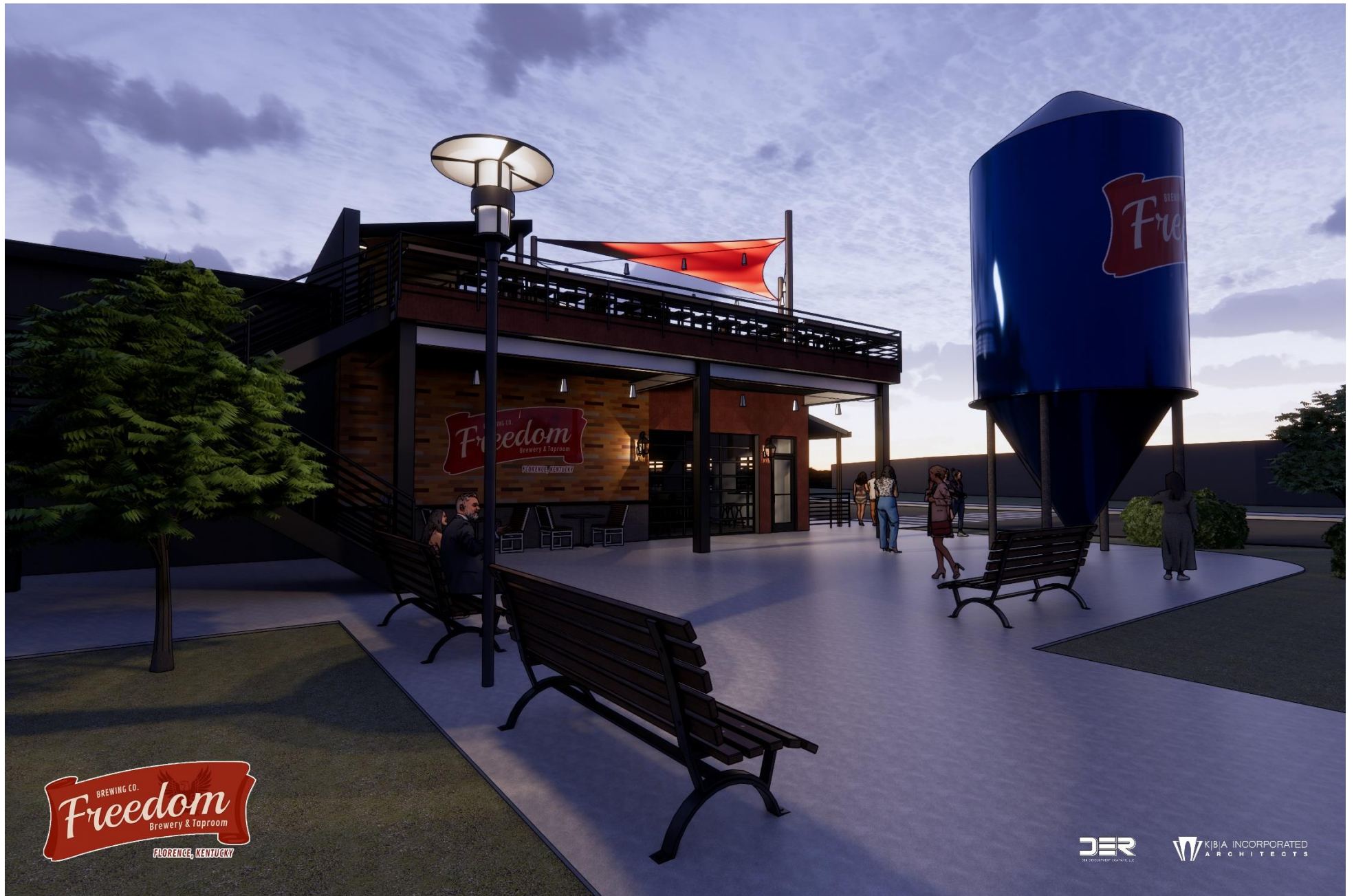
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