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Downtown Fresno Partnership Announces Re-Launch of Downtown Fresno Ale Trail

Program encourages pub-crawl of Downtown Fresno Breweries, offers prizes to complete the trail

Downtown Fresno partnership unveiled a program called the “Downtown Fresno Ale Trail”. The concept is to encourage people to visit all the breweries in Downtown Fresno’s new brewery district, which was centered near the South Stadium area of Downtown Fresno.

With the opening of Zacks Brewing Company in December 2018 in Downtown Fresno, and plans for more breweries on the horizon, the Downtown Fresno Partnership saw now as a great opportunity to launch the program by creating “Downtown Fresno Ale Trail Passports” to encourage people to visit the breweries. The passports include a map of the breweries, as well as information about Downtown Fresno Restaurants that serve local beer.

The passports can be obtained at HoP PK, Zacks Brewing, Tioga Sequoia Brewing and Full Circle Brewing. Once you get your hands on a passport, you can complete the Ale Trail by visiting each brewery and buying a beer. Staff at the brewery will then stamp your passport. Completed passports can be redeemed for free prizes at the Downtown Fresno Partnership office at 845 Fulton Street.

The announcement comes on the heels of news that Procreations Brewing has officially signed a lease to open up brewing/taproom operations in Downtown Fresno on Fulton and Ventura. Additionally, 411 Brewing will soon be moving into a new location in Downtown Fresno with plans of opening a taproom of their own.

The Downtown Fresno Ale Trail guides will be updated and expanded upon as new breweries open up and Downtown Fresno Partnership will periodically announce new prizes for people who turn in completed guides.

For more information please contact daniel@downtownfresno.org or call 559-490-9966 ex. 227