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## Parts & Labor Brewing Company Adds to Sterling's Downtown Diversity

**November 2, 2016. Sterling, Colorado.** Logan County Economic Development Corporation ("LCEDC") is excited to announce the coming of Parts & Labor Brewing Company with a planned December opening in downtown Sterling. Located at 402 Main Street, on the north side of the former Bill's Motor building, the brewery is adjacent to Old Town Bistro near the Historic Logan County Courthouse. Owned and operated by locals Dylan and Kimberly Harford, the business will focus on fresh, locally crafted beer leveraging their industry knowledge, and utilize locally grown wheat to produce a Wheat Beer Series as well as several other styles of craft beers.

Historic Downtown Sterling continues to evolve with nine new businesses since last year. Downtown is experiencing a significant increase in foot and vehicle traffic as customers seek out new and existing retail, food and beverage, and entertainment options within walking distance. Parts & Labor Brewing Company offers residents and visitors a unique experience that complements the trend of redevelopment in a historic building.

Logan County's largest demographic segment, at 30%, is aged 20 to 39. Growing that segment of our population is key to growing our schools and our community. One of the challenges we face is retaining that population by providing what that demographic deems as necessary amenities to enhance their quality of life. According to Trae Miller, LCEDC Executive Director, "having a craft brewery has been a goal of LCEDC and others since I started this job, almost two years ago, so finally getting a brewery to open is a real victory for our community, and it's great that a local couple is taking it on. This new asset will help in attracting workforce and visitors. It is one more Front Range type amenity that the community can now offer."

Dylan and Kimberly Harford added, "It has been a dream of ours to start a craft brewery in Sterling for years now- definitely ever since we moved back to town in 2008. The craft beer scene was still pretty young in Colorado then, very different from now considering how it has exploded over the past five years or so. Now is a perfect time for Sterling to have a craft brewery. We are proud of where we are from and want to bring our passion to our friends in our hometown. It is pretty incredible and really indescribable how much support we have received from our community. We are so grateful and excited for this new chapter and so thankful to everyone who has supported us. It has truly shown why we live in such a great community as Sterling. Adding to all that, taking part in the revitalization of downtown



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Sterling is so wonderful. We get to embrace the delightful history of downtown while building towards a new future. You can't ask for much more than that."

**For more information:**

<https://www.facebook.com/partsandlaborbrewingco/>

Trae Miller, LCEDC Executive Director

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