

Beer in Philadelphia: How the Region's Breweries Pace Against the Competition



The Philadelphia area is booming when it comes to beer. New microbreweries open their doors on a regular basis and new styles are flowing out of taps each season.

In a region where the industry is so saturated, how do so many breweries survive?

There are [nearly 30 breweries in the city of Philadelphia](#) alone, not counting the bounty of breweries in the suburbs. And according to [Philly Beer World](#), Phoenixville has the most breweries per square foot in the country.

The growing pressure to serve the best beer, develop some catchy names, and create a welcoming taproom atmosphere serves as a challenge to remain competitive for many local breweries.

What's On Tap?

Andrew Phengvath, a native King of Prussia homebrewer, began his homebrewing endeavours in 2012. He has been recognized as a 2017 Indian Valley Beer Fest winner as well as Free Will Judge's Choice award recipient.

"If you go to any brewery, there will be 3, 4, maybe 5 different kinds of IPAs," Phengvath says. With IPAs still one of the many go-to styles for local beer lovers, there is never a shortage on any beer menu. Visit [Levante](#) of West Chester for some tasty IPAs including their Cloudy & Cumbersome New England IPA and their Spoonful O' Sugar Cereal IPA. [Evil Genius](#) of Fishtown offers several IPAs as well such as their There's No Crying In Baseball mango IPA or Stacy's Mom Citra IPA.

Despite the abundance of beer lovers, not everyone is a fan. Alongside many establishment's craft brews, one can often find plenty of wine, cocktail, spiked seltzer, and cider options. Visit [Blueprint Brewing Co.](#) for their [Blueprint Mule](#) or Conshohocken Brewing for a [Kinsey Rye Whiskey](#).

What's Online?

A strong online presence can make or break the influx of breweries entering the scene. "Every day, there is a brewery opening, and if someone doesn't write about it on the internet or a blog, they will be behind the 8 ball," Phengvath says.

Without a strong social media game and an online presence, breweries may struggle in the race to our pint glasses. One of the region's strongest online warriors is [Victory Brewing Company](#) with locations in Downingtown, Kennett Square, Parkesburg, and now even Charlotte, North Carolina. Check out their Twitter, Facebook, YouTube, and Instagram accounts for the latest news, and their endless positive online reviews. Their style and tone online certainly allow them to stand out among the tight competitors.



Another clear frontrunner in the Philadelphia region beer scene is [Evil Genius Beer Company](#). Besides the hipster vibe of their taproom, they aren't afraid to show their quirky personality with "very silly names for very serious beers". Beer names like Purple Monkey Dishwasher, I Love Lamp, and #Adulting intrigue beer lovers from all over the city and suburbs. Some branding elements such as their creative messaging and upbeat online presence aid in their success since 2011. Oh, and not to mention, their delicious beers.

It's not always about the taste of the beer, though. Phengvath says, "There's a lot of bad beer out there, but they know how to market themselves. And because of that, people will drink it. A lot of people aren't beer snobs, they just like to drink beer, so as long as you can market to those people, you can succeed."

Cheer For Beer!

Despite what many believe, Philly doesn't just live and breathe sports; there is plenty of hype around beer, too. Local breweries work hard to produce the best beverages for all while breaking a sweat to keep pace among their fellow brewers and craft beer connoisseurs.

In a world where there is so much disagreement, Philly can come to one agreement: there is never a shortage of local, craft beverages for everyone.