



PRESS RELEASE

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Contact: Jennifer Archer

(770) 781-2010

jarcher@cityofcumming.net

Crooked Culture Brewery to Bring Innovative Beers to the City Center

CUMMING, Ga. – After almost two decades spent mastering brewing techniques and serving as an integral part of two startup breweries that both went on to wild success, Patrick Leonard is bringing all his skills to the Cumming City Center’s Crooked Culture Brewery.

He and his business partner, Nick Estes, recently signed the lease on a 7,000-square-foot outparcel building at the City Center. Crooked Culture’s facility will include a main bar area, indoor and outdoor lounge spaces, rooftop “beer garden” and bar overlooking the Lou Sobh Amphitheater and Sawnee Mountain, as well as a patio shared with a permanent, on-site food partner.

“We couldn’t be more excited about joining the City Center family and bringing our unique brews to the City of Cumming community,” Patrick said. “Being a brewery that is owned and operated by the brewer makes a huge difference in the quality of the product. People may ask why, and it’s simple – the beer comes first, always! For us, it’s not about simply making a buck; success for us is making beer that has people coming back on the regular. We make great beer and provide a great place to drink it, so we hope to always be saying ‘see you again tomorrow!’”

The journey to the City Center has been a long time in the making.

Patrick began the trek in 2004 when he started home brewing with a few friends on the back porch of a buddy’s apartment. While the first attempts led to unremarkable product, the brewing process itself was life-changing for him. After extensive reading, upgrading equipment and many late nights of research and development, Patrick finally honed his skills enough to start entering his beer into some regional homebrew competitions. All the hard work paid off, and Patrick became an award-winning home brewer.

After a few years of winning prizes at the amateur rank, Patrick was afforded an opportunity to help open Jekyll Brewing in Alpharetta. As Jekyll’s Head Brewer, he helped design and tweak recipes, manage all parts of production, and establish relationships across the brewing industry. After a few years at Jekyll, he then took on the role of Brewing Consultant to Gate City Brewing in Roswell. The consulting role soon led to a permanent position as Head Brewer, where he first worked with business partner, Nick. When the time was right, Patrick called Nick about partnering on Crooked Culture and the answer was a resounding “yes”. The two then got to work in bringing Crooked Culture Brewery to life.

“People may wonder what we mean by ‘Crooked Culture,’” Patrick said. “Basically, we have a ‘fight-the-norm’ mentality in everything we do all throughout the beer-making process. We are far from the normal, and we’re a little twisted or ‘crooked’. We’re innovators, not imitators. This fight-the-norm mentality is our normal, our everyday way of life, or our culture!”

Patrick said he and Nick will split their focus on brewing classic styles and pushing to create new ones through natural means such as manipulating yeast strains, using new malt and hop varieties, and mastering new and old brewing techniques as opposed to flashy gimmicks like adding candy, cereal or loads of flavor extracts to the beer.

“We can’t wait to bring all of our Crooked Culture quality to our new home at the Cumming City Center,” Patrick added. “Whether you need a space for private events, a dinner out with the family (including the kids), somewhere to hang out with friends, or just a place to sit for a while and enjoy a cold one, Crooked Culture will be here for you!”

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