

BEER FORWARD



MISSION

At Boulevard, we aspire to move beer.

Not just through the glass, but forward, into the future. Combining time-honored techniques with modern methods, a clear purpose and a passion for progress, we let beer lead the way.

HISTORY

The Boulevard story begins in 1988, when founder John McDonald—determined to bring great beer back to the Midwest—started building a brewery in an old brick warehouse on Kansas City’s historic Southwest Boulevard. After installing a vintage Bavarian brewhouse and a motley collection of repurposed equipment, the first keg of Boulevard Pale Ale was delivered in November 1989, in the back of John’s pickup truck, to a restaurant just a few blocks away.

By 2005, after years of steady growth, that original brewhouse was producing a dozen 1,000 gallon brews each and every day, and could do no more. Conventional wisdom held that the company should build its new brewery on a greenfield site, with cheap land and plenty of room. But Boulevard, tightly woven into the fabric of the community and committed to its continued revitalization, went its own way, staying put to create a beautiful, environmentally conscious campus in the heart of the city. Today, Boulevard is the largest craft brewer in the Midwest, offering its family of fine beers in 41 states and 11 countries.

PORTFOLIO HIGHLIGHTS



An iconic original, the best-selling craft beer in the Midwest



A one-of-a-kind, world-renowned American saison, and a 2019 GABF silver medalist



An otherworldly but approachable IPA that rocketed into orbit, now one of our best-sellers



A leader in barrel-aging, Boulevard offers two year-round and more than a dozen limited release beers. Our expansive and innovative barrel program features more than 5,000 barrels, puncheons, foeders and casks, aging beers for months and years.

INNOVATION



Exploring delicious projects outside our beer homeland



All-natural & ready to drink classic canned cocktails



Infinitely enjoyable hard seltzers made with real fruit juice

ACCOLADES

MORE THAN 100 BEERS RATED 99+

Recipient of numerous medals including 16 GABF, 3 World Beer Cup, 4 Brussels Beer Challenge, 3 European Beer Star and 22 Australian International Beer awards

SUSTAINABILITY



Created a comprehensive regional glass recycling solution



Zero waste campus, nothing goes to landfill



Buildings feature green roofs and solar arrays

COMMUNITY



A tasting room, Beer Hall and so much more, this monumental facility covers three full floors and hosts hundreds of thousands of visitors annually



Our pop-up party nation, this non-profit festival celebrates sustainability and the urban core while supporting a variety of local charities

NOTABLE PARTNERSHIPS

