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ALLSTON BRIGHTON

## Deep Ellum beer from Dallas to debut at Allston bar of same name

Posted by Matt Rocheleau July 10, 2012 02:16 PM

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(Courtesy Deep Ellum Brewing Company)

A flier for the two events during which Deep Ellum Brewing Company will make its Massachusetts debut.

By Matt Rocheleau, Town Correspondent

On Tuesday night, the Deep Ellum bar in Allston will become the first place outside of Texas to serve beer made by the Dallas-based Deep Ellum Brewing Company.

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Company.

Despite their similar names, [the bar](#) and [the brewery](#) are separately owned and run and had no prior affiliation other than that they both have some roots in a neighborhood of Dallas just east of the city's downtown and known for its art, music, entertainment and nightlife scene. That place is called Deep Ellum. (A corruption of deep Elm Street.)

The brewery's beers will be served on tap at the Allston bar starting July 10. A shipment of the Texas beers also arrived that same day at the Sunset Grill and Tap in Allston, according to that establishment's manager, Jake Tringali. The following night, the brewery will debut its beers at the [Ale House in Amesbury](#).

The beer line will be introduced at the Deep Ellum and Amesbury bars during events called the "Texas Beer Invasion." The evenings will feature other "Texas beers never sold in Massachusetts before," including from (512), Real Ale, Saint Arnold and Karbach brewing companies.

The festivities run from 6 to 9 p.m. and will celebrate the launch of Brash Brewing Company, a collaborative effort between Ben Fullelove, owner of the Petrol Station bar in Houston, and brewer [Clown Shoes](#), which is based about 30 miles north of Boston in Ipswich.

Gregg Berman, the owner of Clown Shoes, helped introduce leaders of the Deep Ellum Brewing Company to the Massachusetts bar market, according to Tait Lifo, "sales and brand ninja" for the Dallas brewery. Lifo said management of his company met with Berman at an event at Fullelove's bar.

The Dallas brewing company sells four beers: Deep Ellum IPA, Double Brown Stout, Farmhouse Wit and Rye Pils. Lifo, moments before boarding a plane to Boston, said all of those beers will be served between the bars in Allston and Amesbury, but he was not immediately sure which beers will be available at which bar.

"With so much beer culture in Boston including Boston Beer Company and Beer Advocate, DEBC is very excited to have this opportunity to bring its beer out of the state of Texas for the first time," the brewery said in a statement.

Lifo, John Reardon, founder and "chief evangelist" at the brewery and Tommy Miller, who is in charge of sales and delivery, will visit Boston this week for

their beers' debuts.

Deep Ellum Brewing Company was founded in 2010. Its brewery, which Lifo calls the "first true microbrewery in Dallas," opened in 2011. He said the brand has grown to nearly 200 accounts in markets around the Lone Star State, including in Fort Worth, Denton, Austin, Waco and Houston within the first 6 months of opening.

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