

May Business of the Month

Tornado Brewing Company

3506 East Layton Avenue

414-763-5033

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

The interviewee is Dennis Erb, owner and operator.

Why did you choose to open your business at this location in Cudahy?

The location became available and the building was in good condition and had a nice exterior. Layton Avenue is at the end or beginning of Kinnickinnic Avenue, depending on which way you look at it, which is the Craft Brew Highway of Milwaukee County. It has a key location near the airport, which means people from out of town and tourists will make a stop for something slightly different than a traditional pub. I also liked that this is a free-standing building with plenty of space and its own parking lot.

I knew little about the City of Cudahy before I opened my business here in September. I thought it would be a good place to start a business near the City of Milwaukee and it's been successful.

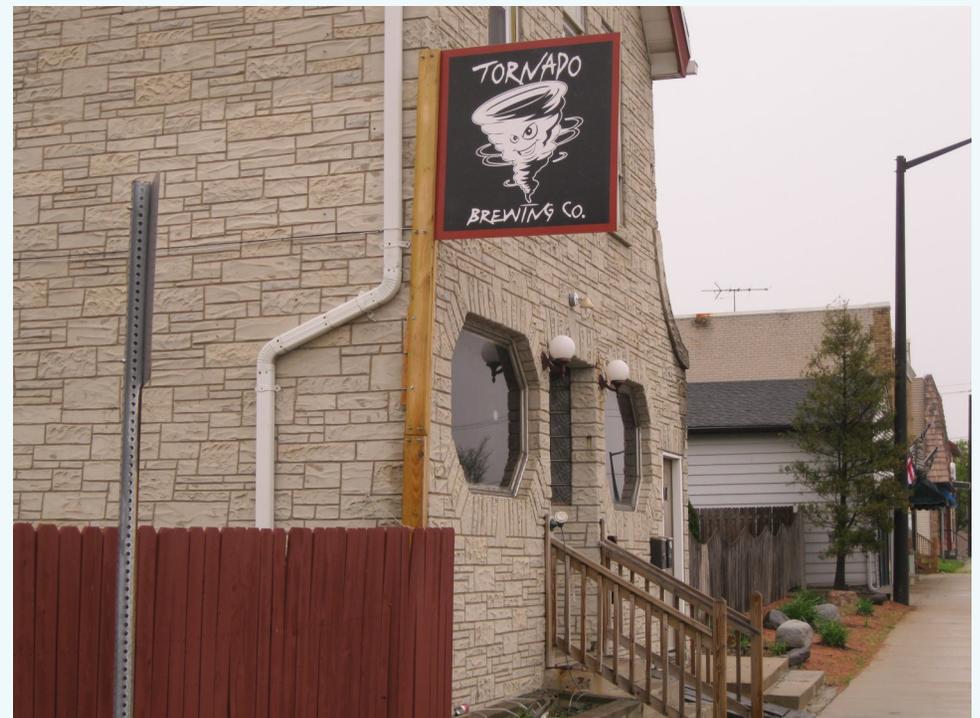
What path did you take to become a business owner in this particular field?

I've been in the brewing business for five to six years and own two other establishments outside of Cudahy. It was a major interest and I decided to get proper licensing to sell my products. I preferred to use this capacity as opposed to



As a part of a continuing effort to promote local business here in the City of Cudahy, the Office of the Mayor has begun a new feature called the **Cudahy Business of the Month**.

From month-to-month, we will interview a local business owner to showcase his or her business. In-turn, this will help residents of our community and elsewhere become familiar with the many quality, local companies located within our borders.



bottling the beer and selling in stores. If eventually I have a surplus I could explore that route.

So Tornado Brewing has a specialty or niche compared to a traditional bar. How else would you describe the differences?

I do not have a printed menu and only keep my homemade recipes on tap. There are a total of 31 taps and about five new beers every week, some off-the-wall (*editor's note: He's not lying...check out the unique descriptions like Bubblegum Brown Ale, S'mores Porter, Jambalaya Lager, Hot Cinnamon Ale, and Jalapeno Wheat Ale to go along with more familiar craft blends*). I also create my own liquors and wines, including a whiskey which is a house favorite.

I see Tornado as an alternative to traditional drinking establishments with my own purpose. I do not really take away business from anywhere else- I promote near-by restaurants when people want a larger food menu.



There is a small food menu written on the board above the bar. What is the Tornado Burger?

It is a chicken patty & meat patty served on a bagel bun with bacon slices, onion ring slices and cheese curds. I serve a fish fry and have homemade dipping sauces.

Can you describe some of the drink sizes?

I offer mini-pints for tasting at \$2 apiece. Growlers are \$20 and regular servings are \$4.

How do you promote your business?

There is a Facebook page and other social media platforms that offer customer reviews. Various publications and organizations like Gateway to Milwaukee will conduct promotional interviews. Otherwise, word-of-mouth.

Do you host activities or events?

There is a volleyball court that is always offered for those who'd like to use it. A pool table is in the back and there is outdoor seating as well.

What are your hours-of-operation?

Wednesday, Thursday, Friday and Saturday from 11 am to midnight or later depending on business. I can serve food any-time.

Lastly, I'm impressed by your ingenuity and the creativity of the menu. Do you care to describe your process for developing a new recipe?

I imagine a beer that I'm unaware of being made before. Then I try it out. If it doesn't work I'll turn it into something else. I'd describe myself as a mixologist because I enjoy when people describe what flavors and colors they like, or what they don't like, and then I'm able to come up with something new.

As always, we encourage you to support each and every local business. I hope that this monthly feature of TORNADO BREWING COMPANY has helped you become more familiar with this local business.

For information on previously featured businesses visit the City of Cudahy's website at www.cudahy-wi.gov.



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