



A flight of ciders at the Boese Bros. Brewery in Los Alamos. MANDY MARKSTEINER/Monitor

Boese Brothers embraced by LA

By MANDY MARKSTEINER

Special to the Monitor

Many entrepreneurs compare starting a business with having a baby.

Sam Boese can totally relate.

When the Boese Brothers had their soft opening of their brewpub in Los Alamos, Sam got a call from his wife, Liese.

Liese is a graphic designer who created most of their labels and logos. A week before, she was eight and a half months pregnant and busy decorating the dining room area by putting the final touches on a mural.

The night of the opening she called to say that her water broke and it was time to go to the hospital. The next day their baby girl was born (and Boese Brothers was off to a great start).

Business in Los Alamos exceeds expectations

"The turnout from Los Alamos has been great," said Sam. "People have embraced us so quickly and tell us all the time how happy they are that we're here. We've had great support from a really friendly group of people."

When you see the brewpub full of people, it certainly looks like an overnight success. But it's actually the result of years of hard work.

Brothers Sam and George Boese dreamed up their family business while drinking beer in 2011. The concept was simple,



Sam Boese (owner) with bar manager, Anthony Flores. MANDY MARKSTEINER/Special to the Monitor

create easy drinking craft beers based on classic styles, while staying true to three core values: family, quality, and good times.

Sam studied business in college and worked in several different industries before starting the business. He knew the first step was to get great at brewing beer. He went through the brewing school at the American Brewers Guild.

They founded Boese Brothers Brewing in January of 2014, and with the help of their uncle Rodger, restored

a neglected building (formerly a Studebaker dealership) in downtown Albuquerque and turned it into the downtown taproom. In July of 2015, the restoration project was completed and they began brewing.

The Los Alamos brewpub is the fourth brewpub and third New Mexico location opened by this family and veteran-owned company. They also co-own, along with partner New Mexico Hard Cider, the Desert Dogs Brewery and Cidery in Down-

town Santa Fe, New Mexico.

One of the reasons that they have been so successful in Los Alamos is that they have learned valuable business lessons from the mistakes they made starting their other locations.

The first lesson was to have a more balanced approach to time management

"The first two years we had a lot of pressure to get the business off the ground," said Sam. At first we were both going 24/7, taking care of every aspect of the business when it came up. But that just makes you get burned out really quickly."

Now each brother focuses on one area. George spends most of his time in the Albuquerque locations and brewing the beer. Sam spends most of his time at the Los Alamos location. And they have brought on managers who can take care of the details.

Anthony Flores is the bar manager in Los Alamos. Flores grew up in Las Cruces, New Mexico, and gained experience in the

hospitality industry by working for Marriott. A year ago, he moved back to Albuquerque and his best friend was working for Boese Brothers. They asked him to join the team. He helped them open the location in Northeast Heights in Albuquerque and then helped with the opening in Los Alamos.

Flores said, "It seems like it's been longer than a year, but in a good way."

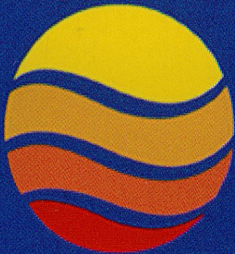
The second lesson was to focus on first impressions right away "We've opened locations and put off creating an atmosphere until later, and that was a big mistake," said Sam, who said that people's reaction to that location was ho-hum. "We learned that the first impression is the most important thing."

When they opened the Los Alamos location they paid attention to the aesthetic details before opening. The brewery has a light industrial look that is still




Bacon and Green Chile Roast Beef Sandwich is just one of the food items on the menu at the Boese Bros. restaurant and brewery in Los Alamos. MANDY MARKSTEINER/Special to the Monitor

See BOESE BROS, 18



Comfort INN



Free coffee and hot breakfast
Free High Speed Wireless
Fitness Center
Market Place

2455 Trinity Drive, Los Alamos
505-661-1110



Menu

Fresh, Local, Quality Ingredients

An Eclectic Restaurant & Full-Service Bar



Local steaks, fresh seafood, artisan salads, gourmet sandwiches and decadent desserts

1789 Central Ave.
662-6305
Labluewindowbistro.com