



# NEWS RELEASE

CONTACT: Ben Gallagher  
Communications Analyst  
PHONE: (951) 723-7795  
EMAIL: [bgallagher@cityofmenifee.us](mailto:bgallagher@cityofmenifee.us)

**New. Better. Best.**

**FOR IMMEDIATE RELEASE**

Jan. 9, 2020

## **Menifee Launches Program to Attract Breweries and Distilleries**

**Menifee, CA** – There’s a City in Southern California that is growing in population and popularity. The City of Menifee, the seventh fastest growing City in California, is getting noticed for the “buzz” it’s creating. The City recently earned recognition as a top workplace, a top place to live and to raise kids, one of California’s safest cities and even one of the top Boomtowns in America. As the City continues to grow and its median household income rises, its trending population of young professionals is demanding more craft breweries, distilleries and unique, diverse eateries.

The City’s Economic Development Department has answered those requests by developing a new program and appointing its inaugural Brewery and Distillery Ambassador. “We have an annual \$54 million sales leakage,” said the City’s Economic Development Director, Gina Gonzalez. “The truth is, this plus our trade-area population of 800,000 equates to an enormous opportunity for breweries and distilleries to “tap” into. Furthermore, our recently completed Comprehensive Economic Development Strategy (CEDS) identified this particular industry as a priority for our community. Given the opportunity, coupled with our Business Incentive Program and the resident demand, now is the perfect time for growing breweries and distilleries to invest in Menifee.”

Joel Hermosillo, a member of the City’s Economic Development team and its newly-appointed Brewery and Distillery Ambassador has already begun outreach to breweries and distilleries looking to expand in Southern California over the next year. “Younger populations are seeking the live, work and play lifestyle and breweries and distilleries are a big part of that,” said Hermosillo. “One of the great benefits in Menifee is the range of opportunity here to develop a brewery/distillery cluster, similar to what we’ve seen throughout San Diego and Anaheim.”

With a robust development community and a plethora of new opportunities for new businesses, the City recently celebrated the groundbreaking of a major entertainment complex that will bring the nation’s largest indoor, in-service, luxury movie screen to Menifee, along with a bowling alley, restaurant, arcade and laser tag, with plans for a nearby civil courthouse to begin construction in the area soon as well. The City also recently streamlined its development process to help guide projects through the development process in the most efficient manner.

For more information on opportunities for breweries and distilleries in Menifee, please contact Joel Hermosillo at [jhermosillo@cityofmenifee.us](mailto:jhermosillo@cityofmenifee.us) or by phone (951) 723-3794.

###

**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 94,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California’s premiere attractions and employment centers. Within its 50 square miles, Menifee’s business, retail and entertainment outlets are starting to shape the community’s character and this growing economic base is also contributing favorably to the city’s strong financial position. Menifee’s growing family-oriented population values the city’s ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city’s strategic vision to make Menifee one of the state’s most promising new cities.*