



- Great Taste
- Affordable
- Friendly Staff
- Fun Atmosphere

Where will your
beer take you?

In the mood
for a brew?

Hoffy's

1274 Bond St.
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93405

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Hoffy's
Brewing Company



Our Beers

Pinapple Pale Ale



Passionfruit IPA



Coconut Stout



Who Are We?

Hoffy's Brewing Company is a new craft brewery located in San Luis Obispo. It is a relatively small brewing company with three different beers available, but is hoping to enter a larger market with brewed ciders and komuchas. They are also hoping to extend their company to other locations across California. Hoffy's Brewing Company was founded by a college student who wanted both men and women to enjoy their craft beverage at an affordable price. The target audience is college students who end their busy days by cracking a cold one and watching the sunset. Hoffy's is meant for people who like to enjoy a beer at sunset, no matter where they are around the globe. Hoffy's is a universal logo that will bring people together at the end of the day to enjoy a nice, cold beer. Their image is meant to evoke feelings of relaxation, ease, and delight.