

Pearl Street Invades Green Bay, Other Eastern Spots

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Suddenly, La Crosse's little brewery doesn't seem so small. Joe Katchever's Pearl Street Brewery has entered the Fox Valley market. His beers in seven stores from Green Bay to Fond Du Lac. Big growth from small vats of kegged brew in the basement of a bar downtown 12 years ago. Katchever says his brewery can expand more, but ramping up production takes time. Also, distribution's a key, says Katchever; he wants to continue to be his own distributor. That way he knows his beer is being handled correctly when it hits store shelves.