



LUCKY LUKE
BREWING COMPANY

For Immediate Release

June 16, 2021

Contacts: Laina McFerren

Laina@wolfcreekbrewery.com

Samantha Schmitz

Samantha@lucky Luke Brewing.com

**LUCKY LUKE BREWING COMPANY TO PURCHASE WOLF CREEK BREWING COMPANY
ANNOUNCING THIRD LOCATION**

VALENCIA, CA (June 16, 2021) – Lucky Luke Brewing Company (Palmdale, CA) and Wolf Creek Brewery (Santa Clarita, CA), are excited to announce a new acquisition that will help carry on the tradition of sharing exceptionally-crafted beer. Lucky Luke Brewing is taking over operations at the Wolf Creek Brewery location at 25108 Rye Canyon Loop in Santa Clarita, CA.

Established in 1997, Wolf Creek Brewery opened its doors as one of the original breweries in LA County. They've established themselves as a staple within the Santa Clarita Valley with one production brewery location and one full service restaurant. Owners Rob and Laina McFerren of Wolf Creek began talking to Lucky Luke early in 2020 to discuss their retirement plans and Lucky Luke purchasing their brewery location years down the line. Unfortunately, Rob fell ill in 2020, losing his fight to cancer in December of 2020.

"We've given the craft beer community over 24 years of our wonderful life and it is finally time to pass the torch," Laina McFerren said, "I know that Rob would like to see Lucky Luke in this space to carry on a legacy of delicious craft beer and giving back to the community that have supported us all these years."

Lucky Luke began in Palmdale in 2015 expanding to its second location in neighboring city Lancaster with a full-service restaurant in the Spring of 2019. Owners Samantha and Brian Schmitz have relied on the McFerren's for many years as mentors. The acquisition will give Lucky Luke Brewing their third location and the ability to produce and distribute 10 times more beer than their current production operation in Palmdale.

There are many parallels between the two businesses, such as operating as a husband-and-wife team, both donating their time to the LA Brewer's Guild, and a focus on giving back to their hometown communities. The acquisition feels like the next phase in life for each of them, "We are honored to grow into this third location with the help of Laina and Rob," Schmitz said, "they have been wonderful role models throughout the years and we are excited to help carry on their legacy".

The Wolf Creek Restaurant located at 27746 N McBean Parkway, Valencia, CA 91354 is not part of the acquisition and will still be owned and operated by the McFerren family. Lucky Luke will continue to brew Wolf Creek beer for the restaurant so the brand can live on. The transition of licenses is anticipated to take about two months. Wolf Creek Brewery will continue to operate as usual until the licenses can be transferred. Laina will stay on in the tasting room through the end of the year to help with the transition and welcome Lucky Luke into the community.