

By Symone C. Skrzycki



The Food Network visited Munster last fall to profile Three Floyds Brewery & Pub.

Three Floyds Brewing Co.

DARING TO BE DIFFERENT

"We're lucky enough to do our own thing and have fun with the beers and with the design, and – I don't want to sound cheesy – but basically kind of follow our hearts and try not to force it (Three Floyds) in any one little category. We're just doing what makes us happy and luckily people have responded to it."

*Chris Boggess, head brewer,
Three Floyds Brewing Co.*

Droves of customers have a zeal for Zombie Dust.

Mastering the craft:

- Founded: 1996 (Hammond)
- Relocated: 2000 (Munster)
- Serves Indiana, Illinois, Kentucky, Ohio and Wisconsin
- Operates Three Floyds Brewery & Pub (opened: 2005, Munster)

Artistic muse:

- Heavy metal influences beverage, merchandise and web site design
- Customers can enjoy 50 to 70 different types of beer annually – each with unique monikers. Boggess' favorites: Zombie Dust, Wigsplitter and Dreadnaught

Toasting success:

- In 2006, Three Floyds produced approximately 4,000 barrels of beer. Today, output has swelled to roughly 10 times that. "There's been a steady increase for the last nine years. It's been a wild, wild ride – learning new things, doing some things really right, doing some things really wrong and rolling with the punches."

Dark Lord Day:

- Celebrates the popular Dark Lord Russian Imperial Stout, which is only available once a year
- Annual festival attracts 14,000 people
- Features beer, food and music

"Through word of mouth and the excitement on the Internet, it just kind of grew into its own monster."

Craving the unexpected:

- The "It's Not Normal" slogan speaks volumes about the company's beer and philosophy.

Beyond beer:

- Satisfy a taste for the wild side with hoodies, T-shirts, hats, buttons, pint glasses, stickers and more.

Curious customers ask:

- Who comes up with beer names? Boggess, founder Nick Floyd and others swap ideas during spirited sessions.
- Who does the artwork? Artists "from all over."

