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PRESS RELEASE
FOR IMMEDIATE RELEASE:

New Brewery Joins Relunched St. Charles Brew Tour Challenge

ST. CHARLES, IL – The St. Charles Business Alliance is excited to announce the relaunch of the popular Brew Tour Challenge found on the Travel St. Charles app, now featuring Brother Chimp Brewing since the opening of their St. Charles taproom in October of 2025. Guests who complete the challenge will receive a free, limited-edition, redesigned t-shirt, showcasing the local St. Charles Breweries.

The six breweries on the St. Charles Brew Tour Challenge are as follows: 93 Octane Brewery, Alter Brewing + Kitchen, Broken Brix Homebrew Shop, Brother Chimp Brewing, Pollyanna Brewing & Distilling, and Riverlands Brewing.

To participate in the St. Charles Brew Tour, download the Travel St. Charles App and create an account. To download the app, please visit www.stcalliance.org/travelstcharlesapp. Once an account has been created, locate the Brew Tour Challenge found under the “Challenges Tab”, and click “Check In” while visiting on the six breweries. When a visitor has “Checked-Into” all six breweries, they will be eligible to receive a limited-edition Brew Tour t-shirt that can be picked up at the St. Charles Municipal Building between Monday and Friday from 8:00 a.m. to 1:30 p.m.

With the relaunch of the Brew Tour Challenge, individuals who have previously completed the challenge will now be eligible to receive the new, redesigned t-shirt once they complete the challenge again.

St. Charles Business Alliance Executive Director, Jenna Sawicki, speaks on the popular challenge. “Since launching the Brew Tour Challenge in 2021, we’ve had more than 6,000 check-ins at our local St. Charles breweries,” says Sawicki. “We’re thrilled with the impact this program has had and we’re exciting to see even more people participate and support local.”

To find more information regarding the St. Charles Brew Tour Challenge, please visit www.stcalliance.org/brewtour. For further inquiries, please contact the St. Charles Business Alliance at 630-443-3967, or by email at info@stcalliance.org.

About the St. Charles Business Alliance

The mission of the St. Charles Business Alliance is to drive economic growth to make the St. Charles Community a destination where people, businesses and tourism thrive. The Alliance produces Restaurant Week, St. Patrick's Parade, Spring Shop Crawl, Fine Art Show, STC Live!, Jazz Weekend, Scarecrow Weekend, and Holiday Homecoming. For more information about the Alliance, visit www.stcalliance.org.



The new, redesigned Brew Tour t-shirt that patrons will receive once they complete the Brew Tour Challenge.

Photo courtesy of Drew Pertl Fine Art Photography