



PRESS RELEASE

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Connecticut Craft Breweries Get Hopped on Comcast Business Services

Robust Internet and Phone Services are Essential Ingredient to Success of Small Businesses in Growing Beer Market

NEW HAVEN, Conn. – (February 5, 2019) – Comcast Business today announced that several craft breweries throughout Connecticut have improved the customer experience and streamlined business operations with the help of Comcast Business solutions. Fast, reliable technology – including high-speed internet, voice, and business TV services – have enabled Black Hog Brewery and Charter Oak Brewing Co., among others, to make their mark on the growing local brewery landscape.

According to the 2017 [Brewers Association State Craft Beer Sales & Production Statistics](#), Connecticut saw a 22 percent increase in craft breweries, leading to an influx of beer production totaling 166,848 barrels per year. The recent increase in operating craft breweries resulted in \$718 million in economic impact across the state in 2016.

“Comcast Business is pleased to support the unprecedented growth in Connecticut’s craft brewery industry through business technology solutions customized for individual needs,” said Paul Savas, vice president of Comcast Business in Comcast’s Western New England Region.

Comcast Business has helped breweries, like Black Hog Brewery in Oxford, expand the capabilities of their taprooms to function more as communal gathering spaces outfitted with TVs, Wi-Fi, and other consumer-facing technology. Black Hog recently expanded to a 7,000 square-foot taproom and brewing facility that relies on high performance internet to engage guests and help operate business functions.

“Comcast Business has helped us keep our 100-person taproom operating at peak performance,” said Tom Sobocinski, partner at Black Hog. “Our operations require high-volume, bandwidth-intensive, cloud-based applications that demand the fast connectivity that Comcast Business Internet provides.”

Scott Valley, founder and owner of [Charter Oak Brewing Co.](#) in Danbury shared similar sentiments, specifically noting the value of Wi-Fi Pro, a service that allows businesses to customize the splash page customers see when they connect to the network. “We rely heavily on word-of-mouth marketing to keep customers coming through the door,” said Valley. “The easier it is for them to see and share our branding, upload their own photos and post reviews to social media straight from our taproom, the better.”

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States’

largest video, high-speed internet, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit www.comcastcorporation.com for more information.

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