

## **SBA's 2012 California Small Business Person of the Year**



**Jack White, Jr., President**  
**Home Brew Mart, Inc. dba Ballast Point Brewing**

For some uncanny reason, Jack White developed a taste for beer during his time as a college student. After graduating from UCLA, he decided it was time to explore more interesting beer than he could find in the store, or at a keg party, for that matter. So, he began home brewing in his backyard. He got good at it and soon realized it wasn't easy to get his hands on the various supplies and ingredients he wanted, so after graduating from UCLA, Jack decided to turn his idea for a home brew shop into a reality.

In 1992, Jack opened Home Brew Mart in San Diego and filled it with anything and everything a home brewer could ask for. Home Brew Mart thrived and soon Jack was joined by Yuseff Cherney, another recent college graduate and fellow home brewer with a similar dream, and some brewing awards, to boot. Together, they moved the brewery from Jack's backyard to the back room of Home Brew Mart and opened Ballast Point Brewing in 1996.

By 2004, Ballast Point had outgrown its back room location and was going to have to expand to keep up with demand. The next year, the company grew into a second location in the Scripps Ranch Business Park, operating in a 10,000 square foot space dedicated solely for production of beer and spirits.

Ballast Point is focused on becoming one of the top microbreweries in the world. If their performance at the World Beer Cup 2010 is any indication, they're on the way to achieving that goal. At the competition, which drew 3,330 entries from 642 breweries representing 44 countries, Ballast Point won three gold medals and was named the Small Brewing Company of the Year. This achievement and exposure created tremendous demand for their products, with distributors clamoring to take the brand national. This growth posed a fiscal and logistical challenge. Fortunately, the SBA and its lending partners were there to help.

With the assistance of a \$1.2 million SBA 7(a) loan from Wells Fargo last year, Ballast Point was able to purchase additional equipment and provide tenant improvements as the company expanded once again to keep up with demand.

Today, the company's customers include over 1000 restaurants, bars, convenience stores and grocery chains. Jack plans to expand both the product line and production, which is running at full capacity, brewing about 50 million barrels a year.

Community support is very important to Ballast Point. They are active supporters of Susan G. Komen for the Cure and have provided support and assistance to other organizations, including the San Diego Police Officers Association and Casa de Amparo.

Visit [Ballast Point](http://www.ballastpoint.com) online at [www.ballastpoint.com](http://www.ballastpoint.com).