

# PETER R. GIANNOPOULOS

## SUMMARY

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**Brewpub Management | Strategic Direction & Planning | Team Building**  
**Event Marketing | Sales & Business Development | Craft Beer | Sales Forecasting**  
**Restaurant Standards Of Service | Budget Control | Inventory & Supply Management**

## EXPERIENCE

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1995-PRESENT **Sly Fox Brewing Company** Pottstown, PA

### *Founder & Managing Partner*

- Sly Fox Brewing Co. has been awarded numerous medals and awards from the prestigious Great American Beer Festival for its craft beers. ( Helles Golden Lager, Grisette Summer Ale, Pikeland Pils, Instgator Doppelbock, Octoberfest, and Rauch Bier )
- Sly Fox Brewing Co. releases first sixteen-ounce can – 360 IPA.
- Sly Fox Brewing Co. partners with the Schuylkill River Greenways National Heritage Area with release of new SRT Ale .
- Sly Fox Brewing Co. opens new 30,000 SF production facility and brewpub in Pottstown, PA.
- Sly Fox Brewing Co. is the first brewery to introduce 360-degree removable lid in North America.
- Sly Fox Brewing Co. designated as Regional Craft Brewery.
- Sly Fox Brewing Co. expands regional distribution to Delaware, Maryland, New Jersey, Virginia, New York, and Washington, DC.
- Sly Fox Brewing Co. opens 20-barrel brewery and pub in Royersford, PA.
- Sly Fox Brewing Co. is the first brewery in the Mid-Atlantic to open a twelve-ounce canning line.
- Sly Fox Brewhouse & Eatery named to Top Three Brew Pubs in North America by Beer Advocate.
- Sly Fox Brewing Co. launches Boch Fest and Goat Races at the Phoenixville location.
- Founded Chester County Brewing Company, Inc. / dba Sly Fox Brewing Company in Phoenixville, PA.

1982-1995 **Packaging Industry** Philadelphia Area, PA

### *Professional Sales Career*

- Packaging Corporation of America
- Ivex Company
- Genpak Plastics
- Wyeth Pharmaceuticals
- Crescent Box Company

## EDUCATION

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Penn State University | 1982 State College, PA  
The College of Liberal Arts - Management and Marketing