



Mission

To share our passion for exceptional beer with the community we love.

Vision

Escape Velocity Brewing Company is committed to brewing exceptional beers in an inclusive and welcoming space. We are driven by the desire to better our employees, partners, community, and environment.

Guiding Principles

1. Exceptional beer We are committed to making and selling the highest quality beer.	6. Strong Relationships Successful working relationships are an essential component of our success as a business.
2. Exceptional service We are committed to meeting guest's expectations and then exceeding them.	7. Education Learning keeps us growing, challenged, and able to push the bounds of "exceptional" to the next levels.
3. Exceptional food We are committed to making and selling high quality vegetarian and vegan food.	8. Community Involvement We believe a business has an obligation to give back to the community of which it is a part.
4. A Great Place to Eat and Drink Coming to Escape Velocity Brewing is a positive and enjoyable experience for our guests.	9. Sustainability We are committed to implementing sustainable green practices whenever possible. We have one planet and we'd like to keep it nice.
5. A Great Place to Work Working at Escape Velocity Brewing means taking an active part in running and growing the business. Our work makes a difference.	10. Solid Profits Profits provide us with security and growth potential in order to fulfill our mission.



Living Our Principles

1. Exceptional Beer

At Escape Velocity Brewing, we are committed to making and serving the highest quality beer. This means:

We are a beer-driven business.

While we engage in other activities, first and foremost we are in business to sell beer. Our other work – including accounting, design, and management – is done to support and advance the sales of our beer.

Quality in our beer comes first.

We source our ingredients first and foremost on the basis of flavor. We sell beer that tastes great. We want every glass of beer to be full-flavored, delicious, and enjoyable to drink.

Good beer makes life more fun.

We value the pleasure one gets from sipping a perfectly crisp lager or the lingering mouthfeel of an imperial stout. Drinking and appreciating good beer makes life more enjoyable. We value the opportunity to sell and enjoy so many exceptional beers.

Craft beer is for everyone, not just a select few.

We make our beer accessible to as many people as possible. We put our guests at ease with our beer. Knowledge of craft beer is not required to appreciate it – just a willingness to taste and experience the pleasure it provides. To that end, we will gladly offer tastes of our beers to our guests.

Our beer looks great.

Our beer is always poured properly by highly trained bartenders and served in sparkling clean glasses. Our lagers are crystal clear, our imperial stout dark as night, and all have the perfect amount of foam.

2. Exceptional Service

We go the extra mile, giving exceptional service to each guest.

We are committed to giving great service – meeting guests' expectations and then exceeding them. Great service like this is at the core of our taproom experience. Our guests always leave with a sense of awe at how we have gone out of the way to make their experience wonderful.

Our bottom line is derived from customer satisfaction.

Without our customers, we have no one to drink the beer we make. If our guests aren't happy, we're not happy. (We do recognize that there is the very occasional guest who will not be happy no matter what. If you think you are serving this guest, please refer them to a manager or owner.) To this end, we consistently go the extra mile for our guests. The customer is never an interruption in our day. We welcome feedback of all sorts. We constantly reevaluate our performance to better accommodate our customers. Our goal is to have our guests leave happy. Each of us takes responsibility for making our guest's experience an enjoyable one before, during, and after a sale.



We believe that giving great service is an honorable profession.

Quality service is a dignified and honorable pursuit. We take great pride in our ability to provide our guests and our staff with exceptional service. Service is about giving and caring for those around us.

We give great service to each other as well as to our guests.

We provide the same level of service to our peers as we do to our guests. We are polite, supportive, considerate, superb listeners, and always willing to go the extra mile for each other.

3. Exceptional Food

Though our kitchen is small, we are committed to making and serving high-quality food. Good food at Escape Velocity Brewing means:

Our food tastes great.

We design our menu first and foremost on flavor. We will be many people's first experience at an all vegetarian restaurant, and we don't want to disappoint with bland, boring food.

Our food looks great.

If a meal isn't visually appealing, no one will want to eat it. This doesn't translate to "fancy", but instead means that we take care that our meals are neat, well-portioned, and fresh.

Vegetarian food is fun.

We work hard to break stereotypes of plant-based foods with creative, delicious menu items. We want to introduce our guests to a world of food they may not have otherwise considered. As with our beer, you shouldn't need additional education to understand and enjoy our menu.

Good food and good beer go together.

Good food, especially when paired with good beer, makes life more enjoyable! We are knowledgeable about which beer would pair well with our menu items.

4. A Great Place to Eat and Drink

Coming to Escape Velocity Brewing is a positive and enjoyable experience for our guests.

We surround our guests with exceptional beer, exceptional food, and great energy.

Walking into Escape Velocity Brewing should be a breathtaking experience for our guests. Bold colors and energetic staff create a feeling of excitement, and the sights, smells, and sounds of exceptional beer and food greet them like an old friend.

We provide a sparkling clean environment for our customers and staff.

The bar top gleams. Floors are swept and mopped constantly, windows sparkle, each table is cleared before the guest has hardly moved away from it. There is nary a speck of dust to be found! Our customers (and health inspectors) marvel at how we keep everything so neat and clean!

We follow safe food-handling procedures.

Handling food carries with it responsibility for the health and well-being of our guests. We are well-informed on safe food-handling procedures and implement them consistently in every area of our work.



Our policies and systems help the business run better.

We understand that our actions have an impact on our customers. We this in mind, we retain the flexibility to make exceptions to our rules when it is in the best interest of our guest to do so. We do not hold our guests responsible for not being familiar with our systems.

5. A Great Place to Work

Working at Escape Velocity Brewing means taking an active part in growing and running the business. Our work makes a difference.

We are empowered by the creativity, hard work and commitment of our staff.

It is the energy, effort, and involvement of our staff that helps make us successful. We seek to build on the creativity and intelligence of everyone here.

We are committed to each other's success.

Each of us is committed to the success of everyone else who works at Escape Velocity Brewing. We support each other, listen well, facilitate and encourage each other's growth and advancement.

We compensate our staff well.

We intend for our employee compensation to grow along with our business. Our goal is to provide exceptional compensation, meaningful work, and a sense of community for our staff, which balances their needs with the resources of the business.

We provide opportunity for growth and advancement.

We actively work to provide for the healthy growth of our business. In doing so, we provide opportunities for staff who wish to grow with Escape Velocity Brewing.

We involve as many people as possible in the running of the business.

We bring as many people as is practical into the operation of the business. In doing so, we run more effectively, benefitting from everyone's abilities, creativity, experience, and intelligence.

Each of us is committed to being proactive in our work.

We aggressively tackle difficult issues without waiting to be asked. We know that each of us bears the responsibility for what goes on around us, and we have the opportunity and ability to effect positive change within the business.

We work to improve in every area.

We seek to improve our performance, individually and as a group, and work to our fullest potential, through self-reflection, education, cooperation, and feedback from others. When something is not working, we look to ourselves to improve before we look at the work of others. We do so as individuals, as departments, and as a business.

We learn from our errors and work to correct them.

When we make mistakes, we view them as opportunities for growth and change. When we make an error we do not seek to assign blame, rather, we try to avoid repeating the problem in the future.



We strive to create a safe workplace.

We work within the limits of our space to create a safe workplace. We continually reevaluate and act to improve our work space. We walk slowly and carefully on wet floors, we never leave knives unattended in the sink, we pay close attention at all times for potential hazards. We catch each other when we fall. We also strive to create an emotionally safe environment and will not tolerate inappropriate or hostile words or actions towards our staff from anyone, be it customer, vendor, or other staff members.

Escape Velocity Brewing embraces diversity.

We go out of our way to build a diverse and well-balanced workplace. We hire individuals regardless of race, color, religion, age, sex, national origin, citizenship, disability, sexual orientation, gender identity, gender expression, height, weight, marital status, status as a veteran, familial status, pregnancy status, and any other characteristics protected by law.

We like to have fun.

This is a brewery after all, and we take our fun very seriously. No Negative Nancys.

6. Strong Relationships

Successful working relationships are an essential component of our success as a business.

We build long-term relationships with our customers.

The long-term relationships with our guests are more important to us than any short-term transaction or interaction. To that end, we go the extra mile to take care of our guests and their families; we learn their favorite beer styles, favorite sandwiches, and dietary needs.

We are committed to long-term working relationships with our staff.

We build mutually rewarding and long-term relationships with our staff, based on a commitment to each other's success, mutual success, and shared values. We work to retain those positive relationships even after one of our staff has chosen to leave Escape Velocity Brewing.

We establish rewarding relationships with our suppliers.

We view our relationships with our suppliers as a partnership in which both sides benefit. Our dealings are based on courtesy and consideration.

We recognize and support the unique collaborative nature of the brewing industry.

We work to uplift and grow craft beer in our community. We seek out like-minded businesses to develop an effective support network for ourselves. We work with them to share information and ideas. We give back to the brewing industry through education, collaboration, and participation in industry events.

We celebrate group achievement and recognize individual success.

We regularly go out of our way to enjoy and recognize our accomplishments as a business. When one of us is successful we are all successful. At the same time, we also recognize our individual achievements and overwhelm each other with a steady stream of positive reinforcement.



7. Education

We education our guests, staff, and ourselves about the beer and food we sell.

We constantly work to education our guests, ourselves, and our community about craft beer. We believe that the more we know about beer (how it's made, different styles, and ingredients), the more effectively and profitably the business will operate.

We actively educate our staff about the workings of the business.

We regularly share business information with our staff. The more we understand about the business, the more productive we will be.

We actively educate ourselves about all aspects of our jobs.

We consistently seek to improve our understanding of our own jobs by staying current in industry literature, regularly reading books and periodicals on subjects both directly and peripherally related to our work, and attending conference and trade shows.

8. Community Involvement

We believe that a business has an obligation to give back to the community of which it is a part.

We participate in improving life in our community.

We are committed to leaving a positive mark on our community. We actively work to make our community a better place to live by contributing time, energy, money, and information.

We encourage our staff to participate in community service.

We encourage our staff members to contribute to their community, to be active citizens, to work to better our environment.

We're here to stay.

We're committed to building long-lasting, mutually beneficial relationships with our city, our neighborhood, and our community. We are committed to a long-term business strategy that will keep us in our community for many years to come.

9. Sustainability

We are committed to implementing sustainable green practices whenever possible. We have one planet and we'd like to keep it nice.

We implement sustainability practices in our brewing.

From water saving to waste disposal to energy consumption, we strive to make our beer production as eco-friendly as possible.

We implement sustainability practices in our kitchen.

Though careful product management, recycling, and sourcing efforts, we strive to make our kitchen production as eco-friendly as possible.



We implement sustainability practices in all aspects of our jobs.

We are always looking for new ways to make any area of our operation more eco-friendly.

Better tomorrow than today.

We apply this model of sustainability to all aspects of our work. We want everyone we engage with – in our personal and professional lives; our business and community; our customers and our staff; our suppliers and our environment – to be better off tomorrow than they are today.

10. Solid Profits

Profits are the lifeblood of our business.

We operate at a healthy profit level.

Profits provide us with security and growth potential – both for the business as a whole and for each of us as components of that business – in order to fulfill our mission. Attaining healthy profits requires a concerted and consistent contribution from everyone at Escape Velocity Brewing. To that end, we educate our entire staff about the financial workings of the business.

We want to make our profit work for our staff, our growth, and our community, as well as for the business.

We reinvest our profits in the business, including our staff, and give back to our community through donations of money, time, and products.

We are a growth business.

We are committed to healthy, productive expansion and growth of our sales, consistent with our mission and our principles.

The Big Picture

Three Bottom Lines

1. Bottom Line #1: Great Beer

We are committed to making and selling exceptional quality beer, not just talking about it.

2. Bottom Line #2: Great Service

Our business exists only because of customers who spend their money on our products. The customer is the only reason we are here. Consequently, the customer is never an interruption. Without those customers, there would be no brewery and no jobs. Because of this, the customer always comes first.

3. Bottom Line #3: Great Finances

We actively share information about the financial performance of the organization with all our staff. Use this information: take responsibility for the financial success of the company.