



Doug and Christine Ellenberger, co-owners of Everybody's Brewing in White Salmon.

Brewing from the Heart of Downtown

Pair finds success in a tough craft-beer market

By Jeanie Senior

When he was working to build Everybody's Brewing in downtown White Salmon six years ago, Doug Ellenberger remembers it wasn't unusual for him to walk outside at 5:30 p.m. and find his car the only vehicle parked on E. Jewett Boulevard.

These days, Everybody's Brewing—now operating a brewery and a brewpub from a 1936 brick building—is at the heart of a downtown that is beginning to bustle.

Doug and his wife, Christine, opened

Everybody's 5½ years ago and are looking to expand their brewery to meet demand.

In a way, it was beer that brought the couple together. The two met 12 years ago while working at Full Sail Brewing in Hood River, where Doug was a brewer.

An Indiana native, Doug was attending Purdue University when he was hired by Indiana craft brewer Lafayette Brewing Co. He didn't finish his studies at Purdue, but he emerged as a master brewer after completing a course at Siebel Institute of Technology's World Brewing Academy in Chicago. Founded in 1872, it is the oldest brewing institute in the U.S.

Christine grew up in a corner of New Jersey close to Philadelphia. She graduated from West Virginia University in

Morgantown, and worked in West Virginia as a whitewater rafting guide. Before moving to the Columbia Gorge, she lived and worked in Montana, New York, Colorado and Utah—all states that boast both whitewater and ski areas.

From the beginning, when the couple talked about opening their own brewery, they looked north across the Columbia River.

"We just felt like this was an incredibly under-served community," Doug says. "A lot of the people we would see out in Hood River lived on this side, and we always loved this side. All the student athletes—they might not live over here, but they'd launch from here."

As Everybody's brewmaster, Doug cites another vital asset: White Salmon's



Left, diners enjoy a late lunch at Everybody's.

Below, a whimsical sign on the front door notes the brewpub's winter hours. During the summer, the restaurant is open seven days a week.

municipal water supply, which flows from Mount Adams.

When the investors who became their landlords offered the Odd Fellows Building, the three-story space looked like a good fit. The building had been vacant for two years.

As they remodeled, they removed partitions, false ceilings and features that had been added throughout the decades.

"The more we opened it up, the better it looked," Doug says.

Among the best features: massive structural beams supporting the floors and a handsome street façade.

"As we were working on construction, we could see it becoming a nicer space than we could have hoped for," Doug says.

Remodeling took 17 months. Doug quit his job with a distributor to work on the project. Christine managed the Sixth Street Bistro in Hood River.

Now in full swing, Everybody's restaurant menu changes seasonally and focuses on locally sourced, organic and naturally raised ingredients. A large deck with a spectacular view of Mount Hood can seat 50 people.

Everybody's Brewing has received its share of accolades. The brewery earned a cover story in *The Gorge* magazine in 2012. A recent *Sunset* magazine featured

a photo and an approving review of the ambiance, Doug's beers and the food. The 2013 Best of the Gorge competition ranked Everybody's as best brewpub.

An addition on the building's south side, at the ground-floor level, accommodates the brewery. The brewing equipment came from a closed brewery in Japan.

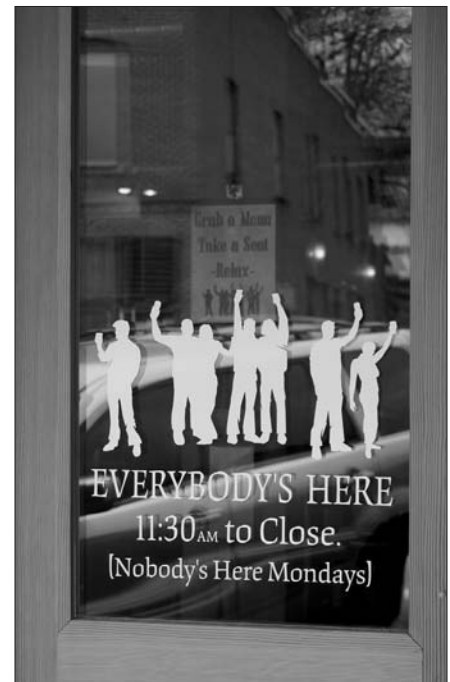
The ground floor also houses a walk-in cooler and a storage area for brewing ingredients. The company's offices on the third floor overlook Jewett Boulevard.

As co-owners, Christine and Doug divide the executive duties. He handles sales, and oversees the brewery and maintenance. Christine manages the restaurant.

"We're not corporate by any means, but we try to take a systematic approach," she says.

Everybody's employs 32 people, five in the brewery and the rest in the restaurant. That total will climb in the summer when the restaurant is open seven days a week.

Although the number of craft brewers in Hood River County has grown, Everybody's is Klickitat County's only commercial brewer, shipping kegs of its beer to more than 100 venues, including pubs and restaurants on both sides of the Gorge, and to Portland and Seattle.



Last November, Everybody's started selling two of its beers—Country Boy IPA and Little Sister ISA—in cans throughout the same area. Demand for the canned beer is one of the reasons the Ellenbergers want to expand brewing capacity.

The market for craft brews is "ferociously competitive," Doug says, with the Northwest "the most competitive beer market in the entire country right now." ■