

# Blue Brew Bus Follows the Tri-Valley Beer Trail

By Carol Graham



Brian Luke, owner, with one of his crew.

**N**early two months before its official launch last summer, the Blue Brew Bus hosted a group of travel writers and beer

bloggers on an introductory tour of the valley's burgeoning beer trail.

"The Tri-Valley Beer Trail is the coolest thing, but a lot of people still don't know about it," says Robin Fahr, Visit Tri-Valley's director of marketing

and communications. "When I sat down with Blue Brew Bus owner Brian Luke we realized we had a common desire, and that was to get people out on the Tri-Valley Beer Trail."

Then, on a sun-soaked day in late April, Visit Tri-Valley and the Blue Brew Bus partnered to host the B6 Summit (aka Blue Brew Bus Beer Bloggin' Bash), during which writers from publications like *Sunset*, *Diablo*, *LA Travel* and *Celebrator Beer News* climbed aboard for an opportunity to experience local brews in an exciting new way.

"The craft beer scene has grown drastically over the past several years in the Bay Area, and more specifically it's booming in our very own backyard," Luke says. "Livermore craft beers can be found in tap rooms and restaurants across the Bay Area and beyond. We wanted to provide a fun, educational and safe way for locals and out-of-towners to experience and visit the actual breweries where this great beer is being made."

Mission accomplished. Since June, the Blue Brew Bus has been open to all, hosting tours and special events that not only continue to garner accolades from publications, but from the public itself.

"I went with a group of friends on the Blue Brew Bus and had such a good time," a reviewer posted on Yelp! "The sound system is LEGIT and basically made you feel like you were at a private party. Bonus...there's a kegerator on board so you get a Cheers Beer to start the tour. Music, great beer, brewery tours and friends – loved it!"

The bus's retro chassis belies its state-of-art interior, complete with first-rate sound system, lights that flash to the beat, two refrigerated coolers to keep purchases perfectly chilled, and a triple-tap kegerator that can hold three 5-gallon kegs or one large keg.

"Scotty at Rockstar Audio and I put a lot of thought and hard work into



creating an actual experience, and it's been great seeing people's reactions when people step on the Blue Brew Bus," Luke says. "We like to kick off every tour with a Cheers Beer. We give everyone a nice, cold craft beer in a souvenir glass, and make cheers to each other and to a day of fun and great local craft beer."

Each four-hour tour begins at 1 p.m. with a convenient pickup location in downtown Livermore near the free parking garage on Railroad Avenue. In addition, a noon pickup is available at the Dublin/Pleasanton BART station.

"Our bus seats 20 people. Reservations can be made on our website individually or for up to 20 people," Luke says. "Even if people are going on the tour as a couple or small group, there's a good chance they'll be best friends with everyone else on the tour by the end of the day. Beer can have that effect on people."

Tickets are \$89 and include beer tastings, a brewery tour, a Cheers Beer and souvenir glass, bottled water, and discounts at breweries and downtown

Livermore restaurants. Blue Brew Bus gift cards, available online in any amount, may be applied to any tour.

"These make a perfect gift for beer-loving friends and family," Luke says. "We are also available for private charters seven days a week. People can rent the bus and customize their itinerary. It's perfect for birthdays, anniversaries, bachelor or bachelorette parties, or just an excuse to have a good time."

Each tour stops at three of the following Livermore breweries: Altamont Beer Works, Eight Bridges Brewing, Shadow Puppet Brewing Company, and Working Man Brewing Company.

"Livermore is more than just a wine destination," says Eight Bridges brewmaster Justin Beardsley. "The Blue Brew Bus gets people involved with the breweries, and brings in people from out of the area as well."

Working Man owner Joel Pelote agrees. "The Blue Brew Bus offers the best of all worlds for beer lovers: comfort, safety since driving is handled, camaraderie with fellow beer geeks, refrigeration for purchases and, of course, great beer."

As the Blue Brew Bus approaches its first anniversary, Luke says he's looking to incorporate special events throughout the year, like brew crawls, tailgate parties and regional tours. By following the Blue Brew Bus on social media, beer lovers will be the first to know what's coming up.

Adds Luke, "We are all about promoting the craft-beer scene in Livermore and the surrounding Bay Area. We want our guests to walk away with lasting memories of good times."

To learn more, visit [bluebrewbus.com](http://bluebrewbus.com) and [visittrivalley.com](http://visittrivalley.com).