

# Brewery map designed to lure millennials to N. Nev.

By Mike Higdon, Reno Gazette-Journal

Millennials like craft beer and Northern Nevada has plenty of it with 28 brewpubs and their satellite tap houses.

The Reno-Sparks Convention and Visitors Authority released its first Craft Breweries of Reno Tahoe map showcasing these drinking spots Tuesday night, which they hope will draw more young people to the region. It also features the region's five distilleries.

RSCVA CEO Chris Baum said he watched a focus group of Millennials in San Francisco change their mind about Reno when the moderator told them how many brewpubs they could visit in Reno.

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