



Press release

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Brewers at 4001 Yancey Installing Bi-Polar Ionization System to Improve Air Quality and Eliminate Pathogens in its Space

Mainstay of Charlotte Brewery Scene Partners with Global Plasma Solutions to Provide Clean Air, Safer Environment for Guests and Staff in Wake of COVID-19

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The uncertain times of COVID-19 has pushed one of Charlotte's largest and most popular breweries to re-examine all aspects of its business in order to be able to better serve its guests once it was allowed to reopen. Brewers at 4001 Yancey, the Charlotte home to Victory Brewing Company, Southern Tier Brewing Company, Sixpoint Brewery, and Bold Rock Hard Cider, will be re-opening following all the requisite guidelines laid out by the CDC and state government. It has also reinvented its menu to allow for maximum social distancing by the kitchen staff as well as how food and drinks are served to minimize lines and the number of contacts by its staff. But it was looking to do more.

"The goal was to come back from this challenge stronger than ever. We started by asking our customers what they wanted or needed to feel comfortable and safe. We received over 7,000 responses to the survey and it guided us in making our choices about safety, operational process, and communication," said John Coleman, CEO of Charlotte-based, Artisanal Brewing Ventures, the owner and operator of Brewers at 4001 Yancey.

"We have a built-in advantage in consumers' minds due to our large overall footprint and so much outdoor seating. But we needed to do something inside our space and we didn't feel like distancing our tables, wearing masks and sanitizing surfaces was enough. Our customer survey told us we needed to do more. So, we looked at adding new technology to our HVAC system that cleans the air, deactivates viruses and other pathogens and provides an additional layer of protection," continued Coleman.

Brewers at 4001 Yancey partnered with Charlotte-based Global Plasma Solutions (GPS), a leading manufacturer of air quality solutions. Brewers at 4001 installed the GPS Needlepoint Bipolar Ionization (NPBI) technology throughout its brewery and taproom. THE NPBI products purify the air by eliminating airborne particulates, odors, and pathogens. The system emits a high volume of ions that steal away hydrogen from the pathogens, driving them out of the air space, leaving clean, healthy indoor air. GPS is installed in more than 150,000 locations worldwide, including Duke University Medical Center and Charlotte Douglas Airport.



“Facilities around the world are utilizing NPBI technology to enhance indoor air quality. It is exciting to be a part of Brewers at 4001 Yancey’s reopening strategy. It is obvious their management team is doing what it takes to make their taproom a safe, healthy destination for Charlotteans who are ready to get back out and socialize safely,” said Scott Gugenheim, Executive Vice President of Sales at Global Plasma Solutions.

“Sometimes in crisis, there is opportunity. We tried to use this time as an opportunity to raise our game and to craft a better experience for our guests and, at the same time, create a safer working environment for our staff. This has been a trying time for everyone. When our customers decide it’s time for them to come back out, we want to be there to deliver for them and make them feel like they are safe here with us.” said Coleman.

Brewers at 4001 Yancey will re-open its doors to the public on May 27th with a full menu crafted by award-winning chef, Drew Ward, indoor and outdoor table seating, and over 40 craft beers, ciders, and seltzers ready to serve.

About Brewers at 4001 Yancey

Brewers at 4001 Yancey opened in June 2018 as the flagship taproom, brewery and office space for Artisanal Brewing Ventures (ABV). ABV was founded in 2014 as a platform that supports like-minded independent craft breweries in their growth ambitions. ABV brings expertise, resources and support to its partner breweries but safeguards their culture and respects their local craft soul. ABV brings top-tier craft adult beverage brands together and unlocks their potential for growth. Through mergers and partnerships in high-volume, craft-centric markets east of the Mississippi, ABV is building a portfolio of preeminent brands, including Sixpoint, Southern Tier, Victory, and Bold Rock. The company is a top ten craft brewer in the U.S. and has a leadership position in eight of the country’s top 50 markets for craft beers. ABV is headquartered in Charlotte, North Carolina, and has operations in Brooklyn, NY, Lakewood, NY, Cleveland, Pittsburgh, and metro Philadelphia.

About Global Plasma Solutions

Global Plasma Solutions (GPS) is the leader in indoor air quality technology. Headquartered in Charlotte, N.C., GPS’ needlepoint bipolar ionization (NPBI) delivers a safe, maintenance-free solution that reduces airborne particulates, deactivates pathogens, eliminates odors and saves energy. GPS was founded in 2008 and has more than 150,000 installations worldwide. GPS technology is UL2998 certified for zero ozone and have the CE marking.