



Visiting “NABA’s Front Door,” under construction

by Ken Quaas



NABA Board members and The Mill / Cone Top management reviewed strategic plans for our partnership on a site visit to Vicksburg, MI on April 27-28. The massive Mill complex, which is undergoing a \$100 million re-purposing, is shown at right.

On April 27-28, NABA member Chris Moore and his team at The Mill/Cone Top Brewery Museum hosted a contingent of NABA Board members in Vicksburg, MI. This meeting was the first in what will be a series of gatherings to discuss and plan the exciting details of the partnership between the Cone Top Museum and NABA. The museum is slated to be open in 2026.

Chris has stated that he wants the museum to serve as “NABA’s front door,” a place where people can learn about breweriana collecting and NABA’s role in fostering the hobby, as well as to provide a physical “home” where NABA members can exhibit parts of their own collection.

The NABA Board experienced Chris and Company’s unparalleled hospitality over the course

of the two days of meetings and fun. There were many highlights, including an in-depth guided tour of The Mill complex, which is undergoing a truly massive and extensive renovation.

In addition to the brewery museum, the \$100 million complex will someday house a brewery with beer garden, distillery, boutique hotel, music and entertainment venue, as well as a conference center and event space.

Vicksburg is well located in southwestern Michigan and can serve as a gateway to the already immensely popular craft beer tourism that exists in that part of the state.

Joining the NABA group on the tour was the ownership group and management team of The Pittsburgh Brewing Company, which is also in the

planning stages of a museum at their new brewery that will house NABA member and minority owner of PBC Chip Echnoz's incredible collection of Western Pennsylvania breweriana.

In addition to touring The Mill complex, the NABA Board was treated to a behind-the-scenes look at a concurrent project by Chris Moore and his team involving the revitalization of the beautiful, historic downtown. At present, this includes the intricate restoration of seven historic, pre-1900 buildings. Some of these are already in use as event

and entertainment spaces and display just a fraction of the amazing collection of breweriana being assembled for the museum.

The NABA Board is especially excited about the museum spaces designed to provide our members with opportunities to curate their own exhibits on a rotating basis in this state-of-the-art facility.

Stay tuned for more exciting updates on this amazing partnership, which will be a true boon to historic brewery and breweriana education and preservation.



Chris points out some of the highlights of the interior design of the Cone Top Brewery Museum to the Pittsburgh Brewing Co. management team and NABA Board members.



Mill developer and NABA member Chris Moore shows the group some of the plans for the ample outdoor spaces on the sprawling 80 acre campus of The Mill.



Victory in Vicksburg: Shown here on April 27 are NABA member Stan Summers (seated), with Chris Moore just behind him, is being honored on June 10-11 at a special Cone Top / NABA event appropriately called "Eternal Summers." It is a reception and show celebrating the Cone Top Museum's acquisition of 93 year old Stan's collection. Behind Stan are, from left, Tom Hardy and Rob McCarty from the Mill / Cone Top team, and NABA Board members who also are part of the NABA / Cone Top Committee: Joe Gula, Mike Michalik, Dave Alsgaard, Don Roussin, Barry Travis, Ken Quaas, and Jim Kaiser.



Vicksburg has a beautiful and historic downtown area that serves as a quaint backdrop for the nearby Mill. Many of the downtown buildings are being lovingly restored as part of the overall Mill project and showcase breweriana displays to help promote The Cone Top museum as a "coming attraction."