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GoggleWorks Center for the Arts announces new bistro, craft bar, and onsite caterer; teams up with Belly - Kitchen & Drinkery, along with beer sponsor Sly Fox Brewing Co.

FOR IMMEDIATE RELEASE

Reading, PA (July 11, 2017) - GoggleWorks Center for the Arts (GoggleWorks) announces its plans to launch a broad hospitality program, including the grand opening of Belly - Kitchen & Drinkery, on-site catering, a campus-wide liquor license, and special events on the Sly Fox Stage. The program is a partnership between GoggleWorks and the culinary team of Chef Jim Churchman and Bar Manager Dustin Wise, along with craft beer sponsor Sly Fox Brewing Company. “The only way we were able to pull off such an all-encompassing, high quality food initiative was with unassailable partners,” said GoggleWorks executive director Levi Landis. “Chef Churchman and his partner Dustin Wise have been serving delicious meals and creating unique dining experiences for decades.” Churchman and Wise will be operating the new bistro, which will present a modern take on cuisine from America and their travels to Italy, Peru, Vietnam, France, Thailand and beyond.



Chef Jim Churchman

Churchman said, “Our goal is to create a convivial atmosphere imbued with creativity and genuine sense of hospitality. Along with our new relationship with GoggleWorks, we are proud of our rooted partnerships with select local artisans, farmers, producers, foragers and sustainable purveyors.”

Belly - Kitchen & Drinkery will be headquartered on the ground floor of GoggleWorks, located on Washington Street in downtown Reading. Additionally, Churchman and Wise will be the primary, on-site caterer for the art center’s event rental spaces, which hosts a variety of weddings, programs, and special events.

“Sly Fox will ignite our visitor experience” said Landis. “In addition to serving some of the finest craft beverages to thousands, they have several tasting rooms and restaurants, and host festivals throughout the region.” Sly Fox beers will be featured at the bar, along with wines and cocktails. Sly Fox will also sponsor a stage inside Belly - Kitchen & Drinkery where GoggleWorks will present new performing arts programs, such as live music.

With the new campus-wide liquor license, Sly Fox beverages can be brought into areas throughout the campus, including the Boscov Film Theatre's daily movie screenings. John Giannopoulos, Managing Partner of Sly Fox said, "We are excited to help launch an immersive environment for appreciating the arts and craft beer in the largest art center in the country. Sly Fox will continue to expand our appreciation for and outreach to the Berks County community."

Landis expects the program to grow, citing plans for an outdoor seasonal beer garden and culinary classes. He said he is even trying to expand GoggleWorks' partnership with Lauer's Park Elementary school to incorporate fresh foods from the nearby student garden. Landis summed up his excitement for the entire project by stating, "Our partners believe in our mission and want to, quite literally, serve the community. With this team in place, GoggleWorks can cultivate a rich, inventive experience for our 250,000 annual guests, pairing deliciously-crafted food and beverages with high-quality art."

About Jim Churchman and Dustin Wise:

As chef and proprietor of [HOMAGE Culinary](#), Churchman is a lifelong disciple of all things culinary and brings over 30 years of passion, experience and vision. Dustin Wise has been an icon in Reading's bar scene since 1997. He has fostered his passion for craft beer into his professional work as bar manager for the last two decades.

About Sly Fox Brewing Company:

After cutting his teeth in sales for 15 years, Pete Giannopoulos opened the Sly Fox Brewhouse & Eatery in his hometown of Phoenixville, Pennsylvania in 1995. Over the years, the brewpub exposed many people to craft beer for the first time and started to grow its loyal, local following. Today, Sly Fox beers are currently available in Pennsylvania, New York, New Jersey, Connecticut, Maryland, Virginia and Washington, DC. John and Pete Giannopoulos are the Managing Partners. Brian O'Reilly is the Brewmaster, assisted by Brewery Operations Manager, Tim Ohst, and the brewing staff.

About GoggleWorks Center for the Arts:

Located in the former Willson Goggle Factory building, GoggleWorks Center for the Arts is the largest center of its kind in the country. The five-story, 145,000-square-foot complex features six large teaching studios in ceramics, hot and warm glass, metalsmithing, photography, and woodworking; 35 juried studios for artists and makers working in a variety of mediums; and dozens of music, arts, and other cultural organizations. The complex also includes several major exhibition galleries, a 131-seat theatre, a cafe and STORE featuring the work of over 200 artists from GoggleWorks and beyond. GoggleWorks is open daily from 9am-9pm; admission and parking are always free. Plan your visit at goggleworks.org.

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