



Sly Fox to Open The Den Restaurant and Catering at GoggleWorks

**The craft brewery will present fresh food, craft beers, and high-quality catering
at the art center in downtown Reading, PA**

FOR IMMEDIATE RELEASE

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READING, PA - October 15, 2019- GoggleWorks Center for the Arts (GoggleWorks) and Sly Fox Brewing Co. announced today that they will partner to welcome **The Den restaurant** to the art center campus, located in downtown Reading, Pennsylvania. As a part of the new partnership, Sly Fox will also cater GoggleWorks' many events on campus and bring unique music and social events to downtown Reading.

"I admire the work of Sly Fox and welcome their creative approach to food, beer, and social engagement to our campus," said Levi Landis, Executive Director of GoggleWorks. The Den is the latest iteration of the culinary program at GoggleWorks. When the campus opened in 2005, there was a small snack bar on the ground floor. Since 2016, leaders added a full kitchen, food prep room, dish washing room, storage, and full bar, including a special venue liquor license. "We have piloted this model and we are ecstatic to welcome a remarkable partner to realize our full vision for the community."

Sly Fox Brewing Co., which opened a tap-house in Wyomissing earlier this year, and has locations in Phoenixville and Pottstown, will house The Den on the ground floor of GoggleWorks and bring its unique culinary approach to weddings and other catering events. Managing Partner John Giannopoulos said, "We're really excited about The Den by Sly Fox. We've been working with GoggleWorks for the past three years and this is just the next step in our continued partnership. The Den brings endless opportunities to us as we continue our growth strategy and bring our brand to consumers."

The partnership builds on GoggleWorks' emphasis on program innovation, with new youth education, culinary, STEAM, and virtual reality initiatives announced in recent years. "There are so many unexplored opportunities for engaging the community," said Landis, "Particularly folks who are unfamiliar with GoggleWorks or don't have a background with visual arts." The restaurant, which will also serve beer, liquor and wine, will focus its food menu on sandwiches, salads, and other fresh, local offerings that are low-cost and high-quality for GoggleWorks' nearly 300,000 annual visitors. Guests can bring drinks and food into the Boscov theatre, screening films two to three times daily, in addition to other performances and events.

Sly Fox is planning a soft open date of The Den in early December, and will be in

operation during Arts Festival Reading, which is expanding as a holiday market on December 14-15.

About Sly Fox Brewing Company

Since their inaugural brew in 1995, Sly Fox has crafted more than 100 different top-notch craft beers. Their critically acclaimed year-round lineup and highly anticipated seasonals are available in their pubs in Phoenixville, Pottstown and Wyomissing, as well as top bars and restaurants in PA, NJ, NY, MD, DE, VA, and Washington, DC. Sly Fox was the first craft brewery in the mid-Atlantic to implement a canning line, adding it to their facility in 2006, and with it, earned the first-ever Great American Beer Festival (GABF) medal awarded to a canned craft beer, in 2007. They have earned GABF medals virtually every year since, including a gold medal for Grisette Summer Ale in 2017, and are widely recognized among the region's best and most enduring craft breweries.

About GoggleWorks Center for the Arts

Located in downtown Reading, PA, GoggleWorks operates in a former goggle factory and is composed of 145,000 square feet of creative space. GoggleWorks offers year round arts education, including workshops, classes, and visiting artists; community outreach programs; a summer residency; youth programs and camps; 35 on-site studio artists; Boscov film theatre; three galleries for exhibitions; the Berks Launchbox maker space; and eight communal studios-hot glass, wood, printmaking, warm glass, metals, ceramics, photography and virtual reality. Sly Fox will join three dozen other dynamic partners located on GoggleWorks' campus. goggleworks.org
