



Pierson Commercial's Krauss arranges Birdsmouth Brewery lease in Eatontown, NJ

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(L to R) Pierson Commercial's Gary Krauss with Birdsmouth Beer founders Rocco Laginestra and Andy Gioia

Oceanport, NJ According to Pierson Commercial, a New Jersey-based commercial real estate retail brokerage services provider, its brewery client Birdsmouth Beer is officially opening its doors to the public on October 15th. Located at 675 Oceanport Way, the craft-lager company occupies a section of the former Fort Monmouth military base known as The Commissary, which is part of a 53,000 s/f multipurpose food-and-beverage destination.

Pierson director Gary Krauss negotiated the 12,080 s/f lease on behalf of Birdsmouth Beer while Suzanne Macknow of CBRE represented the landlord, Denholtz Properties.

"The genesis of the deal was one of those 'right place, right time' moments," said Krauss. "We were in CEO Steven Denholtz's office when he expressed a high level of interest in bringing in a brewery. Fortunately, I was able to share that I knew just the right guys to make that happen."

According to Krauss, master brewer Andy Gioia and partner Rocco Laginestra had been searching for the right location for their beer production facility and tasting-room startup.

"They had been looking for the most-suitable spot within the Jersey Shore submarket, where they could achieve that local feel and be in close and easy proximity to the major arteries of distribution throughout the state," Krauss said. "The Commissary checked all of their boxes as an exciting new development in an up-and-coming part of affluent Monmouth County. It is close to the beach and offers almost-immediate connectivity to the Garden State Parkway as well as Routes 18, 35 and 36."

"Our goal at Fort Monmouth is to create a hub where businesses of all types can thrive and power the resurgence of this important piece of New Jersey's history," said Kristine Hurlbut, senior vice president of leasing at Denholtz Properties. "Birdsmouth Beer shares our vision for the future of Fort Monmouth and we look forward to celebrating their success."

Birdsmouth Beer, which is focusing their production on lager beers, is marketing their product line to retailers, restaurants and bars.

“I have to admit,” Krauss said, “the initial research into the design elements of a brewery was one of the most enlightening workdays ever. I got to tour brewery operations and sip a pale ale while making notes on tenant fit-out specifications.”

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