

BREAKINGBREWS

Marketing & Media

Client Portfolio and Testimonials

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Breaking Brews has a solid track record of promoting events, enhancing visibility, and pushing brands forward. This is my full client portfolio.

- 99 Bottles - Carnegie
- The BeerHive - Strip District
- Beers of the Burgh
- Blue Dust - Homestead
- Blush Sports Bar - Downtown Pittsburgh
- Breakneck Tavern - Mars
- Brew: The Museum of Beer
- Brew Gentlemen Beer Company
- Brew N Chew
- Brewing Up A Cure
- Mark Brewer - Brewology
- Buzz Worthy Pub Trivia
- Caliente Pizza & Draft House - Bloomfield, Hampton, Mt. Lebanon
- Craft Pittsburgh Magazine
- Duke's Upper Deck Cafe
- Fuel and Fuddle
- Full Pint Brewing Company
- Hal's Bar & Grill
- Hal's Bottle Shop
- Hops For HEARTH
- Hough's Taproom - Greenfield
- The Independent Brewing Company - Squirrel Hill
- James Street Gastropub & Speakeasy - North Side
- KingView Mead
- The Korner Pub - Mt. Lebanon
- Levity Brewing Company - Indiana, PA
- Local Pittsburgh Magazine
- The Modern Cafe - North Side
- New Belgium Brewing
- PA Brew Tours
- Pour For A Cure
- Pig Iron Public House - Cranberry
- Pink Boots Society - Pittsburgh
- Reclamation Brewing Company - Butler
- Rivertowne Brewing Company - Export
- Rock Bottom Restaurant & Brewery - The Waterfront
- Samuel Adams Beer
- Short's Brewing Company
- SP Financial Services, Inc. - Monroeville
- Smokin' Joe's Saloon - South Side
- Spoonwood Brewing Company - Bethel Park
- SweetWater Brewing Company
- ThinkTwin Creative Services
- Wexford Ale House

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Client Testimonials

"Jason is one of the most dedicated individuals in the libations business in Pittsburgh. He's done great things promoting Caliente and I really enjoy working with him. What he does with the industry goes hand-in-hand with bars, beer distributors, wholesalers, and local breweries. His app is transforming the way Pittsburgh learns about events. I highly recommend working with Jason." — Nick Bogacz | Owner – Caliente Pizza & Draft House

"Jason Cercone is dedicated and enterprising, reliable, loyal, a real hard worker. But first and foremost, he is a beer lover and a flamekeeper for the local craft beer scene. I'm fond of saying that about him, and it's the main reason I asked him to represent Spoonwood.

As our Brand Manager, Jason immediately added new draft accounts and utilized his industry network to arrange exclusive engagements, such as our collaboration brew with Caliente Pizza & Draft House. He maintains weekly communication with our 60+ draft accounts and consistently moved every last keg that he was asked to sell. And when the festival invitations roll in, he rarely says "no." He has personally represented Spoonwood at countless events over the past year and has become the chief ambassador of our brand.

Jason also has a gift and passion for writing, through which he earned carte blanche for online marketing. He contributed many thoughtful blog posts and helped us develop a clear, consistent social media presence.

For these reasons, Jason has my highest recommendation for any future sales and marketing opportunities that he may pursue. Please feel free to call or email if you have any questions about Jason's role at Spoonwood."

Steve Ilnicki | Head Brewer and Co-Owner - Spoonwood Brewing Company

*“Partnering with Jason and Breaking Brews has helped us maximize our social media exposure and has also helped reach out to a wider range of craft beer enthusiasts. The libations community in Pittsburgh is growing more and more every day and Jason is providing an avenue for collective conversation on that growth and all the major happenings in the community as well. This is definitely something we want to continue to be part of.” — Stephanie Dickson
| Bar Manager – Blue Dust*

“Breaking Brews is the next step in Pittsburgh’s craft beer and libations Renaissance: a common watering hole for customers, brewers, and retailers to interact and share information. For Pittsburgh’s craft beer market to continue to grow and mature, it will require more interaction and communal goals. Jason has positioned himself as the hub for communication in Western Pennsylvania through his tireless efforts to pound the pavement and form relationships within the industry.” — Peter Kurzweg | Owner – The Independent Brewing Company

“Working with Jason was one of the best moves I’ve made for Rock Bottom Restaurant & Brewery. Breaking Brews has offered a lot of exposure to us that we would’ve have had otherwise. I’m a huge fan of the Drink Pittsburgh app and the collective information available at the click of a button.” — Meg Evans | Head Brewer – Rock Bottom Restaurant & Brewery and Former Chairwoman of Pink Boots Society – Western PA Chapter

“In a time when our industry is undergoing tremendous growth and constant change, it is reassuring to have a unified voice for all things craft beer in Pittsburgh. Jason has been a very instrumental resource in promoting local breweries, local brews, and local events. We turn to Jason first when we have something big upcoming because we are confident that he’ll get the word out!” — Jenn Weir | Sales Representative - Greensburg Beverage and Former Brand Manager at Rivertowne Brewing