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Blue Moon Brewing Companies slated to join Waterside District with first-of-its-kind venue

By Elisha Sauers
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Courtesy of the city of Norfolk

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NORFOLK

Blue Moon Brewing Companies, famous for its orange-flavored beer, will join the mix of businesses at the redeveloped Waterside District when it opens this spring.

The Cordish Cos., Waterside's Baltimore-based developer, is partnering with the

Denver-based beer company to open Blue Moon's first, flagship venue at the Norfolk site.

Reed Cordish, vice president of the development company, confirmed Wednesday afternoon the brewery is coming.

Marketing materials recently obtained by The Pilot included Blue Moon with a description stating the business would offer a stage for live music, private party room and exterior patio with outdoor dining. The restaurant would also offer a "gastro pub-style" menu.

Cordish said the company is proud to have this tenant, the first of its kind in the country.

"It's a great statement for how brands are viewing Waterside District," he said.

But details about the concept, including its size, are still in development, Cordish said.

The tenant will join Guy Fieri's Smokehouse, PBR, The Fudgery, Cogan's Pizza, Carolina Cupcakery and Charlottesville-based Starr Hill Brewery.

When asked whether Blue Moon and Starr Hill would compete because of their similar craft beer brands, Cordish said the businesses offer different concepts. He believes they'll complement one another.

"To a large degree, more is more," he said, adding that Blue Moon is a national brand focused on creating a high-end restaurant that "marries craft food with craft beer," while Starr Hill is more local and will focus on the beer.

Staff writer Eric Hartley contributed to this report.

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