



Food and Ag Development Centers

PLEASANT PRAIRIE BREWING

BAM SUCCESS STORY

The Project

Pleasant Prairie Brewing Company (PPB) is a locally owned craft brewery in Scobey, Montana, built on community, eastern Montana pride, and a commitment to supporting local agriculture. Since opening its taproom in 2022, the brewery has steadily grown its footprint across northeastern Montana while serving as a gathering place and community partner through regular fundraisers and its Community Tap Program. As demand increased, Pleasant Prairie Brewing reached a key operational challenge: inefficient keg washing limited production capacity and slowed distribution growth. With support from the Business Acceleration and Marketing (BAM) Grant, the brewery purchased a semi-automatic keg washer that removed this bottleneck and dramatically improved efficiency.

The new equipment increased keg-washing capacity from four to twelve kegs per hour and reduced labor costs associated with keg cleaning by more than 70 percent. This allowed staff time to shift from manual labor to sales, events, and business development. The impact was immediate. Shortly after receiving the grant, Pleasant Prairie Brewing finalized a new distribution agreement, opening additional markets across eastern Montana, including Dawson, Richland, and McCone counties. As a result, PPB beer will soon be available in more rural bars and restaurants, bringing a locally made product to underserved communities along the Hi-Line and beyond. This growth directly benefits Montana agriculture. Pleasant Prairie Brewing uses Montana-grown barley and hops in its beers, and expanded distribution means increased purchases from local farmers and maltsters.

In addition, spent grain from brewing operations is donated to a local rancher for cattle feed, extending the agricultural impact beyond brewing. The BAM Grant has positioned Pleasant Prairie Brewing for sustainable, long-term growth by reducing costs, increasing efficiency, and enabling wider distribution. By investing in this rural business, the grant supports not only a growing Montana brewery, but also local agriculture, community development, and economic opportunity across eastern Montana.

For More Info:

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