

AVISON  
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# For Sale or Lease Turnkey Brewery

 552 18 STREET SW, MEDICINE HAT, ALBERTA  
[HELLSBASEMENT.COM](http://HELLSBASEMENT.COM)

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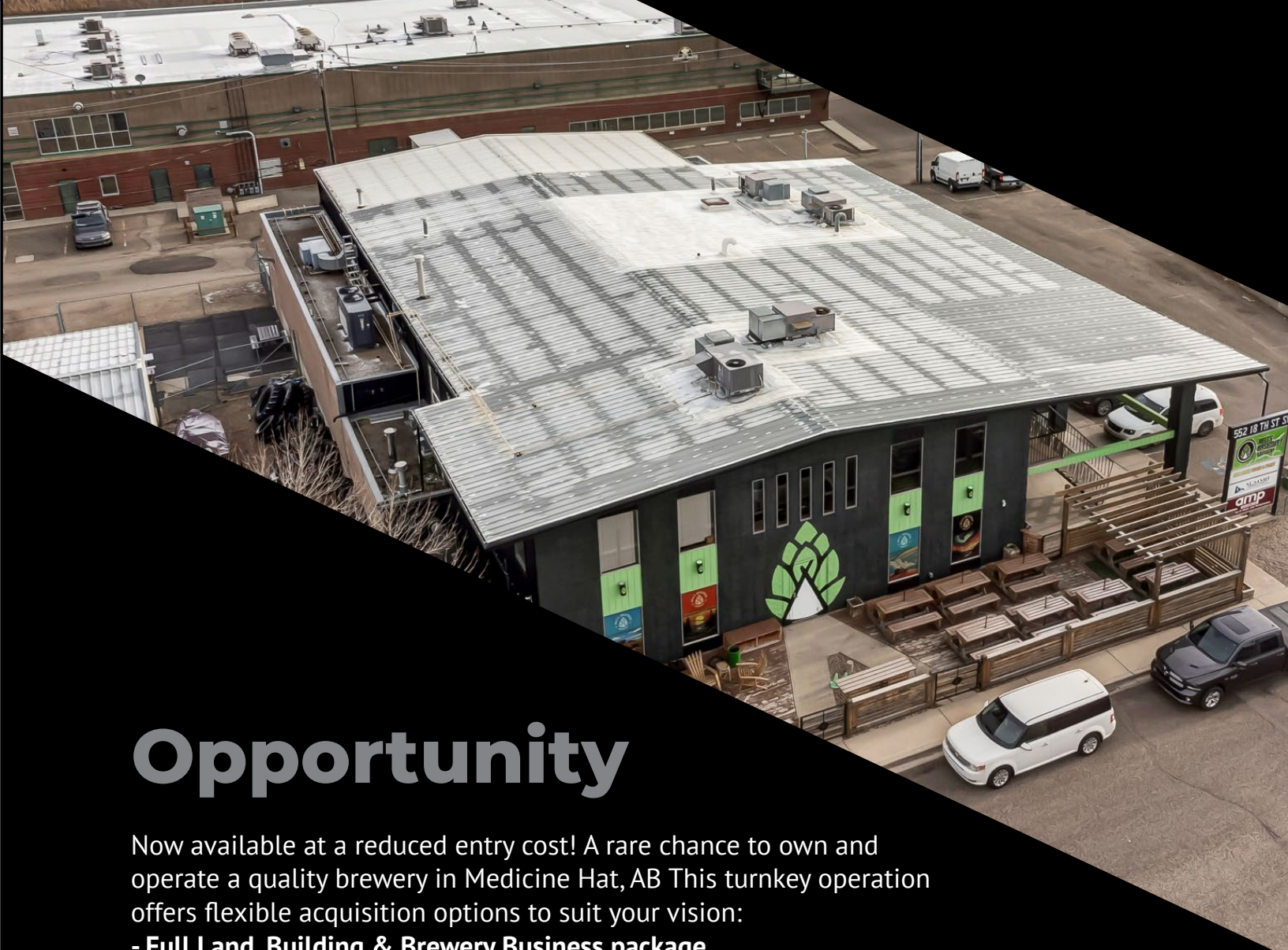
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# Opportunity

Now available at a reduced entry cost! A rare chance to own and operate a quality brewery in Medicine Hat, AB This turnkey operation offers flexible acquisition options to suit your vision:

- **Full Land, Building & Brewery Business package**
- **Purchase of the Brewery Business alone**
- **Lease Options available**

Whether you're ready to brew bold flavors, grow a loyal community, or expand your brand in Southern Alberta, this is a significant value opportunity. Connect today to explore terms, the seller is open to negotiation.

## About Hell's Basement Brewery

Established in the summer of 2016, this brewery has become a cornerstone of Medicine Hat's craft beer community. Founded by six passionate locals, their vision was simple: to create fresh, locally crafted beer that brings people together. From its inception, the brewery has been a collaborative effort supported by friends, families, and a vibrant community.

Located at #102 - 552 18 Street SW, the brewery has thrived by celebrating local talent and working closely with businesses and artists to infuse creativity into every pint. With a dedicated customer base and a reputation for innovation, it has solidified its place in the heart of the Medicine Hat community.

This sale represents an exceptional opportunity to acquire a well-established brand with a proven track record of success, supported by a state-of-the-art facility and a loyal following. Perfect for a passionate entrepreneur or an investor looking to expand within Alberta's craft brewing industry, this brewery is poised for its next chapter of growth.

# Behind The Name

## The Legend of Hell's Basement

“This part of the country seems to have all hell for a basement, and the only trap door appears to be in Medicine Hat. And you don't even think of changing the name of your town. It's all your own and the only hat of its kind on earth.”

The name Hell's Basement was inspired by Rudyard Kipling's famous quote after travelling across Canada in 1907. He famously remarked that Medicine Hat had “all hell for a basement.” And there it was - the spark that would one day become the brewery's name.

The quote referred to the natural gas reserves that lay beneath the city, an endless supply that made Medicine Hat a hotbed of energy and industry.

“Fast forward over a century, and we decided to reclaim that fiery

sentiment for our own craft beer adventures,” reads a statement on the HBB Hell of a Beer Blog.

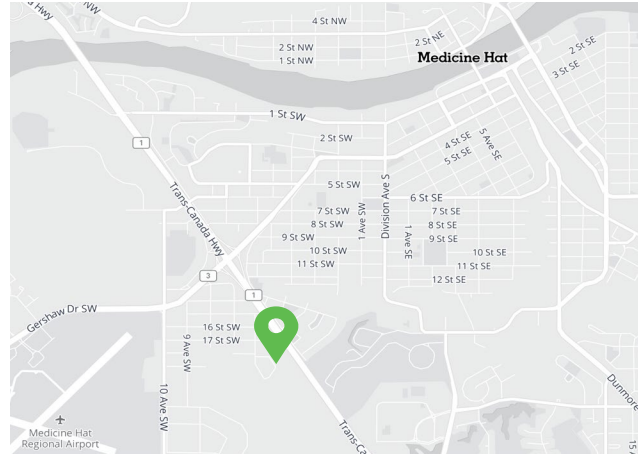
HBB has embraced this fiery spirit into every batch, crafting beers that are wild, bold, and undeniably fun. Hell's Basement isn't just a name - it's an experience.

“It was a challenge. A challenge to embrace the fiery, spirited side of Medicine Hat and turn it into something everyone can enjoy ... preferably cold and served in a pint glass.” Read more on the HBB Hell of a Beer Blog.



A mural in Medicine Hat featuring Rudyard Kipling's quote.

# Location



Positioned in Medicine Hat's Southwest Light Industrial Area, this site offers an excellent location for industrial and commercial operations. The 18 Street SW location offers excellent visibility and access to both the Trans-Canada Highway and Highway 3. This location also offers strategic access to major transportation corridors, ensuring seamless logistics.

## Demographics (within 8 KM)

### Population & Trade Area

Medicine Hat, with a 2023 population of 66,381, serves as a commercial hub for southeastern Alberta and parts of southwestern Saskatchewan. The city's trading area encompasses a broader region, including surrounding communities and rural areas, with an estimated trade population exceeding 80,000. This extended market reach underscores Medicine Hat's significance as a regional center for commerce and services.

### Median Age

42.3

### Average Household Income

\$102,960

### Vehicles Per Day

30,520 - Trans-Canada Highway

13,940 - Highway 3

# Award Winning Brews

At Hell's Basement Brewery there are seven core craft beers regularly on tap. The in-house brewery also produces quality seasonal beer on rotation.

## Core Beers



### HBB Blonde Ale

Crisp, clean and refreshingly straightforward with notes of crackers, citrus and mint.



### All Hops for a Basement

A classic West Coast IPA brimming with flavours of pine, grapefruit and herbal hop notes.



### One Shot Left

This beer is packed with hops and notes of tropical fruit. A special twist on the New England Indian Pale Ale.



### Ryes Against The Machine

A heavy hitting Rye Brown Ale offering a surprising spicy twist that partners well with sweet notes of chocolate.



### Middy Mariachi

Flavours of sweet barley, cracker, citrus, and notes of herbal hops pair up to make this smooth Mexican Lager.



### Midnight Mariachi

An approachable Dark Mexican Lager that exhibits flavours of roasted nuts, caramel and chocolate.



### The Feather

This New Zealand Pale Ale transforms into citrus flavours followed by a subtle mint sensation.

## Recent Seasonal Beer Awards



### Phoenix

Awards:  
Gold - 2024 Canadian Brewing Awards - American Style Imperial IPA



### Ghost Train

Awards:  
Gold - 2024 Canada Beer Cup - North American Stout  
Bronze - 2024 Canadian Brewing Awards - Oatmeal Stout

# The Sale Includes

The purchase of Hell's Basement Brewery, a unique turnkey opportunity, includes everything you need to succeed as a new brewery owner!

## 1 Building

The Hell's Basement Brewery building sits on 0.53 acres and offers 13,796 SF +/- of well-maintained space. The layout consists of a 5,124 SF +/- micro-brewery and a 2,969 SF +/- taproom on the main floor. There are three additional units that are currently leased to existing tenants, generating a supplementary revenue stream of \$3,750 per month. The building was built in 1978, and has seen significant upgrades since 2016.

## 2 Equipment

The purchase includes over \$800,000 of brewery equipment. Equipment includes: DME stainless 20BBL 2 vessel brewhouse, 60BBL hot liquor tank, 40HL fermenter x 4, 20HL fermenter X 4, 10HL unitank, 40HL brite tank, 20HL brite tank, 3BBL pilot brewhouse, 1BBL unitank fermenters with cooling system x 3, yeast kegs, crowler machine, mega ruby brewery system, and a 5-headed canning system.

## 3 Recipe Book

The purchase of Hell's Basement Brewery will include step-by-step recipes for tried-and-true flagship favourite brews. Recipes include: The Feather, HBB Blonde Ale, Midday Mariachi, Midnight Mariachi, Ryes Against the Machine, One Shot Left, and All Hops for a Basement. HBB currently produces 1,500 hectolitres a year with capacity to increase production to nearly 5,000 hectolitres a year.

## 4 Branding

A big part of Hell's Basement Brewery is their unique branding. They are recognized for their creativity, quality, and loyal following in the craft beer industry. The HBB brand has a strong regional presence with their beer stocked at 200+ locations in Alberta and strengthened by the brewery's inclusion on the Highway 3 Ale Trail. HBB was proudly Medicine Hat's first craft beer brewery to open in decades.

## 5 Decor

The brewery includes several decor items that pay homage to the community of Medicine Hat and local artists. When you enter the taproom, you will likely notice the brick accent wall and the rustic wood paneling details. The brewery purchase will incorporate both the HBB brewery wood / metal tables and the assorted outdoor picnic tables and chairs. \*The three panel beer label artwork will be excluded from the sale.

## 6 Location

The brewery offers an exceptional location with excellent exposure from the Trans-Canada Highway, maximizing brand presence and accessibility. The building is surrounded by a strong mix of industrial and commercial businesses, fostering collaboration and operational support. Quality neighbouring businesses include: Boylan Imaging., Camp Handcrafted Ice Cream, Gas City Cross Training, and Design Kitchens & Countertops.



The information contained herein was obtained from sources that we deem reliable and, while thought to be correct, is not guaranteed or warranted by Avison Young Lethbridge (2016) Inc. nor can it form any part of any future contract.





# Equipment List

## Taproom

- Turbo Chef Oven
- Two Compartment Sink
- Patio Heaters
- Ice-O-Matic Ice Machine
- Assorted Food Prep Items
- Cabinetry & Shelving Units
- Audio Absorption Panels
- Deck & Roof

## Warehouse

- DME Stainless 20BBL 2 Vessel Brewhouse
- 60BBL Hot Liquor Tank
- 40HL Fermenter x 4
- 20HL Fermenter x 4
- 10HL Fermenter
- 40HL Brite Tank
- 20HL Brite Tank
- 10HL Unitank
- CASK ACS 5-Headed Canning Line
- 3BBL Pilot Brewhouse
- 1BBL Unitank Fermenters With Cooling System x 3
- Mega Ruby Brewery System
- Crowler Machine
- Compressor Rotary - 7.5 HP
- 50L Steel Beer Kegs x 300 (Est.)
- 30L Steel Beer Kegs x 64
- Fizz Whiz Machine
- Yeast Kegs
- Cynmar and Cole Palmer Lab Equipment
- GT Process Flow Meter
- Security Cameras
- 2006 Ford F150
- Cube Van

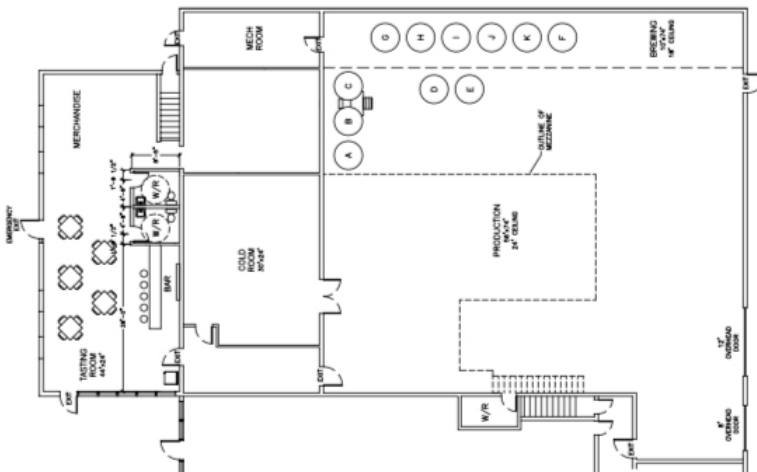
**“This nifty beer hole has friendly staff and regulars who will make you feel at home!”**

# Property Overview

## Opportunity

Site Area	0.53 acres
Total Building Size	13,796 sf +/- plus a 1,671 sf +/- mezzanine
Zoning	Business Industrial District (I-B)
Full Package Sale Price	\$1,894,000 (Land, Building & Brewery Business)
Business Sale	\$499,000 (Branding, Recipe Book, Brewery Equipment)
Taxes	\$22,456 (2024)
Annual Beer Sales	Varies between \$600,000 and \$1,500,000
Tenant Rental Income	\$45,000 + GST / Year
Leasable Space	8,093 sf
Lease Rate	Market Rates
Possession	Negotiable

## Main Floor



\*This floor plan is a sample rendering of the main floor and does not necessarily depict the actual layout of the building.

## Building Breakdown

### Main Floor

Brewery: 5,124 SF +/-

Taproom: 2,969 SF +/-

Unit 101 Office: 1,730 SF +/-

### Second Floor

Unit 104 Office: 2,244 SF +/-

Unit 105 Office: 1,729 SF +/-

\*Units 101, 104, and 105 are leased to other building tenants.

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# Business Valuation

Land & Building	\$1,395,000	\$1,495,000
Brewery Operations	\$499,000	\$1,095,000
Original Sale Price	\$2,590,000	
<b>Reduced Sale Price</b>	<b>\$1,894,000</b>	

## Land, Building & Business Opportunity

A premier opportunity to own the land, building, and operations of Hell's Basement Brewery, a highly regarded craft brewery in Medicine Hat. Established as a community favourite and known for its distinctive branding and award-winning products, this turnkey business is ready for continued growth and success.

This offering combines real estate and a dynamic business with significant potential for expansion, making it an ideal acquisition for those ready to step into the craft brewing market or scale their existing portfolio. For more information, contact Avison Young today.



## Contact Us

Adam Andrews  
Associate  
403 942 8099  
[adam.andrews@avisonyoung.com](mailto:adam.andrews@avisonyoung.com)