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Zeta Brewing Co. Rebrands to Ruby Beach Brewing

JACKSONVILLE, Fla. (January 8): To shift focus on the production of high-quality craft beer in Jacksonville Beach, Zeta Brewing Co. is excited to announce plans to rebrand and do business as Ruby Beach Brewing. Construction and renovation on the existing building has begun, expecting to take about four to six weeks.

Through rebranding the business and expanding the brewery capabilities, Ruby Beach Brewing aims to put more delicious craft beer in the hands of customers both near and far. Brewery and retail expansion will include ciders, meads, crowlers, bottles and cans.

"This is going to be such a positive change for us and the community. We're shifting from brunch and dinner to solely local, craft beer. The name Ruby Beach is a testament to the history here at the Beaches and our commitment to the local community," Owner Mark Vandeloo said.

For those who don't know this rich bit of history behind the Beaches, in 1883 a group of investors formed the Jacksonville and Atlantic Railroad with the intention of developing a resort community that would be connected to Jacksonville by rail. The first settlers were William Edward Scull, a civil engineer and surveyor, and his wife Eleanor Kennedy Scull. The two lived just a couple blocks east of Pablo Historical Park (now known as Casa Marina), and in 1884, they built the first house in the area (not too far from the location of the brewery today). The settlement was eventually named "Ruby Beach" after their first daughter (Ruby), and was later renamed "Pablo Beach" before ultimately becoming Jacksonville Beach.

Celebrating the area's deep historical ties, Ruby Beach Brewing hopes to continue to improve the Jacksonville Beach community by providing a new take on the craft beer movement, while paying homage to this unique part of our local history.

Ruby Beach Brewing will have the same head brewer, Billy Arthur, who has been working to perfect the recipes over the past year. The renovation and expansion will allow the brewery to create more, new and exciting beers for North Florida and beyond.

For more information or if you have any questions, please contact Mark Vandeloo.

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