

Brewery Crafts with Conviction

Case Study | Alpha Brewing Company



After learning about Ameren's Charge Ahead rebate program in a local newspaper, Alpha Brewing Company acted on a strong organizational value. They agreed that offering EV charging at their location could add value to their customers and support their sustainability goals by helping support their customers who choose to drive electric.

About Company

[Alpha Brewing Company](#) was founded in 2011 and expanded to a new, larger location in South City in 2018. The brewery features a range of rare craft beverages and food and regularly hosts tours and events for the community.



Creating Convenience for Customers

- Alpha Brewing Company appreciated the seamless process of installing a charging station with support from Ameren Missouri's Charge Ahead Incentive program.
- While their charging station currently supports customers, with the ease of installation the team is now considering electrifying their distribution fleet vehicles.

Charger Information: Charge Point CT4021-GW1

Installer: [LilyPad EV](#)

Project Cost: \$23,698

Incentive Received: \$10,000

Charging Ahead

- Installing a charging station made Alpha Brewing Company a destination for electric vehicle drivers who can now enjoy food and beverages while recharging their cars.
- The installation added important EV infrastructure to the community.

"Ameren was great to work with and very responsive. When our equipment was due to arrive on the weekend, Ameren waited all day to make sure it was installed and hooked up."

– Derrick Langeneckert, CEO, Alpha Brewing Company

Charger Address Location: 4310 Fyler Ave,
St. Louis, MO 63116

