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GOVERNOR**

**MATTHEW GEISEL  
CABINET SECRETARY**



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FOR IMMEDIATE RELEASE

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## ***EDD Announces Truth or Consequences Brewing Company to Open, Creating 9 New Jobs***

**Truth or Consequences, NM** - Today, Economic Development Secretary Matt Geisel announced that Truth or Consequences Brewing Company will be opening in Truth or Consequences (T or C), creating 9 new jobs. This project is a part of the growing development in T or C's MainStreet area and will support the continued growth of T or C's downtown district.

"This project illustrates how our economic development incentives are working for homegrown New Mexico companies," said Economic Development Secretary Matt Geisel. "Helping homegrown companies expand and grow is critical to diversifying our economy and creating good jobs for New Mexicans."

Truth or Consequences Brewing is a New Mexico startup that will open in the summer of 2017 and will add 9 new production jobs over the next 5 years as they ramp up production.

"We are very proud to locate our facility in Truth or Consequences and contribute to the continuing development in the downtown area," said Truth or Consequences Brewing co-owner Marianne Blau.

Co-owner John Masterson continued, "Thanks to the utility of the LEDA incentive and our partnership with the state and local government, we have the opportunity to start our business in a community that we love."

New Mexico will provide \$125,000 for the expansion through the state's closing fund, known as LEDA. LEDA is our closing fund, which helps recruit new businesses to our state while helping those that are already here grow and thrive. Nearly zeroed out when Governor Martinez took office, she fought to grow this important tool to more than \$56 million.

"The city of Truth or Consequences is proud to welcome Truth or Consequences Brewing Company to our growing MainStreet district," said Truth or Consequences Mayor Steven Green. "Thanks to Governor Martinez, this project was able to access New Mexico's powerful incentives, to help a homegrown startup find success."

Truth or Consequences Brewing Company will be located in the eclectic downtown hot springs area of T or C, in the nationally accredited MainStreet district. In recent years, Truth or

Consequences has made significant improvements and additions to their MainStreet district, including: the opening of the Space Port America Visitors Center, the construction of the Healing Waters Plaza, façade improvements, and many others. The improvements to the MainStreet district are spurring significant private investments, from companies like Truth or Consequences Brewing.

"Truth or Consequences Brewing is a welcome new addition to our MainStreet district," said Truth or Consequences City Manager Juan Fuentes. "This will bring exciting new opportunities for night-life in T or C and continue to bring opportunities for growth."

Truth or Consequences Brewing will serve easy-drinking ales and lagers, experimental brews, and beers from other New Mexico breweries. Some of the beers planned for this summer are a golden blonde ale, a citrusy rye ale, and the award-winning and chocolaty "Pure-Soul" Porter.

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