

MEET JON

Something Wicked

Brewing Co.



| By Noël Soisson

Jon Sanders didn't expect to find himself managing one of downtown Hanover's popular breweries after living and working on a farm his whole life, but that's exactly what happened through happenstance and word of mouth networking.

Jon's love of craft beer began many years ago when he and his close buddies would frequent Kclinger's Bar, who at the time was at the forefront of the craft beer scene. After spending "too many nights there", Jon grew to truly appreciate the art of craft beer. He and his buddies met up with other locals at all the bars in the area to cultivate their new passion—this time was special for Jon, and he developed many of the relationships he still has today.



"People attract people", Jon says, which is how he ended up making his way into the downtown breweries. He offered to collect their used grains from the brewing process for the cattle on his farm. The arrangement ended up being a win-win for everyone involved—breweries were able to get rid of their waste and Jon was able to feed his cattle with a product that was easier for them to digest. Jon quickly became known as someone the breweries could count on and who cared about the people and businesses in the community. When a manager position opened up at Something Wicked Brewing Company he applied, and the rest is history.



SOMETHING WICKED BREWING CO. INFORMATION

34 Broadway, Hanover, PA 17331

Wednesday & Thursday 4pm-10pm

Friday 4-11pm

Saturday 12pm-11pm

somethingwickedbrewing.com

717-316-5488



JON HELPS ORGANIZE THE ANNUAL BREWERY OLYMPICS EVENT WITH OTHER HANOVER BREWERIES AND MAIN STREET HANOVER. JOIN US ON OCTOBER 14, 2023 FOR THE THIRD CONSECUTIVE YEAR OF GAMES.

Since taking on his manager role, he has seen a transformation in the bar as well as the downtown district. In 2019, a remodel of Something Wicked along with an added kitchen allowed them to expand their offerings to include quality food and a space for music and entertainment on Fridays and Saturdays. They've also cultivated their social media presence attracting newcomers to the bar. Jon's excited to see what happens in the coming years. He plans to "keep on trucking" and hopes for more growth for himself as well as the bar in the future. ■

