



# R'NOGGIN BREWING CO.

Brewing is a hobby that took over brothers Kevin & Jef Bridleman's lives. After many years of brewing out of a custom built home brewing system, the risky decision to take it public was made, and R'Noggin Brewing Co. opened in 2016. This Kenosha-based craft brewery pulls its inspiration from B-rated horror movies from the '80s and '90s. Beyond the decor, it focuses on high quality craft beer from around the world which are often foreign to many customers.

"Starting a business, unless you are independently wealthy, is a scary mountain to climb," says Kevin. "WWBIC became our mountain expedition guide and provided us the required information and financial access we needed to get launched. Without WWBIC, we would not be here 6.5 years later."

The Bridlemans' advice to other aspiring entrepreneurs? "Don't hesitate. WWBIC is far more than available funding. The courses, the business consultant at your fingertips, and the resources are far more than you can imagine when attempting this on your own. WWBIC is a partner – a partner that wants you to succeed and will help you in more ways than you can imagine."

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The Bridlemans are currently in contract discussions with another local brewery to create an alternate proprietorship that will allow them to take their hyper-localized brewery to a statewide distribution brewery.

[rnogginbrewing.com](http://rnogginbrewing.com)



**Owner:**  
Kevin  
Bridleman



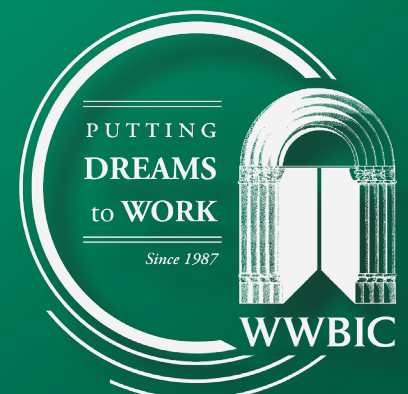
Chicago  
Tribune article

**Business  
Location:**  
Kenosha

**Employees  
at Business:** 7

**Loan  
Investment:** \$100,000

**WWBIC Support:**  
Microloan, Coaching



Entrepreneurship and  
Financial Wellness Training •  
Lending • Coaching

