



Madison
Magazine article

BIEROCK CRAFT BEER

Brian and Amanda Carriveau love craft beer, so when Brian experienced a job change, they realized they had the necessary knowledge and drive to open a bar, fulfilling their lifelong dream of owning a business.

In 2017, they opened Bierock, which specializes in craft beer and comfort food. They offer 24 tap lines of beer made in Madison and sold across Wisconsin, the U.S. and the world. Their menu focuses on a Volga German specialty called a bierock (also known as a runza) and also offers other savory bites and sides to accompany their extensive tap offerings.

The Carriveaus came to WWBIC seeking funding to complete the build-out of their business space and to purchase necessary equipment. WWBIC also helped connect them with additional services, such as a payroll provider and accountant.

Owners:

Brian & Amanda
Carriveau

Business Location:

Madison

Loan Investment:

\$200,000

Employees at Business:

12

WWBIC Support:

Training, Lending,
Coaching



Entrepreneurship and
Financial Wellness Training •
Lending • Coaching

“[WWBIC] really believed in our concept from the beginning and were willing to take a chance on us when other traditional lenders wouldn’t.”

“WWBIC was invaluable in providing us expert guidance as we launched our business,” says Amanda. “They really believed in our concept from the beginning and were willing to take a chance on us when other traditional lenders wouldn’t. They will be there every step of the way, cheering you on and providing the support you need.”

bierockmadison.com

