

The logo for Rouleur Brewing Company is centered on a teal background. It features the word "Rouleur" in a large, white, stylized, blocky font. Below "Rouleur", the words "Brewing Company" are written in a smaller, white, cursive script. A small crown icon is positioned at the bottom center of the logo, and a trademark symbol (TM) is located to the right of the word "Rouleur".

Rouleur  
Brewing  
Company™

# LOCATIONS



## Carlsbad

5840 El Camino Real, Suite 101  
Carlsbad, CA 92008

(442) 244-5111

Monday - Tuesday: 4 p.m. – 8 p.m.

Wednesday - Thursday: 3 p.m. – 9 p.m.

Friday: 3 p.m. – 10 p.m.

Saturday: 12 p.m. – 10 p.m.

Sunday: 12 p.m. – 7 p.m.

## North Park

2899 University Avenue  
San Diego, CA 92104

(619) 230-5615

Open Daily

12 p.m. – 10 p.m.

# FAQ/FACT SHEET



## Carlsbad

Opening date:  
April 8, 2017

Square Ft:  
2,000 sq. ft

Patio:  
None

## North Park

Opening date:  
October 9, 2021

Square ft:  
1,200 sq. ft inside, 1,700 sq. ft total

Max Capacity:  
75

Patio:  
550 sq. ft

# ABOUT ROULEUR BREWING

Inspired by the artisanal pursuit of modern craft breweries and the secretive, monastic breweries of the Old World, the beers at Rouleur Brewing Company are designed with style and zing. Focused on the balance between well-crafted style variations and ingredient combinations, Rouleur Brewing exceeds the rules and limitations affecting the most widely consumed alcoholic beverage on the planet.

Translated from French, Rouleur means having wheels... a roller. We love beer that is well-rounded and balanced, yet with unusual flavor profiles that can defy convention. The confidence behind our beers consists of intimate knowledge of Old-World traditions but brought to life with artistry of rule-breaking creativity—achieved with discipline, inspiration and panache.

Rouleur Brewing Company appeals to those who are enthusiastic about the creation of beer. The cycling minds at Rouleur are always churning, just like its gears are always driving-divining new ways of leading, celebrating, and furthering the craft of beer making.

“Elegance without precedence. Irreverence without recklessness.”



# OWNER BIO- RAWLEY MACIAS

Owner and founder, Rawley Macias, has had a love affair with the magical elixir since first tasting craft beer. Rawley has been brewing beer for over a decade and is a recognized beer judge and connoisseur. During his education and certification, Rawley put his natural mechanical mindset to work, absorbing the details and guidelines to mastering the perfect beer—aroma, appearance, flavor, mouthfeel, and overall impressions.

As an engineer who thrives on inventing and experimenting, Rawley took his intricate understanding of the style guidelines imposed on society worldwide and began asking questions like, “Why does it have to be this color?” or, “Why must the aroma match up with this particular trait?” Going against all norms, he started inventing his own beers. Inspired, Rawley took his proud productions to regional and national homebrew competitions where judges graded his beer against Standard Style Guidelines. It was amid these competitions that Rouleur Brewing Company truly came to life and not in the way you would expect...

When the “Judge’s Notes” came back “terrific beer, but the color and aroma are outside of the style guidelines,” the idea of a great brewery that bends rules and steps outside the box came to life. Rawley steered away from judging competitions and the judgement of others, to create his own path within the beer world.

It is this adventurous spirit that also led Rawley to the unique and lifestyle sport, cycling. A Rouleur is the highest honor one can achieve. It is these magnificent individuals and their machines that capture the imaginations of monarchs and mortals alike—through their tough, hard, and relentless sacrifices.





## CHEF BIO – CARLA KRAFT, CHEF AT ROULEUR BREWING, NP

Carla was born and raised in Rio De Janeiro, Brazil. Growing up, she spent most of her days in the kitchen alongside her mother and grandmother, soaking up all they had to teach her about cooking. This ignited a love for cooking early on in her life, leading her to flourish in her future careers. After graduating from college in Brazil with a degree in Data Processing, she set out to adventure and explore her passion for cooking in sunny San Diego, California. As head chef and kitchen manager at Rouleur Brewing Company's North Park location, Carla is able to put her lifelong passion and knowledge into play.

Looking back, Carla considers empanadas as the main dish that inspired her to become a chef. This family tradition is now a staple within her household and business. In her kitchen, you can be certain to discover salt, vegetables, fresh meat, and without a doubt, a whole lot of empanada dough!

When she's not in the kitchen, Carla can be found spending time with her family which include her two beautiful children, exploring the outdoors, swimming, and hanging out with friends. Carla is ecstatic to be a part of the awesome team at Rouleur Brewing and hopes to help manage other Rouleur kitchens in the future. With the creativity and zest for her craft, Carla truly embodies everything it means to be a ROULEUR!



## MEDIA CONTACT:

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