



Murr hopes to add to Lincolnville business scene with Dog Rose Brewing

By Stuart Korfhage
November 7, 2017

Well before the microbrewery component of A1A Ale Works was phased out, brewmaster Doug Murr had an idea that he wanted to start a mini brewing empire of his own some day.

The first day in the initial phase was about two weeks ago when Dog Rose Brewing opened on Bridge Street in downtown St. Augustine's Lincolnville neighborhood.

"This is just the first step," Murr said. "The next move is another facility, a little west of here probably, and start doing some distribution. That vision has always been in place."

With the brewery open, it's also another step in the development of Lincolnville's burgeoning business scene.

Murr spent about a decade and a half at A1A Ale Works and has been working for the last couple of years to get his own project going.

He said the experience with A1A Ale Works, which is part of the CraftWorks Restaurants and Breweries company, prepared him for running his own business.

"When I really felt comfortable that I could do it was probably eight years ago," Murr said. "The way they set it up, the brewers, you run your own businesses inside the business. You did everything yourself really. It was real world experience."

Murr nearly ended up on Anastasia Boulevard before that deal fell apart, but he landed in what he thinks is a perfect location.

Dog Rose is just the latest addition from the hospitality industry to land in Lincolnville. Murr said his business is more of a neighborhood bar rather than a tourist destination. But in a city like St. Augustine, he's sure to see a mixture of the two.

The brewery is a short walk from Preserved Restaurant, which opened less than two years ago. It's also near The Collector Inn, which opened within the last 12 months.

Murr hopes his business fits in well with what's around him.

“We’re pleased and we feel like we complement both of those (Preserved and Collector),” he said. “We’re really excited about it. We’re excited to be part of Lincolnville. It’s such a vibrant, cool community that we’re excited to be part of.”

Some others in Lincolnville are happy to see Dog Rose join the business scene.

At the other end of the neighborhood on Riberia Street, Philip McDaniel, CEO and co-founder of the St. Augustine Distillery, said Dog Rose is a nice addition to the area.

“We are super excited about our new neighbors at Dog Rose,” McDaniel said in an email to The Record. “Doug is a gifted brewer and he will lift St. Augustine’s burgeoning craft beer scene to a new level. We plan to partner with and support him as much as possible.”

McDaniel pointed to the success of several other Lincolnville businesses as proof of the vibrancy of the area.

“We are giddy to see Dog Rose join the list of creative local businesses investing in Lincolnville: Ice Plant, Rype & Read, One-Twenty-Three Burger House, Blue Hen, The Preserved, The Collector, The Corozon Theater, Lincolnville Cultural Center, and others,” McDaniel said. “We are grateful to the amazing community that supports us all.”

St. Augustine Mayor Nancy Shaver, who lives in Lincolnville, said she too is glad to see the addition. She thinks it will be a business that meshes nicely with the feel of the neighborhood.

“I almost think of breweries and all of the action we have going on ... it’s really kind of our creative class,” she said. “It’s kind of like our Brooklyn to have these kinds of neighborhood-based, interesting, unique businesses, and I think it’s a good thing.”

Murr said he hopes Dog Rose is just one more success story in Lincolnville — with more to come.

“Lincolnville is just blowing up,” he said. “I think there’s still room for some commercial stuff back in the neighborhood. You’ve got The Blue Hen (Cafe on Martin Luther King Avenue), and if you get a couple more back there, it could really create a (exciting) thing.

“I think the scene is cool. Everybody’s doing their thing.”