



AHEAD Partners with New, Neighboring Brew Pub on Fixtures, Product

Best known for headwear, apparel, and accessories, AHEAD expanding its offerings



NEW BEDFORD, Mass. (April 3, 2017) – When a new Massachusetts brew pub needed help with its retail space, logoed memorabilia, and more, it turned to AHEAD, a company that nationally is best known as one of the country’s top brands for headwear, apparel and accessories for the green grass, resort, collegiate, and corporate markets. As its in-house fixtures division continues to grow and evolve, AHEAD’s craftsmen are able to assist the likes of a new, area eatery, just as it does for a golf club looking to execute a renovation of its pro shop.

“This fixtures and woodworking part of AHEAD’s business has evolved into an integral part of what we offer to our customers, all at a great value,” said Anne Broholm, AHEAD CEO.

The new brew pub – Moby Dick Brewing Co. – is a key part of a revival and transformation of lower Union Street in New Bedford, Mass., which also has been the longtime home of AHEAD. The restaurant serves beers, ales and distinctive pub fare in a 100-seat friendly, family setting. It also features a 10-barrel brewery operation behind the bar and hopes to produce 750 barrels in its first year.

AHEAD designed and built the retail space at Moby Dick Brewing Co., and is the supplier of a complete selection of souvenir hats, T-shirts and apparel. Broholm said her company also designed and built the large tasting table where guests will sample the beers produced as part of New Bedford’s first full-production brewery in 40 years.

“With our deep roots in this community it is rewarding to be a part of this project and see the excitement and activity that Moby Dick Brewing Co. has created,” Broholm said. “We really enjoyed working with President David Slutz and his entire team on the project and we wish them the best of luck.”

AHEAD debuted in a garage in the tiny coastal town of Mattapoisett, Mass., just 10 miles from where the company is located today in the New Bedford Business Park. Acquired by New Wave Group AB in 2011, AHEAD has dramatically grown and evolved over its 22-year history. Known for its quality products and superior ornamentation, AHEAD is a key supplier of headwear to the golf/resort industry and their products have been prominently on display at golf’s major championships. Today, AHEAD is the primary headwear provider of The Open Championship, adding to established partnerships already enjoyed with the USGA, PGA of America and Ryder Cup.

For additional information on AHEAD, visit its website at www.Aheadweb.com.

About AHEAD | www.aheadweb.com

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to more than 20 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Golf legends Jack Nicklaus and ANNIKA wear AHEAD exclusively.

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Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.com

908/963-6013