

## Octopi October Expansion

New facility supports exceptional growth

For Immediate Release  
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WAUNAKEE, WIS. – **Octopi Is Expanding.** A groundbreaking celebration will occur on Friday October 1, 2021 at 12:00 noon CDT to celebrate the beginning of construction on a new 200,000 square foot (sf) facility for Octopi Brewing at 1130 Uniek Drive, Waunakee.

The new facility, developed by SARA Investment Real Estate of Madison, will be leased to Octopi Brewing expanding operations from their main building across the street. The new building, to be completed in the summer of 2022, will house a variety packaging line, shipping, and receiving operations for Octopi. The building features 14 loading docks, a 14,000 sf cooler, a 5,000 sf freezer, and 113,000 sf of open warehouse space. The building has been designed by Aro Eberle Architects and Vogel Bros. Building Co is Construction Manager.

Isaac Showaki, President of Octopi Brewing indicated “This building is critical to the continued growth of Octopi Brewing.”

“This is a tremendous project and we are excited to partner with Octopi Brewing to help grow their business.” Said Eric Schwartz, President & CEO of SARA Investment Real Estate. “We are especially proud of the hard work that Aro Eberle and Vogel Bros. have put in to control the challenging market dynamics currently occurring.”

“Vogel Bros. is excited to support Octopi’s exceptional growth,” said Pete Vogel, CEO and President. “Octopi is a perfect example of our team’s *Ideal Customer!* They are fast growing and focused on meeting their customers’ rapidly changing needs. We are honored to be their construction partner.”

**Vogel Bros. Building Co.** ([www.vogelbldg.com](http://www.vogelbldg.com)) is a fifth-generation construction services company with offices in Madison, WI and Lakeland, FL. As an award-winning company, Vogel Bros. has earned recognition for completing large-scale complex projects, encouraging innovation, embracing new technologies, and making a difference in our communities. We owe our success and longevity to the values established by the Vogel family that have been shared through the generations and are embodied in our employees. Vogel Bros. mission is to continually improve our services in order to enhance the lives of the people in the communities we serve.



Rendering of new warehouse to be built at 1130 Uniek Drive by SARA Investment Real Estate to house expanded Octopi operations. Courtesy Aro Eberle Architects. High resolution images available upon request.



# NEWS RELEASE

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FOR IMMEDIATE RELEASE – Monday September 27, 2021

Contact: Christina Ballweg, Executive Vice President (608/852-8770)

**Groundbreaking Event – New Octopi Warehouse  
1130 Uniek Dr, Waunakee, WI  
Friday October 1, 2021 - 12:00 Noon**

(WAUNAKEE) — A groundbreaking celebration will occur on Friday October 1, 2021 at 12:00 noon CDT to commemorate the beginning of construction on a new 200,000sf warehouse for Octopi at 1130 Uniek Drive.

The new facility will be developed by SARA Investment Real Estate and leased to Octopi who will be expanding operations from their main building across the street. The new building is expected to be completed in the summer of 2022 and will house a variety packaging line, shipping, and receiving operations for the brewery. The building will feature 14 loading docks, a 14,000sf cooler, a 5,000sf freezer, 20,000sf office space and 161,000sf of open warehouse space.

The building has been designed by Aro Eberle and the general contractor will be Vogel Brothers Construction Corp.

“This is a tremendous project, and we are excited to partner with Octopi to help grow their business.” Said Eric Schwartz, President & CEO of SARA Investment Real Estate. “We are especially proud of the hard work that the design team and our general contractor have put in to control the challenging market dynamics currently occurring.”

SARA Investment Real Estate was founded in 1997 and specializes in strong and reliable real estate solutions through relationships with investors, tenants, and business associates.

Isaac Showaki, President of Octopi indicated “This building is a critical component to the continued fast growth of Octopi and will help us expand our capabilities for 2022.”

Octopi is a renowned beverage copacker that offers contract services for regional and multi-national clients. Octopi specializes in beverage products and beverage innovation.

All community members are invited to attend the groundbreaking event to be held at 1130 Uniek Dr in Waunakee on Friday October 1, 2021 at 12:00 noon.

Press only: For additional information, quotes, interviews, graphics, or photos, please contact [cballweg@sarainvest.com](mailto:cballweg@sarainvest.com).



Rendering of new warehouse to be built at 1130 Uniek Drive by SARA Investment Real Estate to house expanded Octopi operations. Courtesy Aro Eberle Architects.