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News

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BUSINESS BEAT: Liberation Brewing Comes To Bixby, Merry's Milestone, Dine LBC



By [Ashleigh Ruhl](#)

Contributor

20 hrs ago 0



Long Beach Liberated

New LB Watering Schedule
before 9am or after 4pm

Summer
April - September
Tuesday

Liberation Brewing Company is coming to Bixby Knolls.

The craft brewery recently signed a lease to open shop at 3630 Atlantic Ave., joining the burgeoning beer scene in Long Beach, according to a release from the company.

Liberation Brewing was started by Dan Regan, former member of the popular ska band Reel Big Fish, and award-winning home brewer Eric McLaughlin.

The boys said their Long Beach plans include producing different types of beer to be sold to local restaurants and to customers through an on-site tasting room. Customers also will be able to take brews home in growlers.

They said the brewery would be open sometime later this year.

Merry's Milestone

Entrepreneur Merry Colvin believes she has been making Long Beach a better place for the past decade through the wares she sells at Merry's.

"I want to help world peace along by introducing people to other cultures," the Bluff Heights business owner said. "I think that once we understand each other, we can stop killing each other."

Colvin, who has a background in fashion and politics, opened Merry's



Medical



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in 2006, giving the store an Eastern bazaar-style atmosphere. The store — which locals easily recognize by the large metal camel sculpture that sits outside — specializes in fair trade, sweatshop-free fashions, accessories and collectibles.

Merry's is celebrating its 10th anniversary this week.

Colvin credits the business's longevity to loyal customers as well as her eye for one-of-a-kind, unique items that cannot be purchased anywhere else in town.

"I opened my dream business based on what I wished for the world," Colvin said. "I didn't realize that Merry's would have staying power for that very reason."

Merry's is located at 2747 E. Broadway. For details, call (562) 987-4363.

Dine LBC Deal

Organizers of Dine LBC — Long Beach Restaurant Week this week began selling dining certificates good for one year.

The new initiative is called Dine LBC Originals, and participating restaurants will be selling special 30% discounted gift certificates on a quarterly basis through the program.

This time around, the sale will run through Aug. 5, and supplies are limited.

We're always interested in hearing about news in our community. Let us know what's going on!

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Money generated from the sale of the gift cards will go towards marketing participating businesses throughout the year, rather than having Dine LBC's efforts focused solely around the annual restaurant week.

Dine LBC organizer Terri Henry, who is looking forward to the fourth year of the event in 2017, said she was looking for a way to continue marketing and public relations support for independent Long Beach restaurants year-round.

"With minimum wage and cost of goods price hikes and other challenges, marketing budgets are dwindling and this is an affordable, trackable, collaborative solution for our valued independent restaurants," said Henry.

Dine LBC Originals dining certificates will be offered for three weeks each quarter, and are expected to sell out.

Visit www.DineLBCOriginals.com to purchase the cards, which are valid at The Sky Room; Buono's Authentic Pizzeria; Cesar's Bistro; The Federal Bar; Restauration; Café Sevilla; Kihon Sushi & Japanese Tapas; and Berlin Bistro.

Restaurants can visit the same website to sign on to participate.

Ashleigh Ruhl can be reached at ashleighruhl@gmail.com.

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Events

JUL
23

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Sat, Jul 23, 2016 — all day

JUL
23

["Straight Talk" cable TV show with City Attorney Charles Parkin](#)

Sat, Jul 23, 2016 @ 9:00 am

JUL
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[spcaLA Clear the Shelters Day](#)

Sat, Jul 23, 2016 @ 11:00 am

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[Exhibit: "Vitality and Verve: In the Third Dimension,"](#)

Sat, Jul 23, 2016 @ 11:00 am

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[Exhibit: "Artists Assemble" empowerment in contemporary comics](#)

Sat, Jul 23, 2016 @ 11:00 am

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JUL 23

Assoc. Chili Cook Off

Sat, Jul 23, 2016 @ 12:00 pm

JUL 23

Exhibit: "Black Gold: Oil in the Neighborhood"

Sat, Jul 23, 2016 @ 1:00 pm

JUL 23

Satori House Eating Disorder Residence Open House

Sat, Jul 23, 2016 @ 5:00 pm

JUL 23

Long Beach Grand Cru benefiting Legal Aid Foundation of Los Angeles

Sat, Jul 23, 2016 @ 6:00 pm

JUL 23

Children's Theatre Production: "A Midsummer Night's Dream"

Sat, Jul 23, 2016 @ 6:00 pm

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GAZETTES

www.gazettes.com

5225 E 2nd Street
Long Beach, CA 90803

Phone: 562-433-2000

Email: webeditor@gazettes.com

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