

BREAKING BREWS

Marketing & Media

About Breaking Brews

Breaking Brews started as a craft beer blog in February 2014 and has grown into a full-service media organization specializing in marketing, content creation, social media management, sales, consulting, branding, and enhancing customer experiences. With BreakingBrews.com serving as the hub, my mission is to push libations culture forward, in Pittsburgh and beyond, by connecting enthusiasts to bars, breweries, distilleries, and organizations through education, conversation, commentary, and entertainment.

I am committed to driving brands forward by any means necessary. I offer an array of initiatives designed to boost your presence and enhance your visibility, allowing your business to flourish through consistent effort and constant adaptation to market demands.

Connect with Jason

- 412.965.8428
- jason@breakingbrews.com
- facebook.com/breakingbrews
- Twitter: @breakingbrewsco
- Instagram: @cerconeimbibes
- Subscribe to The Breaking Brews Podcast on iTunes, Stitcher, and Google Play Music



Jason Cercone

I have been an avid supporter of the craft libations movement for over 10 years and have combined my passion for this diverse industry, writing, and creative marketing into my life's work. I love all adult beverages...but I love the moments and experiences they generate more. I have over 20 years of experience in customer service, sales, marketing, content creation, and business management.

Social Influence



3,161

Page Likes



2,618

Followers



1,042

Followers



3,200+

Monthly Hits

Discover More

Learn about my professional background, peruse my writing portfolio, and stay up-to-date on current projects at www.jasoncercone.com.



Client Feedback

“Jason is one of the most dedicated individuals in the beer business in Pittsburgh. He’s done great things promoting Caliente and I really enjoy working with him. What he does with the industry goes hand-in-hand with bars, beer distributors, wholesalers, and local breweries. His app is transforming the way Pittsburgh learns about beer events. I highly recommend working with Jason and the Breaking Brews brand.” — **Nick Bogacz | Owner – Caliente Pizza and Draft House**

“Jason is a craft beer fan first and it’s reflected in the way he treats his clients and their products. Breaking Brews is all about spreading the news that the Pittsburgh local beer scene has arrived.” — **Steve Ilnicki | Head Brewer and Co-Owner - Spoonwood Brewing Company**

“Partnering with Jason and Breaking Brews has helped us maximize our social media exposure and has also helped reach out to a wider range of craft beer enthusiasts. The craft beer community in Pittsburgh is growing more and more every day and Jason is providing an avenue for collective conversation on that growth and all the major happenings in the community as well. This is definitely something we want to continue to be part of.” — **Stephanie Dickson | Bar Manager - Blue Dust**

“Breaking Brews is the next step in Pittsburgh’s craft beer Renaissance: a common watering hole for customers, brewers, and retailers to interact and share information. For Pittsburgh’s craft beer market to continue to grow and mature, it will require more interaction and communal goals. Jason has positioned himself as the hub for craft beer communication in Western Pennsylvania through his tireless efforts to pound the pavement and form relationships within the industry.” — **Pete Kurzweg | Owner - The Independent Brewing Company**

Services & Initiatives

Innovative Content Creation - blogs, press releases, special features, website and social media content, event promotion

Comprehensive Social Media Management

Brand/Event Marketing & Promotion

Local Craft Beer Sales & Brand Management

Podcast and Video Production

Promotional Graphics and Image Creation

Logo/Branding Creation

Consulting - Marketing, business concepts, beer tap management, customer experience enhancement, and more

Drink Pittsburgh Mobile App

Breaking Brews has established itself as the first and most comprehensive mobile marketing solution in the Pittsburgh region to reach adult beverage enthusiasts via their smartphones and tablets. Through **Drink Pittsburgh**, an easy-to-use application that is free to download for both Apple and Android devices, libations enthusiasts can stay connected to events, news, education, and more.

Approximately 2,500 Users

Events Calendar: Approximately 1,100 visits/month

