

HiHO Brewing Company: Where that welcome feeling is always on tap.



Ali & Jon Hovan
Co-founders

What were you doing before you started HiHO?

Ali: We were living in Denver as teachers. Jon taught K-8 PE and I taught K-8 art. We were teachers by day and beer adventurers by night/weekend/summer breaks. We were always visiting new breweries, making beer, and talking about our "someday" brewery.

What is one thing you do at HiHO that you never imagined yourself doing?

Ali: Growing up I never imagined being an entrepreneur. I always thought I would do something with art, but I have realized that business is my art form-creative problem solving all day long.

Jon: Becoming a general contractor. Once we got the keys to the building, I became the licensed, State of Ohio general contractor throughout the renovation.

What is something that defines your vision for HiHO in the future?

Ali & Jon: In Denver we noticed that the breweries we went to felt like community spaces, where people met friends for a quick beer or stayed for hours. That's something we wanted HiHO to be, a community space, a place for people to gather and enjoy each other's

company, (and a good beer)! We always want to be a gathering place where ALL people feel welcome. And we're always looking to expand and increase our production.

What makes the CF community special to HiHO?

Jon: We were always told when looking for the ideal location to find a place that wants you as much as you want them. From day one when we approached the city about opening a brewery in CF we were welcomed and supported. The city and community helped us through the pandemic with financial support (from grants) to customer support with To Go and keeping us open. We live in CF with our two daughters and truly love the city.

What would you like to highlight that HiHO offers?

Jon: We have 15 beers on tap that we brew here at HiHO! We carefully craft each beer and all of our food items from scratch, using the best ingredients and local ingredients when possible.

Is there a story behind your business name?

Ali: The name HiHO comes from our nieces who call Jon "Uncle Ho" (Hovan). When we moved back to Ohio they were 6 and 4 and would say "Hi Uncle Ho, or Hi Ho"! Our logo includes a "hop cardinal" which is the state bird!

(cont.)



HIHO BREWING COMPANY | 1707 Front Street, Cuyahoga Falls, OH 44221



HiHO Brewing Company

Tell us about your location?

Jon: Our building was built in 1928 and was a Mercury used car showroom. When we got the keys in January 2016 it was all drywall and drop ceiling with carpet. We spent an entire year bringing it back to its original state; from the metal barrel ceilings to the original concrete floor and clay tile walls. The build out was a true labor of love, we had a hand in everything in the space.



Anything else?

Ali: When we were getting some concrete work done, Jon's mom didn't see the wet concrete, fell in it and her shoe got stuck. So it's in our concrete now forever!

What do you like best about living/working in CF? What are your hobbies and interests?

Ali & Jon: Everything is so close! We can walk downtown from our house and enjoy all of the other small businesses. We love the metro parks and try to visit them frequently. Coming from Colorado it was really important to us to maintain our healthy/outdoor lifestyle. CF has it all; metro parks, river, walkable downtown, and great neighborhoods and neighbors!



What's something that gets on your nerves/drives you crazy?

Ali & Jon: When people litter! Seeing litter on the floor, in the river, or in our parking lot. At HiHO we compost, and cut down on as much waste as we can. And something we really try to focus on is sustainability at the brewery. We even have a Sustainability Officer, Jamie!





What's something that people may not know about you that gives you a sense of accomplishment?

Jon: I am one of twelve people on the state-wide board of the Ohio Craft Brewers Association. I really enjoy working with other breweries and helping others out, as well as learning from others-must be the teacher in me. I really believe that the rising tide lifts all boats. ■



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