



Useless Creatures Brewing Co.

COLIN & EVAN MONROE
PRIORITIZE LOCAL
CRAFT BEER AT USELESS
CREATURES BREWING CO.
IN THREE RIVERS

Photos and Story by Phil Eich,
Storyville Social, as part of the
Michigan Main Street Story
Series

"We were both born and raised here, and in 2005, our family bought the Riviera Theatre across the street. The renovation there took over three years and opened in 2008. So since then, we've been heavily involved with the management of that place.

There was a brewery across the street. But then during the pandemic, Jerry, the owner, approached us about taking it over.

Opening a brewery has been something we've wanted to do for a while. Investing here in Three Rivers and in this place was a bit of a combination of everything we've grown up with and worked on over the last several years. It's hard not to see the potential of the downtown here.

On top of that, it's just home to us. We grew up as downtown kids: our mom had a store here, actually in the same building as the brewery, so we grew up on this block.

It's a great thing to be a part of.

There were definitely a few tough years there. We opened the theatre in 2008, which wasn't the best time to be doing business, especially in a small, family-run operation like that.

But now, there's been a lot of things happening, there's a lot of momentum here in downtown. It got halted a bit with the pandemic and everything, but in just a couple of years leading up to that, we haven't seen so much energy and interest down here, maybe ever.



We're looking forward to opening soon, hopefully in the spring. Knowing our community here, we need to do the classics. We want to focus on doing those, executed perfectly, beers that are approachable and not too crazy. But we are hoping to expand our draft offerings quite a bit with some room for some experimentation and some new things as well.

We think there's a lot of promise here. There's definitely people with an appetite to try something within the community.

There has been a big push for development on the highway, but that is mostly chain restaurants and we think people are ready for more of an authentic and unique experience. We feel we can offer a downtown that will have our unique charm down here."

—Colin and Evan Monroe,
Useless Creatures Brewing Co.,
Three Rivers, Michigan

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Michigan Main Street Story Series



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