Visual: The words Crafting Business Partnerships over the top of a New Holland Brewing glass being filled out of a tap.

Audio: When you start a business and you have never done it before.

Visual: Inside of New Holland Brewing, employees putting chairs upside down on tables, employee mopping floors.

Audio: I mean it’s a huge learning curve.

Visual: A couple of employees in backroom filled with many stacked wooden barrels. A glass is being filled from one of the taps, and then zooms into a close up of the glass being filled. Employee is swishing around in glass and smelling, fades away to a different employee near larger fermenters.

Audio: You need folks that are willing to take that risk with you early on.

Visual: Fast moving production line of craft beer bottles being filled, and packaged.

Audio: The idea in its infancy is so fragile, you need to create the space to allow the idea to grow.

Visual: Inside of New Holland Brewing Company restaurant and bar on a busy night, lots of customers and employees enjoying themselves. Fades out to Macatawa Bank logo and the words Crafting business partnerships across West Michigan.

Audio: Our business would not be the same without our banking partner.