

Loss Control



A quick and thorough response to claims should be expected by any insurance buyer. Equally important, however, is how your insurer helps you to avoid losses in the first place. An insurance claim, no matter how well handled, requires the payment of deductibles and the time to complete paperwork. Fewer and smaller claims will ultimately lead to lower insurance premiums.

Matt Stinchfield has been involved with craft brewing as a safety professional, consultant, newsletter author and critically acclaimed homebrewer. Matt is currently working with Whalen Insurance on an ongoing basis to develop safety manuals, videos, inspector training materials and a website all in an effort to create the most comprehensive safety program available to the craft brewing industry.



Our team of engineers and inspectors will help you create an environment that minimizes the opportunity for claims to occur. We will provide you with the safety programs and employee training necessary to do this. After all, you don't need anymore distractions.

The Program

Our package of insurance coverages and services is intended to bring a new and higher standard of what craft brewers expect from their insurers. Many of our coverages are designed to address the specific exposures faced by breweries and collectively, they form the most comprehensive insurance program available in today's marketplace.

Our experience in, and commitment to, the Craft Brewing Industry is unparalleled by any other insurance organization. We hope we have the opportunity to prove this to you.

Our Insurance Products

- ◆ Property
- ◆ General Liability
- ◆ Liquor Liability
- ◆ Workers' Compensation
- ◆ Equipment Breakdown
- ◆ Business Interruption
- ◆ Commercial Automobile
- ◆ Umbrella *
- ◆ Bonding *



*provided by companies other than The Hanover

Claims



Even the most comprehensive preventative measures cannot eliminate all insurance losses. When a claim does occur, it is your insurer's opportunity and obligation to prove their worth by responding quickly and responsibly.

Our goal is to provide claims service beyond what you have experienced in the past. In doing so, we will reduce the ultimate impact of the incident by not allowing it to worsen by neglect.

As a client of Whalen Insurance, you will have access to a toll free "hotline" manned by trained personnel dedicated to serving the Craft Brewing Industry. Our claims adjusters look forward to surprising you by their immediate and professional reaction. We truly empathize with our clients in their times of need and we understand that any lesser philosophy makes us undeserving of your business.

Testimonials

Testimonials

“Peter Whalen has handled all of our insurance needs since we started building in 1986. I have always felt confident that we were well protected from the many perils presented by our industry. This confidence allows me to focus on the many other demands that come with owning and running a brewpub.”

Janet Egelston, Owner— *The Northampton Brewery*
Northampton, Massachusetts

“Whalen Insurance has been our agent for over 15 years. I went to them because I wanted a professional insurer who knew about the brewery business and charged fair premiums. My expectations have been exceeded in every way. I highly recommend their services.”

Scott Smith, Owner— *Coopersmith's*
Fort Collins, Colorado

“I have purchased insurance from Whalen Insurance for many years now and have always felt comfortable that they had the understanding of our industry that only a specialist could offer. Peter and his staff always provide excellent and timely service at competitive rates.”

Adam Rechnitz, Owner— *Triumph Brewing Co.*
Princeton, New Jersey
New Hope, Pennsylvania

Agency History



Peter J. Whalen
President

Peter Whalen has been protecting brewery owners since 1986 when the Northampton Brewery went under construction just a few blocks from his office.

Fascinated by this emerging new industry, he designed an insurance program to satisfy the unique needs of Craft Breweries.

For more than 25 years, Whalen Insurance has helped insure dozens of breweries. Providing superior coverage and service for the craft brewing industry is the main focus of this 50 year old independent insurance agency.

Visit us on the Web!

Tune in to our website at
www.breweryinsurance.com
to find out more about Whalen Insurance and our Craft Brewery Insurance Program. You can learn about the various coverages we offer. In addition, you can review our “Brewery Insurance Buyer’s Guide” which will assist you in preparing to obtain the optimal insurance package for your brewery.

Craft Brewing Insurance



Home of Whalen Insurance

71 King Street
Northampton, MA 01061
(413) 586-1000
(800) 235-0355
Fax: (413) 585-0401
e-mail: peter@whaleninsurance.com