

*Town of Oak Island
Business Bulletin's*

MEET THE OWNERS

The Grape and Ale

The Grape & Ale is a charming and unique establishment founded by Joe and Des Yeager, a dynamic couple who relocated from California to the Town of Oak Island in 2019. Joe, with an extensive background in the tech field spanning 35 years, and Des, an experienced Esthetician, decided to escape the high costs and fast-paced lifestyle of Silicon Valley. Following Joe's identical twin brother to the east coast, they embarked on a new chapter of entrepreneurship in Oak Island.

With a history of owning multiple businesses, Joe and Des were determined to continue their entrepreneurial journey in their new home. Thus, Joe and Des took over the Grape & Ale in Oak Island, a small independent wine, and craft beer store. Since taking over they have expanded into Southport.

The Grape & Ale's commitment to standing out in the market goes beyond just offering a diverse selection of wines and craft beers. What truly sets them apart is their dedication to providing a unique and ever-changing experience for their clientele. The Grape & Ale also boasts one of the largest wine clubs in Brunswick County, offering numerous benefits to its members.

In their pursuit of offering wines not commonly found in regular outlets, Joe and Des meticulously curate their inventory. They go the extra mile to source wines from boutique wineries around the world, ensuring that their customers can explore and savor exceptional and distinctive varietals. The result is a wine selection that appeals to both seasoned enthusiasts with specific preferences and those looking to broaden their palate.



Similarly, when it comes to craft beers, The Grape & Ale takes pride in the versatility of their offerings. With twelve taps featuring a rotating selection, customers are treated to a dynamic and diverse range of craft beers. From lighter Kolsch varieties to robust stouts, the store caters to the evolving tastes of beer connoisseurs. The availability of craft beers in various packaging options, including six/four packs and singles, further enhances the accessibility and exploration of the craft beer landscape.

A key element of The Grape & Ale's success lies in their commitment to community engagement. Beyond the confines of their store, Joe and Des actively participate in charity opportunities, giving back to the community that has embraced them. The free beer and wine tastings hosted every week serve not only as a platform for customers to discover new favorites but also as a gathering space for the local community. These tastings foster a sense of camaraderie and shared enthusiasm for quality libations.

The challenges posed by parking in Oak Island are acknowledged by Joe and Des, but they view it as a natural consequence of the area's growth and desirability. Rather than allowing this challenge to dampen their spirits, they see it as an opportunity to adapt and innovate, reflecting the resilience that characterizes their entrepreneurial journey.

In the backdrop of Oak Island's thriving and supportive business environment, The Grape & Ale thrives as a testament to "coopetition." The sense of collaboration among local businesses creates a symbiotic relationship, where each establishment contributes to the overall vibrancy of the community. This cooperative spirit, combined with The Grape & Ale's commitment to offering unique and exceptional libations, makes it a beloved destination for both residents and visitors alike.



This series is an initiative of the Town of Oak Island Business Advisory Board. Please visit OakIslandNC.gov/BAB to learn more.

If you are interested in being profiled, please reach out to Hallie Willis at hwillis@oakislandnc.gov or (910) 933-6344

