

[Startup Canada Podcast: Upstreet Craft Brewing's Mitch Cobb on being an beer-preneur](#)



Entrepreneurship is about learning, growing, and evolving, and this is proven with Mitch Cobb, the co-founder and CEO of Upstreet Craft Brewing. Located in beautiful PEI, Upstreet is a brewery that is rising to the top in Atlantic Canada.

“When I decided I was going to start a business, I had no experience; I just went for it.”

In 2007, Cobb tried to start up two businesses, but like many startups, neither took off. He pivoted and decided to go back to school to get his MBA at UPEI, and then later began teaching marketing and entrepreneurship at Holland College. In 2014, Mitch took another stab at the entrepreneurial life and hustled to start Upstreet Craft Brewing with co-founders Mike Hogan and Joey Seaman.

In this week's #StartupPodcast, host Rivers Corbett talks to Cobb about learning through life experiences, what pushed him to never give up, and what is next in store for Upstreet Brewing.

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134

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