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Firkin owner takes over Doppelgangers

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Carson City's Doppel-gangers is getting another makeover as well as a new name.

The Carson City restaurant, nightclub and brewery is now being converted into the Knee Deep Brewing Co., which will be owned by Jim Phalan, who runs The Firkin and Fox in Carson City and Firkin and Wolf in south Reno.

The Knee Deep Brewing Co. is headquartered in Reno and was started in 2006 by Jeremy Warren, who had been using other local breweries to make beer, according to the brewery's website. The Carson City location, 302 N. Carson St., will be its first permanent brewery, Phalan said.

Doppelgangers owner Brad Adams approached Phalan several months ago about taking over the Doppelgangers location in Carson City, which also includes a kitchen, dining area and stage. Adams will lease the building to Phalan, with the possibility of purchasing it, and continue to run the Doppelgangers in Minden.

"My dad, he wants to retire, Alan (Adams) does, instead of trying to fight the economy. Jim wanted to come in and give it a shot," Adams said. "So he's going to go for it."

While there are a few more legal loose ends to tie up, Phalan said he will open the Knee Deep Brewing Co., bar on Saturday, Nevada Day, at 8 a.m. and will close for renovations until the brewery is ready for business by the first quarter of 2011 or possibly sooner.

Among the renovations will include a repainting of the interior and new logos.

"We're going to slop some lipstick on this girl," Phalan said, adding the emphasis for the Knee Deep Brewing Co. Carson City location will be its brewery. It also will feature 30 menu items such as ribs, pizza, burgers and salads.

"Our main goal is to drive the brewery here in Carson City," Phalan said.