

## HRAD alum wins worldwide beer competition

Contributed by Julie Barnard

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Prichard, who is also the owner of Pete's Place in Krebs, said the Story Line series includes six beers that are based on the unique American story of his grandfather Pietro Piegari who was later known as Pete Prichard.

The labels created by Funnel Design Group recognize the history of Choc and the legacy Pete left for his descendants.

In a press release announcing the award, Prichard said, "We developed the Story Line series to tell my grandfather's story of immigration and American opportunity and to pay homage to Choc's heritage."

At the age of 27, Pietra used an Indian Territory recipe to brew a beverage for coalminers. He called it Choc Beer to recognize its roots. Shortly after his brew became popular, he began preparing authentic Italian food to go with the Choc Beer. Pete's Place was born.

Joe Prichard and his family are carrying on his grandfather's tradition in Krebs. Pete's Place, which has been in the same location since 1925, and Choc Beer are still favorites of locals and visitors to southeastern Oklahoma.

Oklahoma State University is another important tradition for the Prichard family. Joe('83) and children Zach ('06) and Katie ('09) are all HRAD graduates and his wife Kathy is a 1983 grad in elementary education.