



Michelle Lujan Grisham
Governor

Mark Roper
Acting Cabinet Secretary

FOR IMMEDIATE RELEASE:
August 12, 2024

Contact: Dolores Martinez
dolores.martinez@nmfilm.com

New Mexico Film Office Announces Narrative Feature Film “Brewmance” Wraps Filming in New Mexico

Las Cruces, NM—New Mexico Film Office announced today that the narrative feature film, “Brewmance,” filmed in and around Las Cruces through July. The film is a romantic comedy set in a Las Cruces brewery in the current day.

“Brewmance” is Directed by Las Cruces native Keagan Karnes (“Little Brother”) and produced by Kirk Roos (“The Brass Teapot”), Ian Simon (“All the World is Sleeping”), Ross Marks (“Walking with Herb”), Ardy Carlson (“No Contact”), Rene Besson (“The Mechanic”) and Alex Moffat (“Saturday Night Live”). The film is written by Mary Haarmeyer and Stafford Douglas, produced under Karnes’ Inspirado Films banner, and distributed through Heartstrings Media (HMC), led by CEO Roger Lindley.

Karnes has been active in the New Mexico film community for the past decade. “To make a movie in my hometown is great, and bringing world-class talent from out of state is rewarding. “Brewmance” is about that small-town charm, and it’s working,” Karnes said.

The “Brewmance” cast includes Kennedy McMann (“Nancy Drew”), Alex Moffat (“Saturday Night Live”), Steven Ogg (“The Walking Dead”), Zoe Colletti (“Only Murders in the Building”), Jamey Maurice Clay (“Santa’s Cousin”), Caroline Kingsley (“The Violet Hour”), and Joel de la Fuente (“Man in the High Castle”), plus many actors from New Mexico area, including Hannah Mosqueda and Jessica N. Jimenez.

“We are committed to developing and promoting talent right here in our diverse state,” Haarmeyer stated, “During the filming of ‘Santa’s Cousin,’ we had the pleasure of collaborating with Professor Ross Marks and students at NMSU. We’re dedicated to making a slate of films here, cultivating talents, and providing meaningful opportunities for filmmakers.”

“The film incentives New Mexico offers are attractive for many reasons, but it’s the community involvement that makes it exciting to return for more creative ventures,” Roos added.

“Las Cruces is happy to welcome the film ‘Brewmance’ to town,” State Senator and Film Las Cruces President Jeff Steinborn stated. “Having hosted four films in the last three months, Las Cruces continues growing its reputation as an up-and-coming film destination in New Mexico.

Beyond the visual impact, ‘Brewmance’ will bring a significant economic boost to Southern New Mexico. Since increasing the uplift credit for productions filming outside the Albuquerque and Santa Fe corridor from 5% to 10% last year, there’s been a remarkable 88.7% increase in production spend in these areas.

New Mexico’s film industry continues to surge, shattering the \$1 billion mark in total economic impact for 2024. Total economic impact includes direct production spending within the state, wages earned by cast and crew members, and indirect spending on hotels, restaurants, and countless other New Mexico businesses that support and benefit from the film industry.

The production employed over 90 New Mexicans, including 29 crew members, 18 resident principal actors, and 50 background talents.

For more information, contact Kirk@Heartstrings.Media.

###

The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2024 Best Place to Live and Work as a Moviemaker](#)" by MovieMaker Magazine for the second consecutive year.

To learn more, visit nmfilm.com.

The New Mexico Film Office
1100 S. St. Francis Drive, Suite 1213
Santa Fe, NM 87505
(505) 476-5600
info@nmfilm.com

A division of the [New Mexico Economic Development Department](#)



The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



New Mexico Economic Development Department | 1100 South St. Francis Dr Joseph M. Montoya Building | Santa Fe, NM 87505-4147 US

[Unsubscribe](#) | [Constant Contact Data Notice](#)