

BUY MISSOURI ROUTE 66 GUIDE



Office of Lieutenant Governor David Wasinger

A NOTE FROM LIEUTENANT GOVERNOR DAVID WASINGER

Start your engines and unfold your road maps—welcome to the Show-Me State!

From the rolling hills of the Ozarks to the vast cornfields that define our landscape, the Missouri stretch of Route 66 is the heartbeat of the American road trip. As we kick off the Route 66 Centennial Celebration in 2026, Missouri is proud to honor the legacy of this iconic highway.

As you journey across our state, you will encounter more than just historic landmarks; you will experience the genuine hospitality and vibrant culture that make Missouri unique. Whether you are a history buff, a nature lover, or an adventurer at heart, you have a home here.

We have created this guide to introduce you to the spirit of Missouri craftsmanship. Every business featured here has committed to manufacturing their goods right here in our state. We invite you to celebrate the legacy of the Mother Road by supporting the local makers who keep the heart of America beating. Safe travels and enjoy the ride!



Lieutenant Governor David Wasinger



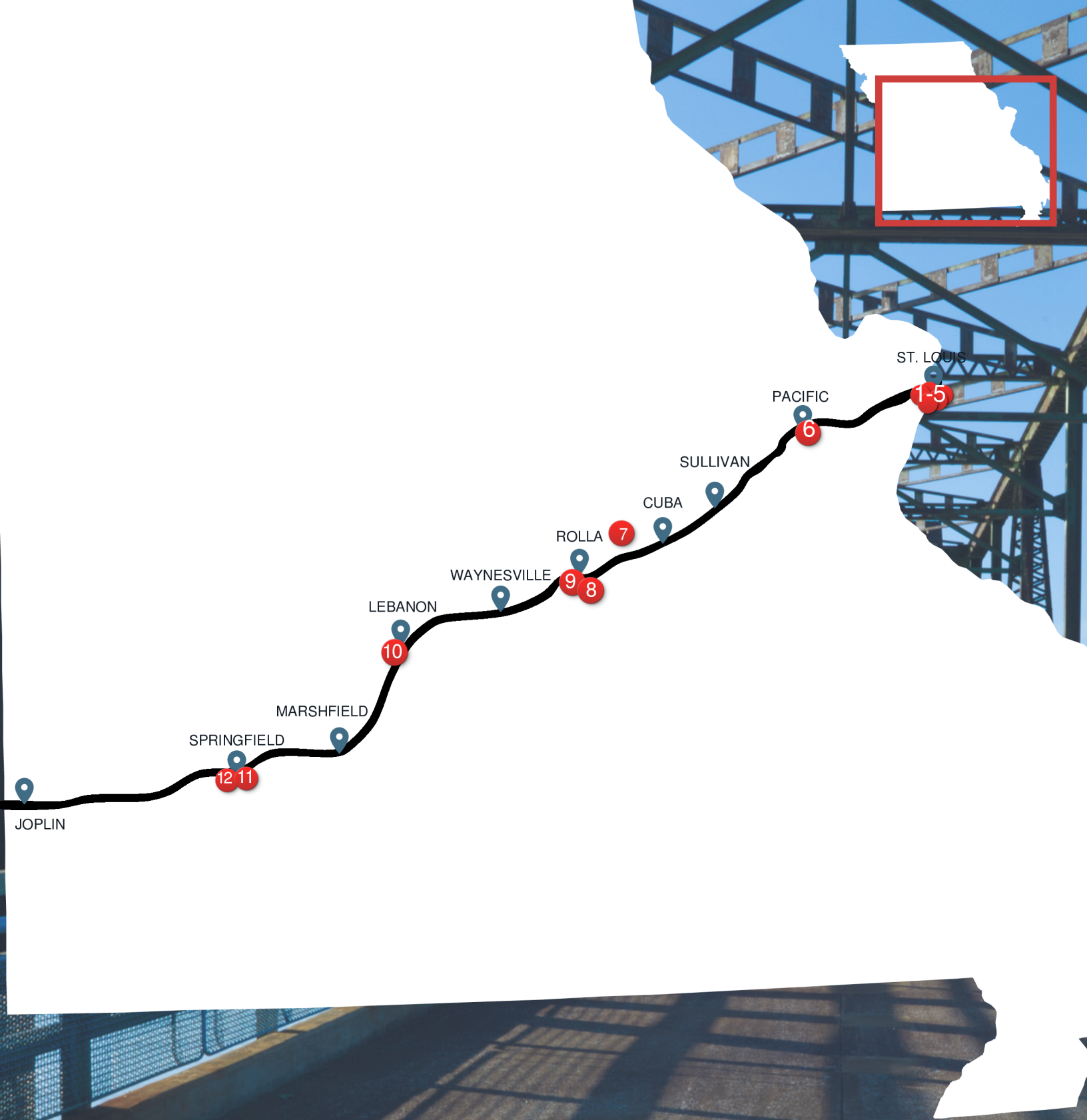
THE BUY MISSOURI PROGRAM

Launched in 2017, Buy Missouri is an economic development initiative dedicated to strengthening our state's economy. We have built a growing network of over 670 manufacturers who are proud to produce their goods in Missouri. Our mission is simple: to showcase these incredible companies and highlight the vital importance of buying local.



Quaker Windows
(Freeburg, Missouri)

This guide is designed to help you “Stop, Shop, and Support” the enterprises you’ll encounter along Route 66. By choosing Missouri-made products, you aren’t just buying a souvenir, you’re investing in the people who call this state home. Enjoy your trip, and don’t forget to #BuyMissouri.



THE MISSOURI LEG OF ROUTE 66



A JOURNEY FROM EAST TO WEST

The following pages serve as your roadmap to the best local businesses between St. Louis and Joplin. We highly encourage you to pull over, step inside, and experience the excellence of Missouri manufacturing firsthand.

ROCKWELL BEER CO

1 Rockwell Beer Co- 1320 S. Vandeventer, St. Louis, MO 63110

Rockwell Beer Company is a St. Louis-based craft brewery that is proudly rooted in Missouri, brewing classic styles with a modern point of view for both longtime beer lovers and casual drinkers alike.

rockwellbeer.com



CRIMSON SERPENTS OUTPOST

HANDMADE LEATHER GOODS



SELVEDGE DENIM PLUS MORE



2 Crimson Serpents Outpost- 4254 Manchester Ave., St. Louis, MO

Crimson Serpents Outpost is a St. Louis-based boutique and working leather studio established in 2018. Stop by to discover a curated selection of apparel, accessories, and grooming essentials.

csleathergoods.com

3

Chocolate Chocolate Chocolate- 6740 Chippewa St. St. Louis, MO 63109

Chocolate Chocolate Chocolate Company was founded in 1981. The family run company hand crafts their chocolates using the freshest and finest ingredients sourced from around the world. Stop in for fresh chocolate covered strawberries, truffles, caramels and more. Shop for gifts, party favors or a sweet treat from gift boxes, chocolate bars or create your own unique box from the 24-foot candy case filled with mouthwatering chocolates.

chocolatechocolate.com



4

Herbaria- 2016 Marconi Ave. St. Louis, MO 63110

Take a free backstage tour to see how real soap is made. Worth a trip for the scents alone. Aromas come from pure essential oils — no synthetic fragrance here. Sniff and shop for moisturizing soaps and other wholesome products, including shampoo, deodorant, bath bombs, moisturizers, insect repellents, and lots more. Located in the heart of the Italian neighborhood known as The Hill.

herbariasoap.com



5

Side Project Brewing- 7458 Manchester Rd, Maplewood, MO 63143

At Side Project Brewing, "World-Class Beer for Sharing" comes to life as people enjoy oak-aged wild ales, lagers and IPAs right along Route 66. Side Project is the perfect place for beer enthusiasts to gather and share a bottle of barrel-aged stout, and it is also great for families because of their delicious Beer & Bites food menu. Folks can enjoy their beverages while viewing the brewhouse and all the oak foeders that age their saisons and fruited wild ales. Cheers!

sideprojectbrewing.com



6

Ezekiel and Stearns- 2244 Rose Lane Pacific, MO 63069

Ezekiel and Stearns, LLC is an artisan custom craft furniture maker. They design and make furniture by hand with rugged quality and a beautiful presentation.

ezekielandstearns.com



7 **Prairie Barn Winery**-17301 State Route B, St. James, Mo 65559

Prairie Barn Winery & Christmas Tree Farm is located just a few miles off historic Route 66 in St. James, Missouri. Guests can enjoy delicious Missouri wines in a charming barn tasting room, with beautiful views of the vineyards and farm from the outdoor deck. The property also features the newly renovated Vineyard Suites Bed & Breakfast, now open for overnight stays. Prairie Barn Winery is a relaxing stop for wine lovers and Route 66 travelers alike and one of the oldest wineries, vineyards and bed and breakfasts in St. James, Missouri.

prairiebarnwinery.com



8 **Kent Jewelry**- 907 N. Pine St, Rolla, MO 65401

Kent Jewelry is home to phenomenal craftsmen who create unique fine jewelry items. For any special occasion, Kent Jewelry will make it memorable for a lifetime.



kentjewelry.com

9

Ozark Farms- 11600 Hwy 72,
Rolla, MO 65401

Ozark Farms is a family-owned farm in Rolla, MO. They have a phenomenal campground which would serve you well as you travel across the state.



ozarkfarms.org

10

Tobb Products- 301 Carmeco Rd, Lebanon, MO 65536

TOBB Products manufactures affordable feed handling equipment for the American farmer. They are experienced metal fabricators with over 150 years of combined experience and are also farmers. Their love of farming and metal fabrication, here in Missouri, is what led to the creation of TOBB Products.

tobb.biz



11

Hold Fast Brewing-235 N. Kimbrough Avenue, Springfield, MO 65806

Hold Fast Brewing is a microbrewery in Springfield, MO. Stop in to enjoy some good beer and good food.

hfbrewing.com



12

Springfield Brewing Company- 305 South Market Avenue, Springfield, MO 65806

Springfield Brewing Company has been crafting exceptional beers since the 1990s. Stop by to unwind and savor a refreshing glass of beer.

springfieldbrewingco.com



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**For a full listing of Buy Missouri businesses,
visit us at buymissouri.net**