

## beer market map-2

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Choosing another beer is really time and place. If I'm in Europe, I'm going to be looking for some really good Belgian sours, because that's really where sour beer started. It's ancient. Most beer was sour years ago because they didn't have the ability to kill bacteria effectively. So that was-- They do some really good stuff over there. There's a few breweries over there I would seek out.

If I'm just down here in St. Pete, and I'm at, say, The Ale and the Witch and, you know, my beer is not on, or a beer that-- I'm not looking for, maybe, a brown ale today but my brown is on, there's some other beers, then I'll probably pick the freshest beer I can. That's the beer that I will pick. Freshness is clearly underrated, in terms of beer. And a lot of people don't understand how old the beer they've been drinking is. It's kind of like the Heineken problem or the Corona problem. The bottles ruin the beer, but that's become their brand.

You know, I love beer. I'm a big boater, so in my fridge at home, I've got Mich Ultra, I've got our beer, I've got Dogfish Head. I drink the Torpedo by Sierra Nevada. That's a really, really good beer. It's going to be-- It's similar to another beer that I used to make. So it's very hoppy. And then for, you know, I like the Leinenkugel. That's another, in the summer, I like that. It's just a very light, light beer. But those are the three beers I have. I think they're all in my fridge right now. So they're good. But the Dogfish Head 60 is-- that's a really, really good beer.

I very much like traditional style beers. But, at the same time, I like very aggressively hopped beers and American style versions of those traditional. So there is no one beer I like. I mean, it's not even-- I buy varieties, and then Celebration just came out, which is a great, kind of, IPA-style. I bought a case of that, which I very rarely buy that many of one beer. So there is no real, this is the only beer. Maybe a Sculpin IPA, Anna Ballast Point. But, yeah, it depends on the weather, it depends how strenuous of an activity I'm doing. If I'm mowing a lawn, that beer that's being drank is probably a little different than the one that I'm having drinks around a fire at, or something. So.

I had the opportunity to go out to Washington state and I went to a little brewpub and it was called Ice Harbor Brewing. And it was in this town, it was pretty rural, and I'm in there, and the people who came in for growlers were farmers, just average Joes off the street. They were not your young professionals, they were in their 60s, coming in for some growlers. It's like, when we get to that point here, that will be amazing. They've had it-- they have a really good head start but, part of what you see on the west coast a lot, is really that this is Portland, this is San Francisco, this is a wine country. And they really define themselves that way. And Florida has always had a hard time with that. But I think, you know, craft beer and making a craft beer destination is a really good step.

We want to be very heavily represented, you know, in our local market. And then we also want to distribute our

beer outside of the tri-county area, and go into Orlando, and go into the whole state. I mean, that is definitely a goal of ours. So, Russia River doesn't do major, multi-state distribution. I mean, you'll pull it in, and you'll get it from here and there, but, yeah, they're not doing major distribution. So that would be the reason we fall in line more with Cigar City is just because we want to distribute.

But in terms of, like, beer styles, and crazy beer, and, you know, just unbelievable things that we're pushing and trying to do, it's a combination of both of those. Because there's no beer or recipe we won't try. And I think both of those breweries have that same mentality, so.

I love the whole Cigar City thing. They are, Joey is a great guy. We're in the same age. He took a small business, scaled it, they did really well.

I love what's going on in Florida right now. Because a lot of people said, Florida couldn't do it, there's not the culture down there. Ah, Bud Light and NASCAR, it's--

So what Joey's been able to do is take a business, small, get it going to a very big business, and I applaud those guys. Joey has a unique family history that his father's very wealthy. And Joey is a good businessman, and he's surrounded himself by even better business people over there. So. And Wayne's a fantastic brewer.

So I pull for those guys because, if they move the needle one or two percentage points in Tampa Bay for a craft beer, high tide lifts all ships. So I think it's great. And they're-- I'm really, I applaud their success.

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