

## cycle

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Something that we've gotten a lot of notoriety for, and something I'm really interested in, is our barrel aging project. We are able to draw hundreds, if not 1,000 people, to Pegs for a release of this beer. And they just wait in line, please take my money.

And that's pretty-- I mean, it's fun. But I'm-- at the same time, I feel that it's worth that money. I'm able to make a product that I feel is worth \$20 for 16 ounces.

So that, to me, is something that I feel we could focus on. It's not something you could very easily start a business on, but it's something that-- if I have steady income from my successful little brewery downtown-- that in a warehouse space I could just stack it with barrels that are easy to get. I can make the beer. And then I could just go into 100% barrel aging.

The difference between a barrel aged beer and something that's not barrel aged.

With the barrels-- depending on the barrel, you get the character of what was in there before. You always-- almost always want to use spirits barrels. So rum, brandy, bourbon, whiskey.

You can get cognac. You can get tequilla. They do exist. Those are very hard to get.

Bourbon is the most common because it can only be used once, legally, to make bourbon. So Jack Daniels barrels, once they're emptied, somebody please take them because they're attitude. And there's tons and tons of them, so they're easy to get.

And then what you're getting out of the barrel if you don't stick your nose into the glass of whiskey to smell it. Where it just burns like alcohol and you woft. You can get vanilla and some tannins from the yolk.

You get a lot of great nuances. And those come through in the beer without adding that alcohol heat. So you'll get-- and they can meld really well with some rich chocolatey beers. Or something that's a little on the sweet side in a brandy barrel when you get that apple brandy taste coming through. It can be really exciting.

But they're a little bit of a challenge to make. And they're much more expensive. And so you're not dealing with your everyday crowd with that.