

Competitive Intensity in Craft Brewing

At some point I will write, like, a 100 page book on just the back channel of how incestuous the beer is in St. Pete. Pretty interesting. But, you know, it's-- you know, Doug and I were going to maybe open up in here. This was taking a long time so he went and did his own deal. The green bench guys I offered to invest in them a couple of years ago because I already had my existing business. So it's pretty interesting how everything kind of falls together.

What's nice is all those relationships, I have most respect for those guys and they're all entrepreneurs now and we're all going to have to collaborate to work well. And we already did kind of play well together in the first place. But it just kind of funny how teams kind of come together or don't come together.

We are friends with all the local breweries. I know the folks at Green Bench pretty well, their head brewer, I got him that job. I've known Chris a long time, he's a great brewer, I have a lot respect with Chris. Their business is much different than mine. They're not really competition. We're in the same product line, but their business model is Cigar City Jr. They're very much well-funded, their space, they spend a lot of time and money on it, which maybe is a little different than Cigar City. But growth. Growth is their model. What's next. Put more tanks, more tanks, send the beer farther away, more kegs, more money. And that isn't something that I'm never going to-- I'm not in that race.

So I think is it a competition? Maybe a little bit. But pretty much no. In fact, their opening has been better for us than, say, when they open their doors on a Wednesday, that was one of our best Wednesdays because it brought more people into St. Pete. And people from Tampa came to Green Bench's opening. Well, since we're in St. Pete, let's put down to Cycle and have a beer. It's that sort of symbiotic relationship that I think, is it competition? You could look at it that way. But more for them is actually more for me, too.

It's hard to distinguish, you know, other than the beer. I mean, that's the only thing that's really there at the end of the day. You know, our story is unique, of course. Our city's history is wrapped up in our business ideas. And our logo and our name and everything supports our city. So that is a big distinguishing factor. And then, of course, the beer. We're going to make better beer than them. So.