

Sociocultural - Doug from Cycle Brewing

The philosophy of the business is kind of a moving target. The one thing that is constant is we want to make the best beer possible. In a lot of ways, we're all about the beer. We are not going to be the flashiest brewery. We're not going to be the biggest brewery. But we are going to make, in my opinion, some of the best beer not only in this area, but in the nation.

The other side of the philosophy is how do we promote sustainable living, bike culture? I would say it's the keep St. Pete local crowd, and bicycling, and living close to work. That is the other part of the philosophy that is sort of a moving target. It's kind of hard to define what's local enough? What is the definition of local? Who is local? So we're feeling that out right now.

How does our brand put our philosophy out there? And how can we get people connected with that philosophy? That is the basic of branding. Right now, our best efforts have been in using local products, local craftsmen. Like our tap handles are made by one of the owners of St. Pete Bikes. Our bar was made by a local craftsman who made a bicycle entirely out of wood. And he started a local longboard company using, actually, locally harvested wood and all local parts to make longboards. And he made a beautiful bar for us.

Our brewhouse here, we have a brewery equipment manufacturer in St. Petersburg that just started up. I have their first brewhouse. I'm brewing in it right now. So that is a huge step for us to be able to have, not only, you know, a locally produced product, but locally produced on locally produced equipment. How we're able to communicate that to the public is something where we're working. We're not the best at that. We make great beer. We're learning the other parts.