

## Audio file

[BodPod261.mp3](#)

## Transcript

Ken

Thank you so much to Bart Watson of the Brewers Association for taking.

Ken

Hour out of his.

Ken

Day to come.

Ken

Talk with us about craft beer business, the metrics and all of the numbers that we see regarding the craft beer world as it is today.

Ken

Don't forget to check out our sponsors tytoona liquor in Rochester Hills just South of M59 on Rochester Rd. N Center brewing.

Ken

Over in Northville, MI, just South of Baseline Road.

Ken

And of course you can go see them in downtown Northville in their drink drink.

Ken

District, as well as PCI brand craft.

Ken

That's at PCI brand craft on Instagram and Facebook.

Ken

Everything that you need to slap a logo on, whether it's for work, for your own side hustle, whatever it is, they can help you.

Ken

Check out all of our social medias that's better on draft on Instagram, Facebook and Twitter.

Ken

You can watch us live 7:00 PM.

Ken

Eastern Friday Nights at better on draft TV, [facebook.com](https://facebook.com/betterondraft) or [youtube.com/better on draft](https://youtube.com/betterondraft) and find out everything that we drank by friending us on Untappd. Bob Podcast, Bode podcast.

Introducer

Whether your beer is in a bottle, can or glass, kick back and relax.

Introducer

It's better on draft.

Ken

Welcome everyone. Episode 261, but a round draft podcast. My name is Ken. Thank you so much for joining us on this beautiful Friday evening. If you're listening to us to it via podcast, you can actually join us live.

Ken

7:00 PM Fridays at [youtube.com/better on draft](https://youtube.com/betterondraft) and [facebook.com/better on draft](https://facebook.com/betterondraft) or just better on draft.tv easy to read.

Ken

Number we're going to go around and see what everyone is drinking real quick. For myself, I've got from the brand new tenacity craft in Detroit their 116 proof bourbon, which is a really nice smoky delicious.

Ken

I thought it was going to be a bit overpowering for me, but something I can sip.

Ken

On and enjoy.

Ken

Uh, without slamming.

Ken

So I'm going to be happy and enjoying this great brewery turned distillery Rob when he got over there.

Rob

Right now I have got the barrel aged black excellence which was made in collaboration with Eastern Market Brewing Company and Rent house out in Arizona which they saved some of what they made last year to barrel aged in a I think it's in Willett barrels.

Rob

But there's this one.

Rob

And then on top of that, I broke out with some black holder, the bougie sweet Potato Pie Stout, which I will be enjoying a bit as well.

Rob

There's that. That's not true.

Ken

What about you, Dan?

Ken

What do you?

Ken

Got over there.

Dan

Well, if you couldn't guess, I've got the old stolen soda going on right now.

Ken

But just.

Ken

I mean, that's.

Ken

That's always been you though.

Ken

When you you pick a trick you use it with it.

Dan

That's true.

Ken

Like I remember you used to bring Newcastle every single week for a good probably year straight.

Ken

But Wendy, what about you?

Ken

What do you got over there?

Ken

Uh, are you?

Wendy

Volume down on my video.

Ken

You're muted when they.

Speaker 3

Oh, there we go, there we go.

Wendy

I am drinking eastern market brewing companies sticky fingers stout it is there mint chocolate chips out. I'm still not 100% sold on Mitt in beer but this one is Matt is Mal Quashie as most are and I like the dark chocolate flavor and.

Ken

The N Center Brewing, one of our sponsors, and loaded dice, did a collab of Kentucky Commons where they both grew to Kentucky Common and then added mint to it for the Kentucky Derby.

Ken

I've I told him personally so he knows, but I preferred the loaded dice version better than N Center was just way too minty and that that might be something for you.

Ken

Is that there might be just a certain level of mint that you need.

Ken

Anything more is too much, but we do have a guest.

Ken

Why don't you introduce yourself?

Ken

Why don't you tell us what you do and what you're drinking and where it's from and all that fun stuff?

Bart

Yeah, but thanks for let me join this week.

Bart

My name is Bart Watson.

Bart

I'm the chief economist, the Bruce Association.

Bart

So I track all things numbers based in brewing, and right now I'm drinking a Colorado Beer Telluride Brewing Co's face down Brown. So doing doing my part to keep brown ales going and growing.

Ken

I already told him pre show that we're going to be best friends.

Ken

Why don't you give us the bare bones?

Ken

What is a Chief economic officer and what is your role at the Brewers Association? Like what is your day-to-day kind of or year, you know, month to month operation?

Bart

Yeah. So for any listeners who aren't aware of the Brewers Association, where the national not-for-profit trade Association represents America small and independent craft Brewers.

Bart

So we promoted the tax who put on events like the Great American Beer Festival and the Craft Brewers Conference, and then we provide resources to Members, you know, government affairs, you know, business resources.

Bart

And statistical resources and and I lead you know kind of the the data side of that.

Bart

So you know I I run our annual surveys, I provide market analysis for Brewers.

Bart

So if they want to know, you know how many, how many breweries or next place or you know how ourself stays on selling and you know right now, you know, I try to have a data point for whatever breweries need to run.

Bart

Their business is best and so my day today is very varied.

Bart

You know, sometimes it's economic impact analysis for government.

Bart

There's sometimes it's the things that Members have emailed me you know Brewers who want to know about a certain trend or you know demographics or whatever it is and then some of it's you know bigger long term projects that that we work on track in the industry.

Rob

All right.

Rob

All right.

Rob

So I guess I'll start with a couple of questions that I have here.

Rob

Obviously with with looking at numbers and and I swear like when I'm looking at these graphs it it kind of just.

Rob

Uhm definitely feels close to home for myself as where as well because I do a little bit of data analyst analytics at my day job dealing with automotive fault codes.

Rob

So it's like every time I'm looking at this I I feel like these are done in Tableau.

Rob

I don't know if you use Tableau, but it's just like I keep.

Rob

And that like all the time when I'm looking at the information, but kind.

Rob

Of when you.

Rob

Look at the economics between what we have with craft beer and then obviously I'm sure you look at the numbers from the macro as well.

Rob

It does tend to seem like, you know, as we're trying to promote craft beer and have a bigger market share with craft beer, that there's always this battle that keeps happening between craft beer and macro.

Rob

And it I would say it's more of a Cold War.

Rob

Because you always just see it in commercials and things.

Rob

Like that but.

Rob

Is when when you're looking at those numbers and try to find a bigger place for craft, for the craft market, does kind of that that Cold War between craft beer and the macro take precedence over?

Rob

Uhm, having to make sure that we have a bigger market share in beer in general, because there's always.

Rob

There's I've always seen those discussions where people will say that craft and macros should do a better job of getting along because wine and spirits are going to make them obsolete.

Rob

Which I don't know how beer becomes obsolete anyway, but.

Bart

Yeah, that's a great question.

Bart

And it, you know, it's something you know, we think about and and talk about a lot 'cause, you know, sometimes we're working with the large Brewers on, on promoting brand beer or initiative.

Bart

Instead that help all Brewers, you know, at the government affairs levels and and sometimes, you know, we're fighting them in the trenches, you know, for, for shelf space, for distributor space.

Bart

You know there.

Bart

There's only so many CAP handles out there.

Bart

There's only so much shelf space.

Bart

There's only so much, you know, space on distributor trucks.

Bart

So you know when when push comes to shove you know there is going to be competition there and.

Bart

You know.

Bart

What we at the Blue Streak and really try to do is, you know, use this tagline a lot, you know, differentiate, not denigrate.

Bart

Well, find ways to tell the craft story as positively as possible without without taking shots at the large Brewers 'cause it does benefit small Brewers when you know when the bar puts in more tap handles as opposed to, you know, more back bar space for wine or spirits.

Bart

I mean that's an opportunity for craft Brewers to win those, those tap handles, you know and and the large breweries as well and and we want to, we want to create an environment where there's as much opportunity for Brewers as possible and then arm the craft Brewers.

Bart

So within that opportunity they they can go out and you know and and kick brought the marketplace and and hopefully we eat as much air as possible but you know it is an ongoing tension.

Bart

And there's always going to be that balance between, you know, parts of the market that are competitors, but also trying to educate people about beer generally and and bring people into the beer category.

Bart

You know, we all win when somebody.

Bart

With that first.

Bart



Thought is I'm gonna get a beer and then their next thought.

Bart

Is you know what beer is it going?

Rob

Now and and I guess going into that where we're trying to get everyone to win, there is another discussion that that tends to happen in terms of of somewhat of a saturation.

Rob

We've got obviously we've got craft beer but then we've got non alcoholic beer.

Rob

We just had conversations with groundbreaker and two roots about gluten free beer and non alcoholic beer and then we have seltzer's that's in there.

Rob

Well, just there's this variety of offerings that are being thrown out there.

Rob

Are those also being tracked and if so?

Rob

Uhm, how does that kind of translate in terms of, you know, what you're saying about shelf space competition and getting those out there while still trying to make sure that craft beer has its do?

Bart

Yeah, you know, we do track, you know, those tangential markets, you know, not always quite as closely but you know, non alcoholic.

Bart

You know, we're certainly tracking and watching, you know, especially as a lot of craft Brewers make that.

Bart

You know, I mean, I think the best way to describe it is, you know that there are competitors to a certain extent, you know.

Bart

Both again for for space, but maybe not as much as you know some.

Bart

Direct products because.

Bart

'cause you know if you go no retailers are often going to be adding you know space for you know a better than you or a non alcoholic you know section also in just in terms of consumer dollars you know I think they're they're not as one to one uh competitor you know when somebody goes in and they're looking to buy a.

Bart

Non alcoholic 6.

Bart

It's probably not, you know, one less.

Bart

Or, you know, maybe sometimes it is, but it's not as frequently 1 less, you know, 6 pack of craft beer.

Bart

You know, maybe it's a 6 pack of, you know, sparkling water or some other non alcoholic product.

Bart

So you know the consumer overlap there I.

Bart

Because, you know there is some right and and those could be the same consumer as a craft consumer who wants to buy a beer and other non alcoholic beer, but it's not as closely 1 to one.

Bart

And I think you're exactly the kind of things that that I spend my time thinking about and I try to provide, you know, consumers insight on. So, you know, for instance, we do a national survey with 2000 representative people around the country.

Bart

We drink craft beer and we asked him about these trends.

Bart

Are you more interested in non alcoholic beer?

Bart

Are you more interested in you know these kind of better free Wellness characteristics and then and then give the blue as the data, you know, so that they can line it up against their consumers and say, OK, you know, maybe it makes sense for us to enter the space because.

Bart

You know, or demographic that we know is also really highly aligned with these.

Bart

Trends. Or maybe it isn't.

Bart

But that's, you know, some of the stuff that I get to think about every day and is really fun to kind of dig into and try to investigate.

Rob

Yeah, now and and with those trends.

Rob

I, I, I saw in in another interview, I can't remember where I saw it, but it was you were talking about the demographics and how with craft beer that in looking at those being obviously the millennials being you know within that roughly 25, two to 34.

Rob

Group that.

Rob

It sounds like, well, I guess from what you're saying is that craft beer should go more towards the older group, the I believe you said 35 to 44 to really push craft beer more to them than the younger crowd. Is it that you're seeing that the younger crowd is going for those?

Rob

Netsend and I forgot to mention the the CBD beers or CBD SELTZERS and things like that.

Rob

Are they going more for those than than going to the craft beer?

Bart

Not necessarily. You know, you know, 25 to 34 and 35 to 44 have have pretty similar levels of craft beer purchasing.

Bart

But but you know, it's different, right?

Bart

It's a different stage in life.

Bart

So you know.

Bart

We we we.

Bart

As general, I won't speak for everyone.

Bart

We tend to drink a little bit more when we're 25 to 34 then then when.

Bart

You're 35 to 44 and and so.

Bart

Craft is probably a lower percentage of the 25 to 34 year old purchase bucket, but it's about the same level as 35 to 44.

Bart

So people as they age they generally drink a little bit less, but they they buy higher value products.

Bart

You know, they typically have a little bit more money, they're settled down a little bit more than more confident in their preferences.

Bart

And you know when.

Bart

I talk to Brewers about demographics.

Bart

It's never.

Bart

You should do this or.

Bart

You should do that, right?

Bart

Because there's somebody of every age, of every gender, of every color who drinks.

Bart

You know everything, right?

Bart

And So what you should understand is, you know, where are the opportunities for your brands and where you know where places are strong and where it places.

Bart

You're weak and how?

Bart

Are you going to shore that up so you know?

That might mean.

Bart

A different marketing and strategy for those 25 to 34 year olds, and a different one for 35 to 40.

Bart

For and you know, maybe you're not, you're not advertising the double, you know, the double IPA to the 44 year olds as much as you know. Oh, you liked that?

Bart

Well, we've got, you know, we've also got a pilsner that.

Bart

You might like.

Bart

Now that you know you gotta like immediately got a 2 year old.

Bart

To chase around.

Bart

In the morning and drinking double IPA's is.

Bart

A little bit tough.

Bart

So, you know, kind of, you know, get back to your question, you know, I wouldn't say.

Bart

There are different levels and there's, you know, different demographic strength, but.

Bart

You know, I tried never to tell Brewers you should focus on one demographic or another class of people drink beer, you know, across all ages, across all, you know, all demographics.

Bart

And it's more about understanding who your customer is and then focusing, you know your brands on kind of the right places in the marketplace.

Bart

And if you do that and have a strategy, it's going to be more effective than just saying, well, all 25 year olds are going to drink my.

Bart

Here, 'cause, some 25 year olds don't drink any.

Bart

Craft and some.

Bart

Drink a lot and you got to think.

Bart

A little bit more.

Bart

Nuanced about how you how you reach out to those who are going to be receptive to what you're making.

Rob

Right, right. Makes sense.

Rob

Kind of going back to the last part I was talking about with with saturation, we were looking at, you know, the numbers with Michigan and you know, kind of along those saturation lines is that we here in Michigan are the thing.

Rob

According to the numbers, we were 6th overall in breweries in the country.

Rob

With 398.

Rob

Which one I did.

Rob

Not think we would ever get.

Rob

That high and two I.

Rob

Really didn't think we would ever get that high.

Rob

And then also that we are 12th in breweries per capita at 5.3 per 100,021 plus adults. Are we as a state reaching a point of craft brewery saturation?

Rob

Or do you see based on the numbers that we still have more?

Rob

Room to grow.

Bart

Yeah, it's a great question.

Bart

It's one that I've, you know, I've been asked in various forms since I started at the VA when, you know, there were a lot less breweries.

Bart

So obviously if people were asking it then we clearly weren't at saturation, then you know, I I think there's another one you gotta break apart a little bit you know and and even thinking at the state level is it's probably you know, two big, you know Grand Rapids.

Bart

Kalamazoo area has a lot more breweries, you know, per capita than than other parts of the state.

Bart

Now you know.

Bart

Does that mean the other parts of the state have room to grow?

Bart

You know that that's a separate question.

Bart

But you know, even within states there's going to be big variations and and so you need to break it apart.

Bart

You know, the other thing to say is.

Bart

That this is a moving target, so you know craft has.

Bart

You know, uh, BA defines the, you know, 12% volume market share. Now if craft had 20% market share, that would be a lot more opportunity out there.

Bart

So the the question you know of saturation changes over time as you know more or less people drink these beers.

Bart

You know, we we see demographics.

Bart

I think in general what we're starting to see nationally is that there are places.

Bart

That are are getting pretty close to mature where it's a little bit more one in, one out.

Bart

You know, those are the really the densest places where you know there's a craft grill in every neighborhood that you know the Portland, ore.

Bart

Again, you know, parts of where I live, Denver, Co, where I think we're starting.

Bart

To see a.

Bart

Little bit more.



Bart

It kind of one goes in, one goes out.

Bart

That we're not.

Bart

Seeing that kind of absolute growth, but but lots of parts of the country aren't that way.

Bart

I mean, think of how many towns in Michigan don't have a local brewery.

Bart

Yet that they probably have this population to support one.

Bart

Uhm, so, you know, I think we can break apart this question and and this is a very economist way of answering, you know, I think there might be parts of the state that they can't take more breweries, but there's going to be parts that can.

Bart

And so there's opportunity for growth as long as Brewers are smart about where they go and.

Bart

Smart about what their strategy is.

Bart

They're not just going.

Bart

Then throwing another brewery and making the same beers but.

Bart

They're, you know.

Bart

They they have something that makes them stand out.

Ken

Well, you've mentioned in previous discussions, in previous interviews, whenever people talk about the bubble, you always bring out this one stat and that about 75% of craft breweries sell less than half of a percent of the beers in the.

Ken

US UM. So collectively, 75 out of 100 breweries sell one out of every 200 cans bottles volume.

Ken

Is this a?

Ken

Stat that you're tracking and trending to predict a lot of different things within the area because we've always talked about hyper local like.

Ken

The brew pub.

Ken

The local Brew pub is going to be why where you're going to succeed as a brewery in Michigan.

Ken

You could download the Michigan Brewery Map app, which is a free app I Android and iOS at my beer map.com fight every single open brewery and upcoming brewery in the state.

Ken

Uh, but is that that half percent?

Ken

If you see it go up or go down, is that what your fault?

Ken

Like what do you get from that number?

Bart

You know, I mean this, this stat points to kind of a second take on the question of saturation, which is.

Bart

You can't it.

Bart

It's irrelevant to know how many breweries there are without knowing how much beer those.

Bart

Please make you know.

Bart

Can we take 8000 breweries in the country that?

Bart

Look like bells?

Bart

No. Can we take, you know, 8000 breweries that are a local brew pub or taproom and you know, are competing as much in the kind of bar restaurant spaces in the brewery space?

Bart

Yes, you know, and and so you know, I mean this speaks back to the total saturation question too. Can we take another 5000 breweries?

Bart

In the US, if they're content making 200 barrels a year and being in a local market where there's already not, you know, this business model.

Bart

Yeah, can we take another, you know, 5000 breweries if they all want to be a production brewery and selling in grocery stores? No.

Bart

So it is when I watch that distribution has been remarkably stable.

Bart

You know as.

Bart

Craft has moved up so that that's 75% under 1000 bells.

Bart

How has it changed that much?

Bart

Collectively they've made a little bit more.

Bart

Beer, but you know it's still.

Bart

It's still a drop in the bucket.

Bart

So, you know, maybe to spin this a few other ways, I mean that that's 75% added altogether.

Bart

Makes about as much as Sierra Nevada, who makes about 1% of what AIB makes in the US.

Bart

So, I mean, you're talking about a lot of breweries really not making a lot of beer in the context of a very, very big market with a lot of, you know, thirsty drinkers here in the US and it is when I watch.

Bart

And certainly that that distribution, you know how much the breweries are making is equally important to the number of breweries, and you can't say much about warm without.

Bart

Understanding the other.

Ken

I think factoring in a lot of those numbers because.

Ken

Just because Michigan has.

Ken

UH-400 will say, just to make the number nice and easy. 400 breweries? Uhm.

Ken

As as you put.

Ken

It each brewery is not the same.

Ken

Each brewery is not bells or founders or Atwater like.

Ken

For example, B Nektar Meatery in Ferndale, MI is considered a brewery to the Brewers Association, but they brewed 3 barrels last year.

Ken

But that is a brewery that, you know, their bread and butter obviously is meat insiders, so they're meat insider numbers.

Ken

They're gonna, you know, barrels upon barrels, thousands of barrels there, 'cause they distro, if I'm not mistaken, worldwide.

Ken

But I just I I was curious if that was the number like what what you guys are tracking.

Ken

I do want to do a little bit of self promotion real quick before we get into the conversations.

Ken

'cause, I want to bring Wendy in here in a moment, but after this release we're going to be launching on our website and update to the Michigan Beer Numbers Project we will have.

Ken

Actually a full set.

Ken

Of data and numbers all the way back to 2000. So if you want to trend your favorite breweries, see when they open when they.

Ken

Closed. See how they were doing where we were ten years ago. You're going to be able to go to better on draft.com to find all that.

Ken

A lot of that is thanks to this man that we're talking to here who does a lot of work over at the Brewers Association and post the information for media and other Brewers or media like us and others.

Ken

Brewers to find that kind of information. So we appreciate that and we want to thank you there again. That's going to be a better on draft.com.

Ken

When we release this, I'm going to pass it to Wendy and then we'll go to.

Ken

The question that we have in the Facebook chat.

Wendy

I was actually going to ask the.

Wendy

Question in the Facebook chat.

Ken

Then we're going to go right to the one in the Facebook chat.

Wendy

Charles, I believe it's Asperger.

Wendy

I'm gonna probably screw that up, but but we're seeing Wal-Mart making an effort to expand their craft beer business.

Wendy

Is market saturation truly a concern?

Wendy

Walmart can't be the only big box chain looking to capitalize on the established acceptance.

Wendy

Could we maybe see a measurable volume increase with large teams finally jumping on the craft beer bandwagon?

Bart

Yeah, it's a good question.

Bart

I've, I've met with the Walmart team several times in recent years.

Bart

They've they've looked to expand and they're, you know, they're those who aren't familiar Walmarts rolling out or what they call store within a store.

Bart

So they're really trying to expand and build what they think of as little liquor stores inside Walmarts and increase the selection, you know, along with that, and and.

Bart

You know, you know.

Bart

They're, they're focusing there too, on local, you know, how can we, they understand that if you, you do this, you know you're going to have a different clientele and you're going to want to have local beers in there.

Bart

Uh, I think the big question there is, does that help grow the pie or does that just redistribute the pie?

Bart

Is Walmart taking sales from, from, from, you know, a local?

Bart

You know, another local liquor store or are they oh, or they added, you know, they bring in new customers in who suddenly see.

Bart

A local Michigan.

Bart

Beer and say huh?

Bart

I'm gonna try that.

Bart

And, you know, because I only shop at Walmart, I haven't seen this before.

Bart

And so this is new and, you know, I tend to think of it more on the opportunity side.

Bart

But you know what?

Bart

There's a lot more stats are crazy.

Bart

It's, you know, you look up.

Bart

Some of these things. But you know, the percentage of the US population that steps into Walmart every week is, like incredibly high.

Bart

And so if they can, you know, if some small percentage of those people try a local beer for the first time that can grow the cat.

Speaker 3

OK.

Bart

Gorean and so you know, we'll see, we'll see how committed these retailers really are to this.

Bart

You know, we'll see how those sales grow.

Bart

You know, we'll see which Blues they they choose to select in there.

Bart

But but I think that's a good example of you know craft is doing that for years it was getting new distribution and going to new places and that that's kind of stopped in last year.

Bart

So if we can make that kind of final hurdle and get you know more local craft into.

Bart

Places like Walmart, I do think it increase opportunities and grow the market a little bit.

Wendy

Follows that up with also, what are your thoughts on beer clubs with loosening the laws on beer clubs and states like Michigan make a significant impact for small breweries.

Bart

Sorry, it broke up a little bit there at the end.

Bart

I think the question is kind of about you know, beer clubs and delivery and you know, I mean those have evolved a lot like the the beer club you know think for a lot of craft drinkers wasn't thought of particularly highly for years and a lot of the beers were little bit more cast off.

Bart

But I think we've seen kind of as DTC's picked up energy that, but there's been a little bit more.

Bart

Their innovation there and you know the the beer quality is improved and they're being.

Bart

A little bit more.

Bart

Pulling the selection.



Bart

So I think there's there's opportunity there for sure as well.

Bart

You know some of this will will depend on kind of what the laws look like and how you know how much can that really be used in a lot of different places.

Bart

But but that's the kind of thing that's really helped line and help lease wineries grow a distribution footprint, go to new places.

Bart

Connect with new people.

Bart

So, you know, I do think there's opportunities there and there's opportunities there too, to have that be the entry point, which, you know, that's something craft always has to be thinking about and not not become so insular that it, you know, it's only the same people, but it's reaching out to new people that the new people are trying these beers for the first time.

Bart

And and I think beer clubs are a great way to do that 'cause.

Bart

They're often a gift, you know?

Bart

You can send it to somebody new.

Bart

So, so you know I don't think it's going to move in the all.

Bart

Time is this ever.

Bart

Going to be a huge part of volume.

Bart

No, but but beer clubs, I think can be one piece that plays and.

Bart

Keeping new people come into the category and building excitement.

Speaker 3

Right, right. There you go.

Wendy

Sorry, I have a creaky chair, so I keep putting it my mute so you don't hear that.

Wendy

So one of the things that we talk about a lot here on the show is that we cover Michigan State laws and liquor laws around the country.

Wendy

Have you noticed a trend of some older or maybe bad laws that are being taken?

Wendy

Off the books.

Wendy

Or some states creating post COVID laws to help Brewers and restaurants succeed.

Bart

Yeah, you know, I mean this is, this is constantly evolving. You know, liquor is, is the amongst the most, if not the most regulated industry in the US so there's, you know, millions of laws in all places.

Bart

And thanks to the 21st amendment, we have different laws in every state across the country. So no shortage of opportunities to be changing things. You know, I think the good news here is that that.

Bart

Most of the you know, the most stringent laws you know have have really gone away.

Bart

So you know.

Bart

Bullies can sell direct consumers almost everywhere.

Bart

You know, we're not at all states, but we're approaching 40 states where Brewers can self distribute, which means that you know they can, they can deliver to a local retailer if you know they're not big enough to sign with a large distributor.

Bart

You know, I think the next, the next laws that a lot of the state guilds are looking at our our franchise laws.

Bart

So you know kind of when when approval signs with distributor they defacto marriage you know walked in for life and creating carve outs that are sensible.

Bart

So when a.

Bart

Really small Brewer is not a big part of distributor portfolio, isn't happy that you know they can pay a fee and they can move to a new distributor.

Bart

And try that brand somewhere else.

Bart

And then another big push.

Bart

That the Blue Association is supporting in a lot of states is direct to consumer. Wineries can ship. You know, you go to a Michigan winery, you know, if you're from anywhere in the country and you visit beautiful Michigan and you want to get wine shipped home, you know, you can ship lines that I think it's 45 states now around the country. You go to a Michigan brewery.

Bart

They can't ship you that beer, you know.

Bart

So if they're not sold in the state where you go to, you can't find that again.

Bart

And there's only I believe a dozen states where you can ship beer right now.

Bart

And so we're looking to close that gap 'cause that's a place where really small Brewers, you know that that it's not going to move the needle right for, you know, all large Brewer.

Bart

They're going to be in distribution, they're going to be in stores like a really small Brewer.

Bart

If they can sell, you know, a few cases, the people who visited them, you know, throughout the year, that can really move.

Bart

The needle.

Bart

And so that's another one we're working on and hope to see improve and hope that in the pandemic showed people too that you know things like delivery and shipping can be done safely and and easily and and and there's there's consumer demand there.

Wendy

Definitely something I'm looking forward to.

Wendy

Uh, Dan, I think you had some questions.

Dan

So I'm kind of curious on this.

Dan

What's your opinion on hard seltzers and how do the numbers interact with the barrel and production numbers posted by your association?

Bart

Yeah, so, so we don't, we, we track separately.

Bart

So you know for Members when we do presentations, we talk about the seltzer numbers, but they aren't included in our numbers.

Bart

So, you know, craft craft numbers would look a little bit better if you included those 'cause.

Bart

Those are growing faster than than traditional barriers for small Brewers.

Bart

You know, I mean kind of at the top level, you know, my thought is that, you know, it's an innovation that clearly consumers like there's a reason they're growing in the marketplace.

Bart

I think they reflect a lot of the things that that light beer was, you know, when it started in the 70s and 80s, but for next generation, you know, they're they're easy to drink there, you know, the things that you would talk about when you talk.

Bart

About you know, a light beer commercial?

Bart

You know, Crispin sessionable, but they have some, you know, some attributes that the current generation likes you.

Bart

Know they're often gluten free.

Bart

You know they.

Bart

They have some stuff that, you know, you can imagine somebody turning 21 today that you know it appeals to them.

Bart

You know equally if not more as we see in the numbers to light beer.

Bart

So in terms of craft, you know, we haven't seen a huge overlap there.

Bart

There's some, but the the consumers, you know when you have an occasion where you want to.

Bart

You know, drink a couple of, you know, truly's or or whatever it is. I'm drawing a blank and I know shorts has a has a local one in Michigan drawing a blank on their brands. They'll be mad at me there. There we go.

Bart

Pieces, yeah.

Bart

So you know.

Bart

You want that?

Bart

That's probably not the same occasion where you might have been drinking a, you know, an imperial stout or a double IPA.

Bart

You know, maybe there is overlap with, you know, a lighter, lighter craft style.

Bart

But you know, I think it's a it's going to be a challenge for craft.

Bart

On one hand, 'cause it's, you know, it's introducing people to different flavors that very distinctly aren't beer flavors.

Bart

At the same time, it's an opportunity 'cause it's going to get new people who would not have been in the beer aisle, in the beer aisle.

Bart

And so, you know, eyeballs on your brands and an opportunity to win.

Bart

Then, you know, I think with all these new innovations, craft Brewers have to think about why does the consumer want this and what can ioffer them that that maybe has some of those similar attributes. And that's the way I always try.

Bart

To spin it to Brewers when I talk about it.

Dan

2 real quick.

Dan

What was that beer you were drinking at the start of the?

Dan

Show I want to.

Dan

Make sure I heard it correct.

Bart

I'm drinking, I'm still, I'm still working through it.

Bart

A face down brown from a Telluride brewing.

Dan

I thought so.

Dan

The last half hour I've had a certain 2 live crew song stuck in my head ever since.

Dan

You told the name of that.

Dan

You know if you know you.

Dan

Know I'm not going to repeat.

Dan

The full name of it anyways.

Dan

I wanted to ask you too, because you live in Colorado.

Dan

We went through something similar here.

Dan

I'm actually in Arizona, but with New Belgium being sold to Kieran as a resident there in Colorado and a beer fan, of course, what was a?

Dan

Response from the public like for that sale?

Bart

Yeah, you know, different, different people have a different response.

Bart

You know, I think, you know, there are, there are percentages of beer geeks or variants.

Bart

And and very, you know, interested and committed to this, who who cared a lot and you know you.

Bart

You won't buy those products, and there's others who.

Bart

Who you know clearly, don't you know new Belgium sales had a pretty good year this year?

Bart

A little hard to tell kind of exactly in Colorado with pandemic and we moved to grocery store sales.

Bart

Or a lot of moving pieces.

Bart

Uhm, but you know, I'll say more broadly, you know, we we have the Blues Association, we represent independent Brewers and we notice the gap in how much people say they care and then how much they know.

Bart

It is my job to know those deals happen.

Bart

And who's owned by who?

Bart

It's not the average person standing in the beer aisle.

Bart

And so this is one of the reasons we created the independent craft Brewers seal which independent craft Brewers can put.

Bart

On their breeders.

Bart

That they want.

Bart

Because our polling told us that, you know, 70% of craft Brewers said they cared, that somebody was independent.

Bart



You know, whether they really do or not, we can, we can have that debate, but, you know, they they stay on him.

Bart

Surveys consistently year over year with new people come but.

Bart

We ask them.

Bart

You ask them.

Bart

Is this person owned by somebody?

Bart

Is this personal by somebody?

Bart

People are just guessing.

Bart

People have no.

Bart

Clue, because you know.

Bart

I mean, I'm sure some of your listeners you know are are committed enough.

Bart

You know those into a Buick podcast, they care about this stuff, but you know, the average beer drinker.

Bart

Doesn't think about this and they're off there.

Bart

They just want to drink a tasty beer and and we thought that seal was a good way to close that gap, right?

Bart

You care well, make it easy.

Bart

You see it on.

Bart

The label if.

Bart

You really care about this now.

Bart

You can pick between the two and we hope in the long run that's going to move the needle for independent Brewers.

Dan

And it's funny you mentioned that too, because the largest brewery here where I'm at in Arizona, was bought out by Anheuser-Busch a few years ago, and people swear they'll never drink it again, but at the same time they're chasing trucks to get their bourbon.

Dan

Right after they're refusing to drink some four peaks.

Dan

But, you know, those in the industry here in Michigan didn't know much about San Miguel buying AL Founders.

Dan

Why do you think the public reaction of founders being purchased was, you know, so wishy washy or mediocre?

Bart

Uhm, yeah, I mean, I think it's, you know, again, you know, there's not the general public I don't think has huge awareness of these kind of things.

Bart

I mean, we.

Bart

See this in just a broader corporate environment.

Bart

Right, like you.

Bart

No, nobody knows all the brands net.

Bart

Loans, you know.

Bart

And and companies work hard to do that and to keep that, you know, kind of local credit as much as possible.

Bart

So, you know, I mean, I think that's again where, you know, trade associations and other, you know, promoting bodies can try to play a role and and small Brewers can tell their own unique story to try to differentiate.

Bart

But you know, I think it's it's hard like, you know I I sympathize with the the beer drinker like.

Bart

You want a beer?

Bart

You want something that's tasty, you know?

Bart

Well, it's a Friday right now.

Bart

Like we all worked hard this week.

Bart

Like you want something to relax, you're not thinking necessarily about, you know, who owns who.

Bart

And that's where, you know, I think we can play a role in kind of, you know, closing that gap 'cause.

Bart

It's, you know, it's not the beer drinkers job to keep track of all this stuff and and so the easier, you know, breweries and associations.

Bart

And make it to help them.

Bart

You know, pick stuff that aligns with what they want to support them.

Ken

I I want to tell him because I I wanna give you an answer and I want to see if.

Ken

You, Bart the.

Ken

Not Brewers association, Bart, but Bart the person.

Ken

Who knows a lot?

Ken

One of the things that I I noticed is is that there is a big difference between when Anheuser-Busch Molson Coors buys a brewery.

Ken

Qiran lagunita.

Ken

Is San Miguel like?

Ken

There is a huge difference to the mind and the the the eyes of the user 'cause in Michigan.

Ken

You know, we we've we've made it a joke for a while.

Ken

We've had founders.

Ken

On this show a handful of times.

Ken

Uhm, you know, we we've always.

Ken

Made it a joke that they're not craft beer quote.

Ken

UN quote, there's still beer.

Ken

People still love them. We we talk about them. If you've never had it before, I 100% highly suggest you mix KBS and Milwaukee best to get you the Kentucky beasts out one of the best beers that I've ever had, mixing beers together.

Dan

Oh, yes.

Ken

This is that. That's.

Ken

Actually, not even like a \*\*\*\*\* like.

Ken

Yeah, it it tastes like a lighter flowing baby.

Dan

It was delicious.

Dan

It was a great idea.

Ken

But, you know, I I feel like it's if it's not Avi or Molson Coors, then it's just kind of like, uh, it happened.

Ken

Uhm, is that what you see when people buy 'cause?

Ken

We we try to counter that.

Ken

Even that point covering my own point, when 10th and Blake purchased at water here in Michigan, I don't even think people noticed like it.

Ken

Just kind of.

Ken

Uhm, but I I still feel like there's a big stank on API Molson Coors versus these other entities, but I want to know if that's what you see within the the community and the the, you know, the numbers itself.

Yeah, I mean.

Bart

I I think it was certain extent that that's probably true right.

Bart

You know API is the you know the the the big bad behemoth you know not just new has globally I mean you know large beer company in the world by far.

Bart

Or red.

Bart

You know, they've also done some things.

Bart

I mean, you know, many people remember that Super Bowl commercial where, you know, they took direct shots at that, you know, craft beer.

Bart

Uhm, so you know, I mean, they've acted in a different way than a lot of these other companies that a lot of people aren't aware of.

Bart

I think also just the the brands that people associate with them like, you know, have people you know, Sammy gal, like, you know, name a beer they make in the US and like.

Bart

People don't know, you know, everybody knows who Anheuser-Busch, you know the brands that they make and so they have a very different association with them as a beer company to these, you know foreign companies they.

Bart

Don't think they have a strong kind of an identity.

Bart

So I think something is just a reaction to the the brand identity that they already have in these companies.

Bart

And if you don't have one of these.

Bart

You know four known Brewers then then the reaction is just naturally going to be weaker and and you know I I think that's.

Bart

True in industry.

Bart

Too that you know.

Bart

You know, in the village location definition, you know, to come put back on my hat per second is about, is about, you know, kind of the advantages it confers.

Bart

And certainly there are advantages to be known by any global Brewer in terms of expertise and raw materials, but there are a lot of advantages to be owned by a big USB or in terms of just access to market and kind of you.

Bart

Know boots on.

Bart

The ground they already have and I think that's what people in the industry.

Bart

Always, always really react to in.

Bart

These deals as well.

Ken

I I I wanna comment on what you said because I've in in my mind because I I have a lot of marketing background when Budweiser has that type of promotion that was anti craft.

Ken

So the pumpkin, Peach, pear, Anisian pale ale or whatever.

Ken

Uhm, you know that's that's Budweiser as a brand, not Anheuser-Busch as an organization.

Ken

You're not in your head, yes.

Ken

Which makes you feel a little better about what I'm about to say 'cause.

Ken

I feel like these are just your what when when I think of marketing, bud light is an anti Budweiser product.

Ken

Bud is an anti Budweiser product because it's a cheaper version of Budweiser.

Ken

Like I I don't.

Ken

I don't read too much into these anti craft.

Ken

Or when bud.

Ken

Light did the Dilly dilly commercials for anti Mead loose anti just need happen to be part of the the Renaissance culture.

Ken

Uhm, I just.

Ken

I just feel like the the marketing itself isn't necessarily anti craft because they have craft loose crafty beer in their portfolio.

Bart

Yeah, you know.

Bart

From a marketing perspective, yeah, 100% agree, right. Those brand managers aren't thinking about you know, they're thinking about their brand they're not thinking about the wider. You know. I mean a couple things I would say is, you know, one I think there just is a industry reaction to anybody taking shots at beer. You know, generally you know what? You know why not? Why not make fun of the dude who's.



Bart

Sipping this fancy.

Bart

Cocktail, you know, and and and not.

Bart

You know take a shot at at somebody who's you know engaged in.

Bart

The same profession.

Bart

And as, as you are, you know, I think second there's a reminder that you know, yes, these are different brands and you know, they're different things.

Bart

But then if you support, you know, one you're going into, the larger, you know, the larger pot of money that you know then it's taking shots at, you know, kind.

Bart

Of the other hand, and I.

Bart

Mean, you know consumers, you know people are.

Bart

Are nuanced, I think.

Bart

I think this is where that, you know, on the one hand you can recognize, yeah, these are different things and, you know, bud light people probably aren't talk.

Bart

Into the building style under the four peaks or the, you know, the other kind of craft collective people and also know that like, OK, then this company doesn't make a lot of sense that they, you know, if they're they're pitching different things to different people, you know, what do they really stand for?

Bart

And and that's something I think the large Brewers have struggled with a little bit.

Bart

You know how?

Bart

Do we offer everything under the sun at every price point and reconcile that?

Bart

As as kind of 1 company and that's something I I think they're getting better at you know as they as they spend more time money in in these kind of new spaces and branch.

Bart

Out beyond Bill as.

Bart

Well, but it's, you know, it's an interesting question, and it's one that I'm sure they're thinking about.

Ken

I I want to bring.

Ken

Up something because obviously as as COVID.

Ken

Hit there was a lot of doom and gloom back in April.

Ken

You know, March, April, May of last year.

Ken

I came out on this podcast and I am so happy to be wrong, but as someone who lost their job, who was in the industry itself, I I said that we were going to lose.

Ken

Half hour breweries because I believed that there was a lot of brew pubs, a lot of small batch breweries that wouldn't be able to survive because distribution was something they couldn't rely on, we saw.

Ken

In Michigan, Odd side and Austin Brothers explode in their distribution when they had to move away from on premise sales.

Ken

Uhm I you know, without touching on the the politics of it and you know, State V state.

Ken

You know what are the results that we're seeing in some, some of these other states, especially with the restriction 'cause you used to teach health politics?

Ken

Did I?

Ken

Did I read that?

Right.

Bart

I did at one.

Bart

Point yeah, yeah.

Ken

OK, over over at Iowa, go Hawkeyes.

Ken

I'm not a fan, I just just know my teams.

Ken

But you know how how does the the political choices of our government, how did that react into the the restaurant industry and where, where do you think we are and where we will be in a year?

Ken

For now.

Bart

Yeah, yeah, I mean, you're right that that there was a lot of doom and gloom and, you know, I shared a lot of that and bruised it too.

Bart

I mean, we did surveys of Brewers and you know.

Ken

Oh no, his audio cut out.

Ken

Bart Oh no.

Rob

Up connecting audio, done.

Ken

Yep, we're we're trying again.

Ken

Bart, we're not hearing you.

Ken

You're muted right now.

Bart

My headphones died, so let's try.

Bart

That again, yeah.

Ken

OK, OK, let's start from the beginning.

Bart

Right.

Bart

So I guess.

Ken

I can cut this.

Bart

It was a great, great question and you know, I.

Bart

Shared that, doom?

Bart

And gloom at the beginning.

Bart

I mean, I I think a lot of people were very worried about it and and the boards themselves work too.

Bart

I mean the Brewers.

Bart

We did surveys in the first.

Bart

Months of the pandemic.

Bart

You know, huge percentages them thought they were going to.

Bart

Have to close and.

Bart

You know, I don't think they really anticipated how much they would be able to pivot both business wise and with their customers as well as on the government side.

Bart

You know things like on the restaurant side to go cocktails and you know brewery side you know increased ability to do more to go and delivery and and really transition selling that draft beer in in packaged form was.

Bart

It was a lot bigger than anybody had been.

Bart

So when you know at some level, like I don't know how you would have known this, right, and this is, this is all our first pandemic and you know, we we didn't really know it.

Bart

What customers were going to do?

Bart

If anybody was gonna was gonna show back up, you know, would would somebody be willing to make an extra stop in the middle of a pandemic out of brewery to pick up a case of beer like I I wouldn't bet money on that, I mean.

Bart

You know I did it.

Bart

It was my first instinct to to go to the local Brewers who I wanted to support.

Bart

Like I'm gonna buy a bunch of beer from you 'cause I want.

Bart

You to be here in a month when you know this all this all shakes out.

Bart

But it was, you know, it was, it was very unsure and and we did you know to the current states we.

Bart

Saw a lot of states move.

Bart

Very quickly to relax rules.

Bart

On delivery, on to go.

Bart

You know, this was not just the breweries, but in beverage alcohol generally.

Bart

And and you know.

Bart

Going forward, we're right in the middle of kind of those conversations at the state level about how much of this we're gonna keep.

Bart

To go cocktails were super popular, so we think we've seen, you know, it's 20 plus states now make.

Bart

That permanent and just.

Bart

Say hey, this was a great idea.

Bart

Nobody got harmed.

Bart

And and a lot of restaurants, you know.

Bart

Found a new way of of doing business.

Bart

On the brewery side, you know a lot of these rules are still set to sunset, so whether they can, they can sell via delivery.

Bart

DTC already talked about, you know, can you, can you ship to customers?

Bart

Those are conversations and political fights that are going to happen over the next couple of years and I hope that this has shown us anything.

Bart

It's that, you know, these small businesses are going to do this.

Bart

Compliantly that they can do it safe and effectively and.

Bart

That this.

Bart

So this gets the products that you know 21 plus drinkers want to have into their hands and you know in safe and legal ways and hopefully this will be proved to be in the long run an opportunity and really expanding the way that that smokers can do business.

Ken

I I mean, I looked.

Ken

The answer I.

Ken

Just I I again, I I was very, very hesitant at that time.

Ken

I think I saw a lot of the same.

Ken

Statistics you did?

Ken

Especially when I was working for toast point of sale.

Ken

Like we were seeing a lot of restaurants who there was no light at the end of the tunnel because they just couldn't see it and there was a lot of governmental assistance.

Ken

The PPP loans, the assistance you know being attempting to be clear and concise on the rules, it's it's just there.

Ken

There was so much good that happened out of it and especially the law changes to we had in Michigan had a lot of large.

Ken

Changes that assisted with drinking districts, the ability to self distro and increasing that self distro number 'cause we have had for a while and we still do a very low number of self distribution in the state of Michigan.

Ken

I believe we're only at 2500 barrels where if you reach 2500 barrels you have to go.

Ken

Into a second tier that used to be a.

Ken

Which, you know, if you look at the Great Lakes states, I think in Colorado you guys are 25,000, is that correct?

Bart

It depends on license type.

Bart

It's unlimited here cuz owns their own distributing here and I'll jump in and you know the one thing to say to you is I think we can oversell how you know the resilience and how much Brewers are able to pivot and and so this is like a good thing and you know it should be clear this wasn't good for breweries like you know very few breweries made out like bandits.

OK.

Bart



You know someone?

Bart

The same amount of beer in cannon package form over the bar or selling somebody a pint when they come in.

Bart

You know burgers make less money.

Bart

They take on more costs.

Bart

So so you know this wasn't positive and these are all kind of Silver Linings on on very dark clouds and.

Bart

I think that's important to get across 'cause sometimes. You know, people kind of were like, well, you know, Bernie's made out like bandits or, you know, they they fall into that.

Bart

Well, everybody drink.

Bart

More during the pandemic, so parties must.

Bart

Have done great and you know I'm spending.

Bart

Some of the positive of the business.

Bart

Model changes. Breweries world.

Bart

Make but you know, most breweries came through this with, you know, finances that were not anywhere near as.

Bart

Good, you know.

Bart

Even with the government assistance that went into them as as they went into it so.

Ken

Well, as as this man is talking again, he put together a list of all the breweries and their production numbers, which will be available to the public for Michigan at better on draft.com.

Ken

Let's let's say the 20th June 20th, that'll be readily available and.

Ken

Good for you to go and.

Ken

You can see for yourself.

Ken

You can see how.

Ken

Those you know.

Ken

Most breweries went down in production unless they were able to easily pivot.

Ken

And those two breweries that I mentioned outside in Austin Brothers, they are definitely the exception to the rule.

Ken

Odd side obviously exploded with their seltzers. I don't know if you get any outside saulters over there, but they've got 25 different versions of their seltzer.

Ken

Here in Michigan.

Ken

Different flavors my my new new current favorite is their Moscow Mule, which I am very happy to have, but as we roll out and we're going to end this.

Ken

Podcast once again, I want to thank you. Don't forget to follow Bart on Twitter. It's Brewers stats that's back-to-back s s Brewer stats if you're a metrics nerd, a graph nerd, a number nerd. A you know, a nerd for business in general.

Ken

Well, this is definitely a site you want to a Twitter page you want to follow up.

Ken

Whenever I want to look at what's going on in the beer industry, I go check out the graphs that you pose.

Ken

So I appreciate all the work that you do, but as we end the show, everyone kind of ask the final question.

Ken

So I'm going to start with Rob.

Ken

Rob, what is your final question for Bard here?

Rob

Final question, you had mentioned on Nola drinks with Brian Diaz and shout out to his show that was, I was listening to that the other day and it was a really good, really good awesome converse.

Rob

Nation, but you had talked about the canned shortage that happened last year and how breweries had to pivot in putting their liquids into cans.

Rob

But in the midst.

Rob

Of a canned shortage.

Rob

We gotta have a problem with that.

Rob

I'm curious of is that do we still have that problem here in 2021 is or is that something now in the past that?

Rob

Breweries can now just if they want to put their stuff in cans, they don't have to freak out with the thought of crap.

Rob

I'm gonna get get some caning machines, but am I going to be able to get aluminum?

Bart

Yeah it's a good question.

Bart

It's it's still you know I would maybe less shortage or more tightness but it's still with us and you know movies can't just you know say like oh I want I want to get as.

Bart

Many cans as.

Bart

Like dead now and we're still as a country, you're kind of in a deficit when it comes to cans because, you know, it wasn't just beer either.

Bart

It was.

Bart

It was.

Bart

It was everything.

Bart

You know, overnight we.

Bart

We stopped going out into the world and we started bringing everything in and then we'll bring.

Bart

A lot of cans.

Bart

Into our house and and.

Bart

I'm not.

Bart

You know, that's another factor that really limited the ability of some Brewers to.

Bart

Pivot. You know that they.

Bart

They could have sold more if they could have.

Bart

Gotten more cans and.

Bart

And and been able to sell more stuff than.

Bart

Hopefully it's going to easily out the back half of the year. We've got a number of can facilities getting built in the US which will hopefully make things better, but averse by lot of unique solutions.

Bart

If you find any Brewers doing have suddenly have three ridges on the top of their cans, I mean, they found cancer.

Bart

Hawaii, I started.

Bart

Those show up in.

Bart

In Colorado, 'cause Hawaii market dropped 'cause nobody went.

Bart

There, so there were extra wine teams.

Bart

You know, you see a lot of burgers, put extra strength leaves or, you know, some other kind.

Bart

Of label on top.

Bart

Of something that's already been printed.

Bart

But it's it's.

Bart

Still a problem and I think we'll see kind of the sense of it this summer.

Bart

This summer will be how much did on premise come back and how many more cans do we need and are we still really sure or we only kind?

Bart

Of short 'cause somebody always peak demand for cans?

Ken

My, uh, my favorite that I saw.

Ken

I bought a 6 pack of Dark horse beer and when I I saw the.

Ken

Label and you could tell, you could.

Ken

See the label under the label 'cause.

Ken

It was a pre printed can.

Ken

And I'm like, oh.

Ken

I wonder what it is.

Ken

And I opened it up and it was like, uh, BrewDog.

Ken

And I'm like, oh Jesus, like, not even the same state, not even the same.

Ken

Because I I've had a.

Ken

Few word like they put the.

Ken

New label over the old label.

Ken

But this was just a completely different brewery itself.

Ken

Dan, what's your final question here for Mr.

Ken

Dan, you're muted. Congratulations. Welcome to 2020.

Dan

One yeah, I know I failed on that one, so let's switch this up a little bit so you get challenged to an Edward 40 hands contest.

Dan

What type of malt liquor are you using for this?

Bart

Uh, what type of malt liquor am I using for Edward?

Bart

40 hands?

Bart

Uhm, I you know, I I feel like I chose Country Club for some reason in in college.

Bart

So, you know, I'll, I'll go, I'll go there for the the nostalgia.

Bart

I, you know, I like the brands that the original brands that they originally, you know, marketed as super upscale and they just kept the names all.

Bart

The time so.

Bart

Some of those commercials on YouTube, people, there's like one of, like some, you know, later in a.

Bart

Black Tux, you know, serving people.

Ken

I've never, never heard of Country Club.

Dan

It's amazing.

Speaker 3

I haven't either.

Dan

But that's pretty awesome.

Ken

Uh, if you look at like when when people post photos of 40s, like all in a line, it's in there.

Ken

I just, I I literally am looking at this one and it's got King Cobra.

Ken

I know St I'd still reserve hurricane Old English whole like I know all of these.

Ken

But Country Club I had never heard of.

Ken

I wonder if that's a uh.

Ken

Uh, locale thing over by you.

Bart

It may be I know my my earliest.

Bart

Legal drinking days were in the West Coast, so maybe it's bigger has a bigger presence on the West Coast.

Ken

Uh, what about you, Wendy?

Wendy



Uh, so I'm curious, as our numbers guy, what trend do you see happening this year?

Wendy

What do you want to predict?

Wendy

We all love to predict stuff on this show.

Wendy

So what's yours?

Speaker 3

Yeah, I'm.

You know.

Bart

There's so much room, I mean.

Bart

There's so many predictions.

Bart

I could make you know I think we're going to continue to see you know growth in kind of the the the polar ends of craft.

Bart

We're going to.

Bart

See the high AB stuff and the Loeb stuff?

Bart

We're going to see the light you.

Bart

Know things you.

Bart

Know pulling their gold male blonde.

Bart

Ales and also really bold.

Bart

Stuff, you know, barrel aged stuff.

Bart

So I think we're going to continue to kind of see.

Bart

The the winding of the middle gap in craft and and you know you're going to see more and more it's going to be kind of light and low ABV or.

Bart

Or big and bold.

Bart

And that's a little unfortunate.

Bart

For those of us who like freaking you.

Bart

Know that the five or 6%.

Bart

You know, pale ales or, you know, a brown.

Bart

Ale, But that's you know that's the.

Bart

Trend that consumers want so that that that's what will happen.

Ken

Alright, so uhm, my final question going to tie in a little bit to that, but as someone who is a emetrics nerd, I I was the person who whenever Rex half Penny came out with his numbers magazine for the state of Michigan Beer, I was the first one to grab it.

Ken

I would search it, I would make a special trip.

Ken

To dragon Mead or Rochester Mills to grab the Michigan Beer Guide for it.

Ken

What is the statistic?

Ken

That you're going to be keeping your eye on for the next few years on the craft beer industry.

Ken

Like, what is that one thing that you just feel like you need to watch because it'll help you, you know, talk about the industry later.

Bart

Yeah, I mean, other than overall production?

Bart

Right now it's.

Bart

It's draft production, you know, so many breweries.

Bart

Still, you know, even with the pivot, we're able to.

Bart

You know we're able.

Bart

To survive but not thrive.

Bart

And until we get, you know, a vibrant draft beer scene, not just at breweries but in, you know, bars and restaurants again, it's going to be tough for a lot of small Brewers.

Bart

So a bunch of ways you can get this, you know, state numbers, federal numbers, but every time the tax and Trade Bureau, which is our federal body, publishes a UK production number, that's.

Bart

That's my go to you know how.

Bart

How does that look for our previous trend?

Bart

Uh, because that'll tell you a lot about kind of where we are both in getting back.

Bart

To normal but.

Bart

Also a lot about the health of small birth.

Ken

And I'm, I'm gonna use this time because we have a few extra minutes. I'm gonna ask you one more question because I run the show and I can uh, my, my, my question is, you know, you you've talked about how you do a lot of studying and and looking into the the governmental's and the laws.

Ken

Of craft beer.

Ken

What is a law you wish you could change?

Ken

Either in the state of Colorado or in the country of the US.

Bart

Yeah, and Cora is pretty good laws. So I, you know, I don't have too many, too many complaints about about living here. You know, I I think in general in the USI mean, you know.

Bart

The Brewers. The Brewers.

Bart

In the states they.

Bart

Don't have self.

Bart

Distribution, I mean, that's probably #1.

Rob

Just right there.

Bart

But, you know, brothers should have the right if, you know, if they want to sell beer to a retailer and, you know, we're still at, I think it's 11 states that don't have that right.

Bart

And so that's, you know, four members.

Bart

If I could snap my fingers overnight self distribution anywhere in the country for for small Brewers, that would probably be the top one.

Bart

So we, you know, mostly it's the Deep South left, you know, places like Alabama and Mississippi.

Bart

So hopefully we'll see that change in the next, you know, coming years and and those Brewers will approve.

Bart

Whether their bears can make it or.

Bart

Not before they have to sign this.

Ken

Alright, well that's going to do it. Episode 261 better on draft podcast. You can find Bart on Twitter at Brewers stats.

Ken

That's back-to-back essays for all the information. You can also follow the Brewers Association on Instagram, which is at Brewers.

Ken

Tito wants to ask Nick final question.

Ken

Nick is the host that's not here, so we're going to add.

Ken

Tito, what's your guilty pleasure beer.

Bart

With my guilty pleasure beer.

Speaker 3

I I don't know I.

Bart

Have a guilty pleasure bear you know certainly as a card and you know every Colorado Brewer drinks, drinks a lot of Coors banquet that's you know that's the beer like this, the non craft beer that the Colorado Brewers have you know you see them out drink and if they're not doing the craft where.

Bart

They're probably drinking Coors banquet, so.

Bart

Not that one as well.

Ken

All right. No matter what.

Ken

You think of your beer we.

Ken

Think it's better on draft?

Ken

A good night.