

## Audio file

[BodPod300.mp3](#)

## Transcript

00:00:00 Introduction:

In October 2015.

00:00:01 Introduction:

Ken, Dan and Nick decided to revive an old podcast that they used to do.

00:00:06 Introduction:

About craft beer.

00:00:07 Introduction:

Professional wrestling and MMA called 40 ounce Fridays.

00:00:11 Introduction:

And while those last two topics do sneak into our show every now and then, we decided to focus on the industry and we started better on draft with our very first guest.

00:00:20 Introduction:

The President of the Brewers Guild at the time, Eric Briggerman, on episode 40, the 40 ounce episode John Piepenbrok joined us along with Eric to celebrate that episode milestone, in which we talked about beer festivals, the persistent snobbery in craft beer in 2016, and discuss the future of craft beer.

00:00:38 Introduction:

When episode 100 came around, we wanted to bring John and Eric.

00:00:42 Introduction:

Back, but they suggested we also.

00:00:43 Introduction:

Bring in Aaron Lancot, well known at the time for his time at Blakes.

00:00:48 Introduction:

We repeated it two years later on Episode 200 with the same trio, so it was only right to do it again for Episode 300 myself, VP of Two Roots in Rochester Mills Eric Briggerman, now distributed Rep John Piepenbrok and sales Rep in the weed industry Erin Lancot sat down to talk with us about the craft beer.

00:01:08 Introduction:

Industry in a post 2020 world?

00:01:11 Introduction:

We talk about the similarities between the marijuana industry and craft beer, the things we can learn from the regulation and deregulation of marijuana, and we look at some of our previous thoughts on the future of craft beer and what we think we'll be talking about for Episode 400 in 2024.

00:01:28 Introduction:

We recorded this episode.

00:01:29 Introduction:

Live on site thanks to an amazing host, Rochester Mills in Auburn Hills, and after the show was over we went through an entire flying Buffalo vertical from 2013 until 2021.

00:01:41 Introduction:

Follow us on all of our social medias to see some of those bottles and kill shots.

00:01:45 Introduction:

Which is better on draft on all of them.

00:01:47 Introduction:

And stay tuned for our next episode, Friday, October 21st, live at 7:00 PM Eastern on twitch.tv.

00:01:54 Introduction:

Forward slash better on draft and facebook.com/better on draft. Welcome everybody, to this live edition episode.

00:02:02 Ken

300 hour special Better on Draft podcast. My name is Ken sitting next to me or the two gentlemen that started the show with me.

00:02:08 Ken

From day one I have Nicholas.

00:02:10 Ken

Nicholas, how?

00:02:10 Nick

Are you?

00:02:11 Nick

I'm great now they finally the right place to where we're recording.

00:02:14 Nick

And in fact, yes.

00:02:14

Perfect.

00:02:15 Ken

You know the difference between the Rochester Mills Brew Pub and the Rochester most production facility.

00:02:18 Nick

Yeah, that helps.

00:02:20 Ken

Yeah, what are you?

00:02:22 Nick

Oh well, right now I'm drinking a hamms.

00:02:25 Nick

Quality, quality beer.

00:02:27 Nick

I got a rare bill coming here shortly.

00:02:29 Ken

They say the beer is refreshing.

00:02:31 Ken

Dan, what do?

00:02:31 Dan

You drink.

00:02:31 Dan

It is refreshing.

00:02:32 Dan

I am drinking a cookies and cream milkshakes out I believe.

00:02:37 Ken

I have a hams too as well.

00:02:38 Ken

We are having a great celebration after the show where we're going to be getting.

00:02:42 Ken

Into the full flying Buffalo.

00:02:44 Ken

2013 to 2021 vertical including all the variants. It should be fun.

00:02:48 Ken

I have a hotel so.

00:02:49 Ken

Don't worry about me.

00:02:50 Ken

We do have 3 guests for those of you who are fans who may have listened to previous episodes from our very first episode.

00:03:00 Ken

Episode #1 Eric Briggeman and he is back. He was on episode 102 Hundred a litany of other episodes for other reasons.

00:03:06 Eric Briggeman

Thank you. Thank you.

00:03:07 Ken

What are you?

00:03:07 Speaker 4

Drinking I am drinking something on draft in my better on draft mug, which is beautiful.

00:03:14 Speaker 4

Alright juice Bigelow New England IPA.

00:03:17 Ken

And next to you, another repeat.

00:03:21 Ken

Extra special guest minus the glass John Pipe and Brock the illusive man.

00:03:26 Ken

What are you drinking?

00:03:28 Jon Piepenbrok

I'm also drinking a beer on draft, although it's not in my better on draft.

00:03:34 Jon Piepenbrok

Commemorative extra special guest.

00:03:36 Jon Piepenbrok

Cup as Eric is throwing it in our faces that we forgot ours.

00:03:41 Ken

You only reminded you a handful of times.

00:03:43 Speaker 4

Don't land ahead.

00:03:43 Jon Piepenbrok

Yeah, I know. Well, you.

00:03:44 Jon Piepenbrok

Know at least I wasn't late like.

00:03:46 Jon Piepenbrok

Aaron but I am.

00:03:46

What fool?

00:03:47 Jon Piepenbrok

Drinking a pine nob pilsner and thank you, pine Knob, for officially being pine knob again.

00:03:53 Dan

Yeah, here, that took long enough.

00:03:54 Ken

And he called you out. Aaron Lanctot, welcome back. You were on episode 100 and 200 as well.

00:04:01 Ken

No longer in.

00:04:02 Ken

The the beta.

00:04:03 Speaker 4

Industry Cheech and Chong, what's up?

00:04:06 Aaron Lanctot

What is up guys?

00:04:07 Speaker 4

What do you have?

00:04:07 Aaron Lanctot

How are we?

00:04:08 Ken

On what do you have on?

00:04:10 Aaron Lanctot

Oh, nothing.

00:04:11 Aaron Lanctot

As as Piepenbrok said, not in the extra special, better on draft mug, but the Gypsy goddess.

00:04:17 Nick

There you go.

00:04:18 Aaron Lanctot

Beautiful, beautiful little shandi here.

00:04:20 Aaron Lanctot

One of my favorites by East.

00:04:21 Ken

Well, let's let's.

00:04:22 Ken

Start with you.

00:04:23 Ken

The last time we had you on the show, you were part of the Rope dynasty, which is now they own dark horse.

00:04:30 Ken

So a lot of big news from broke since you've been with us.

00:04:34 Ken

What are you doing these?

00:04:35 Aaron Lanctot

Days I currently am in.

00:04:39 Aaron Lanctot

As I look over at air over here, I am in cannabis.

00:04:40 Nick

Eric Clapton.

00:04:43 Aaron Lanctot

Oddly enough.

00:04:44 Aaron Lanctot

I don't know if anyone is a fan of the Mary Jane, but never.

00:04:50 Dan

What are we talking about?

00:04:50 Aaron Lanctot

I I've been in the industry now 2 1/2 years if. I mean it's crazy. That's yeah, time has flown in.

00:04:58 Aaron Lanctot

I mean COVID made everything go backwards right? Like it's insane, but then with the company now 2 1/2 years company called purely for like the you know, Coca-Cola.

00:05:08 Aaron Lanctot

Cannabis if you will, or largest cannabis company in the world.

00:05:11 Aaron Lanctot

In Michigan we are not vertical, so we don't have flower.

00:05:14 Aaron Lanctot

We only do vapes and edibles.

00:05:16 Aaron Lanctot

Here, but nationally we are you know the largest and it's been a great, great run so.

00:05:22 Ken

Well, let's talk about this real quick.

00:05:23 Ken

As you have been in the weed industry, a lot of people who have been guests on this show have also moved to the weed industry, the cannabis industry, sales, production, everything in between I I guess.

00:05:36 Ken

My first question to you is what parallels do you see with the craft beer industry and why do you think a lot of people are leaving the industry to go to weed?

00:05:45 Aaron Lanctot

It's a great question.

00:05:46

Thank you.

00:05:46 Aaron Lanctot

I've been doing this for a.

00:05:49 Nick

Elegant questions when we do.

00:05:49 Aaron Lanctot

Think, I guess let's start with, you know, some of the parallels, right?

00:05:50 Nick

These interviews every once in a while.

00:05:53 Aaron Lanctot

When you look at when you look at first of all craft beer compared to cannabis.

00:05:58 Aaron Lanctot

Ton of passion, right?

00:05:59 Aaron Lanctot

You look at some of the Brewers who you know who have brought this into the craft beer industry.

00:06:05 Aaron Lanctot

Where it is today, you can look at cultivators and some of these, you know, master growers and it's the same sort of passion.

00:06:12 Aaron Lanctot

You know, a lot of these guys started, you know, 253040 years ago and you talk about.



00:06:18 Aaron Lanctot

You know, as you talk about different beer styles, you can talk about genetics and look at those two parallels and you know the nuances to, you know, everything.

00:06:28 Aaron Lanctot

And then all of a sudden you start comparing hops, right?

00:06:30 Aaron Lanctot

Hops to to flower and it's really can dive into the science of it.

00:06:34 Aaron Lanctot

It's amazing.

00:06:36 Aaron Lanctot

Now why are so many I would say.

00:06:39 Aaron Lanctot

Why are so many people?

00:06:39 Aaron Lanctot

From craft beer specifically jumping in, I think.

00:06:42 Aaron Lanctot

There's, you know, the business itself, you know, the people who came from craft beer with the regulation, and you know the sales backgrounds or even production backgrounds.

00:06:51 Aaron Lanctot

It's it's an unregulated market from a in Michigan anyway it's an unregulated market from a I'm gonna say competition standpoint.

00:06:59 Aaron Lanctot

You have your certain rules and regs you need to follow but it's not as.

00:07:03 Aaron Lanctot

It's not as cookie cutter, it's not as boxed in where you've got the three tier system in alcohol where in cannabis you can.

00:07:09 Aaron Lanctot

Own a dispensary and you're wholesale and really transport it, you know, through a third party transport and own the entire thing through.

00:07:17 Aaron Lanctot

You don't need to work with anybody else.

00:07:18 Aaron Lanctot

You can deliver to yourself, sell yourself your own product if you want to.

00:07:22 Aaron Lanctot

And I think when you look at all of these people making the jump to cannabis a, it's, you know, the last 2 1/2 years, what have been the.

00:07:29 Aaron Lanctot

Two sectors of of life that you've seen just explode cannabis and gambling.

00:07:34 Aaron Lanctot

Sports gambling, right?

00:07:35 Aaron Lanctot

That true. It's amazing. So.

00:07:38 Aaron Lanctot

You know, I think a lot of people are jumping in 'cause a they've gotten this experience from craft beer.

00:07:42 Aaron Lanctot

They got a passion, I think a lot of craft beer drinkers and people who came up in it, you know, on the side.

00:07:47 Aaron Lanctot

Maybe they maybe they had a little home grow or partake, you know, overtook everything.

00:07:51 Dan

There's actually you're looking at.

00:07:52

You can actually users of.

00:07:53

Yeah. You know, yeah.

00:07:54 Jon Piepenbrok

The product, that's for sure.

00:07:55 Aaron Lanctot

But I I think it's, I think it's a great industry in the sense of so many people are passionate about it just like they were in craft beer.

00:08:03 Aaron Lanctot

And that's where the major parallel starts.

00:08:06 Speaker 4

Say real quick, I'd say it's also.

00:08:08 Speaker 4

A. A kind of a.

00:08:09 Speaker 4

Almost like a push from the craft beer industry because companies are either downsizing their sales force.

00:08:16 Speaker 4

Because a lot.

00:08:16 Speaker 4

Of people have been sales guys that have gone because it's a sales job.

00:08:20 Speaker 4

A lot of times with the cannabis industry, you know you'll have beard breweries that are getting rid of sales teams or consolidating sales teams or.

00:08:29 Speaker 4

You know, the the beer market itself has been, you know, fair.

00:08:32 Speaker 4

Really saturated is the wrong word to use, but it's full and you know, so all of a sudden a brewery that was really knocking it out of the park and the sales guy was slammed, all of a sudden he's plateaued and there's maybe less need for some sales guys.

00:08:45 Speaker 4

And all of a sudden there's all kinds of openings in the cannabis industry.

00:08:47 Speaker 4

It's like, hey, it's a natural transition from one to the next.

00:08:50 Speaker 4

At least that's how I kind of viewed it.

00:08:52 Speaker 4

When I see or hear people that have made that jump from 1 industry to the next.

00:08:56 Jon Piepenbrok

If I could make one super quick point to add to that too.

00:09:00 Jon Piepenbrok

Two fold.

00:09:01 Jon Piepenbrok

Number one, a lot of the.

00:09:05 Jon Piepenbrok

People who were on the craft beer side of things got into it first and foremost because they were super into.

00:09:10 Jon Piepenbrok

To the industry, they were super into the product.

00:09:13 Jon Piepenbrok

They're super passionate about it.

00:09:15 Jon Piepenbrok

And then it got to a point where I feel that they thought, OK, have I done everything I can do here?

00:09:23 Jon Piepenbrok

There's this other shiny little object over here.

00:09:27 Jon Piepenbrok

This looks interesting.

00:09:28 Jon Piepenbrok

I can apply the same kind of thing to that.

00:09:30 Jon Piepenbrok

Holy \*\*\*\*, I am also totally into weed.

00:09:34 Jon Piepenbrok

And which brings me to my second little side note on that.

00:09:38 Jon Piepenbrok

You know, think of any of these beer festivals.

00:09:41 Jon Piepenbrok

And you see.

00:09:41 Jon Piepenbrok

A whole group of Brewers back in the hospitality area that looks like it's a cool place to be, but is actually just like a break.

00:09:48 Jon Piepenbrok

What do you think they're doing?

00:09:51 Jon Piepenbrok

Let's be honest.

00:09:53 Nick

I mean, they gotta get through this.

00:09:54 Ken

Well, when get there, I eat.

00:09:57 Ken

Donuts and drink beer.

00:09:58 Ken

Yeah, I know you guys isn't.

00:10:00 Jon Piepenbrok

That's what I was saying though, that's why.

00:10:01 Dan

I didn't bring you.

00:10:01 Speaker 4

It's a donut.

00:10:02 Speaker 4

A bag full of weed, that's why.

00:10:04 Nick

I mean this to say they gotta get through the next 3 1/2 hours through the through that actual festival hiding spot.

00:10:08 Speaker 4

It's a morning.

00:10:12 Ken

Well, I I want to bring John in because John, you've been working in distribution for a bit.

00:10:19 Ken

As Aaron says, there are less regulations, a lot easier to own from.

00:10:24 Ken

Multiple areas within the industry.

00:10:26 Ken

Do you think what we are learning from the craft or craft, I was going to say craft weed industry, the weed industry?

00:10:33 Dan

It's a nice stub.

00:10:34 Nick

I am not saying please.

00:10:35 Ken

Can we bring any of that into the craft beer industry right now without selling our souls to Molson Coors?

00:10:44 Jon Piepenbrok

I think it's possible, but.

00:10:51 Jon Piepenbrok

If I had to bet on a horse, I would imagine that, you know, we're going to see a snowball effect of more and more states going legal recreational, and the federal government will have their hand forced, hopefully thankfully sooner than later, into decriminalising nationwide.

00:11:12 Jon Piepenbrok

The problem or I don't know, there's pros and cons obviously to what we deal with in the three tier system, but I think that you will see a similar kind of setup with cannabis when that becomes nationwide legal.

00:11:28 Jon Piepenbrok

So I don't know, there may be some attempts to bring cannabis into.

00:11:32 Jon Piepenbrok

The beer world as far as the business regulation is concerned.

00:11:35 Jon Piepenbrok

But if there is, I think there's going to be a quick rubber band Snap and it's going to.

00:11:38 Jon Piepenbrok

Pull back based on what the Fed does.

00:11:42 Dan

Amazing. Nice.

00:11:43 Dan

So I have a quick question here to follow up where we're going with this.

00:11:46 Dan

2 routes involved in THC infused beer, if I'm correct.

00:11:50 Dan

Is that?

00:11:51 Dan

Right.

00:11:52 Speaker 4

Yeah, it's a back burner issue right now just because they're, you know, federal legislation hasn't progressed.

00:11:58 Speaker 4

So quickly so it there's a lot of problems with trying to train.

00:12:01 Speaker 4

You know you can't transport across straight state lines and so you know if you want to.

00:12:04 Speaker 4

Actually have that product available nationally it you have to partner with a different business in every single state to do that.

00:12:11 Speaker 4

So it makes it.

00:12:12 Dan

So do you see that?

00:12:14 Dan

And you can probably answer this better.

00:12:16 Dan

Do you see that as a big thing like Arizona?

00:12:18 Dan

One of the newer states states with recreational and we do see it there.

00:12:22 Dan

Fortunately I have two routes.

00:12:23 Dan

Isn't there perfect example, I didn't know you can transport it, so you'd have to do it in state.

00:12:27 Dan

Do you see that being the next big step with the crossover between?

00:12:30 Dan

I mean marijuana and craft beer, or is it going to be something that's really going to remain separated?

00:12:37 Aaron Lancotot

I think from the from an alcohol standpoint, I think they'll be separate for at least like the the immediate future.

00:12:44 Aaron Lancotot

I I think first Interstate commerce needs, you know, one safe banking.

00:12:49 Aaron Lancotot

The Safe Banking Act passes, which is once the Safe Banking Act passes, which is like the biggest hurdle.

00:12:57 Aaron Lancotot

I think nationally for any any company, right.

00:12:59 Aaron Lancotot

Like 2/8.

00:13:00 Ken

And for those who aren't in the weed industry or understand what is the Safe Banking Act?

00:13:04 Aaron Lancotot

To do so right now, like the biggest.

00:13:05

This will.

00:13:09 Aaron Lancotot



Right now, like the biggest hurdle to a lot of companies is the essentially the federal tax. It's called 280.

00:13:10 Jon Piepenbrok

I actually.

00:13:15 Aaron Lanctot

Essentially what that means is this. This was something that happened, you know, 253040 years ago. I can't even remember the exact, you know, timeframe. But essentially 280 means that half of whatever you make as a as a.

00:13:29 Aaron Lanctot

Dispensary or a cultivator, you name it. Half of that goes straight to the US government, so imagine that.

00:13:35 Aaron Lanctot

Imagine not only do you have your overhead and you can't write off anything as a general business, right?

00:13:41 Aaron Lanctot

You're talking.

00:13:43 Aaron Lanctot

Everything that 50%. Not only can you not write it off, 50% of everything you make go straight to them.

00:13:51 Aaron Lanctot

So save bait the Safe Banking act.

00:13:53 Aaron Lanctot

What that's going to do is eliminate a lot of these issues right and really allow people to you know operate like a normal business.

00:14:01 Aaron Lanctot

So Eric I mean you talk about the.

00:14:03 Aaron Lanctot

Overhead here some of the things you can write off at the end of the year.

00:14:05 Aaron Lanctot

Cannabis companies can't.

00:14:07 Aaron Lanctot

Which is wild.

00:14:07 Aaron Lanctot

So the Safe Banking Act's going to really protect at least that side of the business for us and I'll be interested to see how that progresses.

00:14:18 Speaker 4

Yeah, I mean I you know the as far as the THC infused non-alcoholic beer.

00:14:24 Speaker 4

I I think the jury might still be out on whether or not that's going to be a I guess an effective or not effective uh, a successful and and I guess.

00:14:36 Speaker 4

A way that people want to enjoy THC makes sense.

00:14:39 Speaker 4

Know it's one of those.

00:14:41 Speaker 4

Things where?

00:14:42 Speaker 4

Someplace some states are doing these consumption lounges now where you can have it.

00:14:46 Speaker 4

And so a lot of infused beverages are are there so people can, you know, walk around and drink and be social with it instead of having to.

00:14:53 Speaker 4

To use a vape pen or or, you know, use some edibles or whatever.

00:14:58 Speaker 4

So I think the jury is out on that and you know with that said, you know, Canada for instance, we, we have a deal with uh, a company in Canada where we sell them.

00:15:07 Speaker 4

Non alcoholic beer and they infuse it for national distribution for THC infused in a beer.

00:15:13 Speaker 4

So you know, it depends.

00:15:15 Speaker 4

I mean it's it's nationally legal or they can do it across all the provinces in Canada without a problem.

00:15:19 Speaker 4

Obviously, United States is a different issue right now.

00:15:21 Speaker 4

So I think that's the biggest roadblock if that ends up, you know, getting overturned or legalized or recognized fairly.

00:15:27 Speaker 4

How you want to?

00:15:28 Speaker 4

Say it, which I'm sure at some.

00:15:29 Speaker 4

Point it will you know, who knows?

00:15:31 Speaker 4

We'll see what happens at that point.

00:15:32 Aaron Lancot

I do think that long term you know our founder and chairman his name is Boris Jordan he he he came out and said that bazinga a couple couple weeks ago in Chicago that he believes that bazinga.

00:15:47 Aaron Lancot

He believes that cannabis beverages are the are the future right of the industry.

00:15:52 Aaron Lancot

Obviously, flower will always be king, right?

00:15:55 Aaron Lancot

I mean, who doesn't love rolling up a little joint?

00:15:57 Aaron Lancot

But he does, he does believe.

00:15:59 Speaker 4

It's not as fun as drinking York energy cannabis, then.

00:16:00 Aaron Lancot

Not, it doesn't.

00:16:01 Aaron Lancot

Yeah, just compare.

00:16:01 Dan

Not shotgunning it.

00:16:03 Ken

Well, I I.

00:16:05 Ken

You said a very specific word.

00:16:05 Nick

Oh my God.

00:16:07 Ken

You didn't say beer.

00:16:08 Ken

You said beverage.

00:16:09 Ken

Does that.

00:16:10 Ken

Do you believe being in the weed industry that a company that isn't necessarily in the beer realm, like a Marc Anthony brands, is more apt to jump in because they have a more national?

00:16:24 Ken

A distribution footprint that they can get into it really fast and make non.

00:16:28 Ken

Your products?

00:16:30 Ken

Or do you think I'm overthinking it and.

00:16:34 Aaron Lancotot

No, I I think you hit it on the head.

00:16:35 Aaron Lancotot

I mean when you look at, when when you look at anybody with national distribution, I think that's why you see some of these companies starting to align.

00:16:43 Aaron Lancotot

I mean, you look at Blakes and pleasantries for example, right, Andrew?

00:16:47 Aaron Lanctot

And and the pleasantries group, you know they've collabed on doing.

00:16:51 Speaker 4

Can't talk about the competitor.

00:16:52 Aaron Lanctot

Yeah well just as an example he they've come out that they're starting to you know put together a line of of non elk, non elk, THC, you know seltzers, right and that's going to launch in Michigan here over the next handful of months or whenever that is.

00:17:08 Aaron Lanctot

But I mean, I believe that you're right like a Mark Anthony brands or someone with some major, major buying power, major distribution.

00:17:17 Aaron Lanctot

Once Interstate commerce is legal, then yeah, I mean same with Rochester Mills and two routes, right.

00:17:22 Aaron Lanctot

These guys have have a major, major production facility in the Midwest in Detroit.

00:17:28 Aaron Lanctot

And when you guys can fill this place out and start creating some high, high, high volume, you know, THC.

00:17:34 Aaron Lanctot

Seltzers, you're in for a year.

00:17:36 Aaron Lanctot

I said hi, hi.

00:17:38 Speaker 4

Well, it'll be, I mean, you know, 'cause.

00:17:40 Speaker 4

The rules are you can't even have that.

00:17:41 Speaker 4

You can't have THC in the same production facility anyway.

00:17:43 Speaker 4

Well, at least with alcohol if it's if you're just doing waters or teas or coffees.

00:17:47 Speaker 4

I mean that all happen.

00:17:48 Speaker 4

In the same.

00:17:49 Speaker 4

Facility, yeah, there's no alcohol, just as a.

00:17:49 Jon Piepenbrok

For your license balls.

00:17:51 Speaker 4

Of food.

00:17:53 Speaker 4

Pretty sure.

00:17:53 Speaker 4

In Havana.

00:17:54 Speaker 4

Cannibalism, pretty sure.

00:17:55 Jon Piepenbrok

And I could add to that too, if you look back I can't recall the year without Googling it and but you know, I'm sure we can verify this at some point but.

00:18:04 Jon Piepenbrok

When constant.

00:18:05 Jon Piepenbrok

Patient purchased Canopy Growth, the largest grow operation in North America at the time, and they now own, I don't know how many thousands, 10s of thousands probably of acres of cannabis farms and primarily.

00:18:21 Jon Piepenbrok

Central Canada like Manitoba, Alberta area this this is them playing the long game.

00:18:28 Speaker 4

Yeah, they're playing in.

00:18:29 Jon Piepenbrok

The head, they know that this isn't going to happen overnight and it's been two or three years now that they've owned this brand and they know what eventually is coming.

00:18:39 Speaker 4

I'll go back to the to the two roots stuff.

00:18:42 Speaker 4

You know they're the company that.

00:18:43 Speaker 4

The entity that we partnered with for doing infused tourists beers in Las Vegas.

00:18:49 Speaker 4

It's a, you know, it's a third party Co Packer basically that they do the infusion and then take whatever liquid they're doing and infusing it, packaging it, pasteurizing it and selling it.

00:19:01 Speaker 4

They do way more waters and coffees and teas.

00:19:04 Speaker 4

I mean the beer is such a minor thing compared to that and they do contract canning for can.

00:19:08 Speaker 4

I think it is another big one that so they do a lot of volume.

00:19:11 Speaker 4

For them, and theirs is not beer.

00:19:13 Speaker 4

It's water and water and coffee.

00:19:15 Speaker 4

And tea, so.

00:19:15 Aaron Lanctot

Just so you know, our dispensaries do sell 2 routes.

00:19:18 Aaron Lanctot

So in in Nevada, I don't.

00:19:19

Oh, nice.

00:19:20 Aaron Lanctot

I don't know if you guys are.

00:19:20 Aaron Lanctot

In Arizona, either but.

00:19:22 Speaker 4

Yeah, I think just area just Nevada.

00:19:23 Jon Piepenbrok

Over here.

00:19:23 Jon Piepenbrok

But I couldn't say for sure.

00:19:25 Ken

Well, I I'm glad you were kind of talking about this, John, because this is the next question that I wanted to ask you on episode 200. You were talking about the fight for farms.

00:19:27 Speaker 4

These world, most importantly.

00:19:36 Ken

Space and how the current system of legalization of marijuana is going to increase the amount of growth sites, legal grow sites, and and decrease the amount of places that might grow things like barley, wheat, corn, and in turn make everything more expensive.

00:19:54 Ken

We are.

00:19:56 Ken

Three years later, is this something you still believe in, or do you think things have changed, especially with the new world that we're in?

00:20:02 Jon Piepenbrok

Well, I I mean, I think.

00:20:04 Jon Piepenbrok

That's the biggest caveat is, you know.

00:20:06 Jon Piepenbrok



No one ever expects the Spanish Inquisition.

00:20:09 Jon Piepenbrok

I I.

00:20:10 Jon Piepenbrok

Did you know COVID happened and turned all of our crystal ball predictions up our own \*\*\*\*\*?

00:20:18 Nick

That's interesting way to so.

00:20:18

Well, first.

00:20:19 Ken

Who haven't listened to episode 200? We talked a lot about the future of.

00:20:23 Ken

Festivals and collaboration, yeah.

00:20:26 Ken

How wild is that?

00:20:27 Jon Piepenbrok

And that's how we ended it.

00:20:29 Speaker 4

Yeah, what?

00:20:29 Ken

That that was November 2019.

00:20:30 Speaker 4

What was the date?

00:20:31 Speaker 4

OK.

00:20:31 Speaker 4

I was wondering when that.

00:20:32 Ken

Yeah, we were, we were.

00:20:32 Jon Piepenbrok

Was that's.

00:20:34 Aaron Lanctot

That is crazy right before 3.

00:20:34 Nick

That was episode 2.

00:20:35 Ken

100 Wow, Episode 200 was 20.

00:20:37 Jon Piepenbrok

N9 four people were sick in the entire world at.

00:20:38 Nick

13 wow.

00:20:41 Dan

And then share it with the fan.

00:20:44 Speaker 4

I probably had COVID right then.

00:20:45 Speaker 4

I'm sorry guys.

00:20:46 Dan

So you started it?

00:20:49 Ken

I mean, I've already had it twice.

00:20:51 Jon Piepenbrok

Those work.

00:20:53 Nick

That's crazy that you've already.

00:20:54

Doctor said it would.

00:20:54 Nick

Had that fights, not a.

00:20:55 Jon Piepenbrok

Just clear up and go away.

00:20:55 Aaron Lanctot

Lot who?

00:20:57 Aaron Lanctot

Yeah, who?

00:20:57 Aaron Lanctot

As everyone here had COVID, I've.

00:20:58 Nick

Yeah, yeah.

00:20:58 Aaron Lanctot

Had it twice, twice.

00:20:59

Yeah, I only had it warmed up.

00:21:01 Jon Piepenbrok

Once, and it was actually only about.

00:21:01 Speaker 4

I had it once.

00:21:02 Jon Piepenbrok

About 2 1/2 months ago, two and.

00:21:05 Jon Piepenbrok

Half three months ago the.

00:21:05 Aaron Lanctot

I that's that's.

00:21:06 Dan

First time we converse about I.

00:21:07 Jon Piepenbrok

Caught it and I've worked.

00:21:07 Ken

That's the second time I got it.

00:21:08 Jon Piepenbrok

Your little like height of everything, you know, I was maxed, masked up, kept distance.

00:21:14 Jon Piepenbrok

You know.

00:21:15 Jon Piepenbrok

Going into stores, doing what I had to do, staying away from people doing all the proper things, but I never caught it during that.

00:21:19 Ken

What, what changed for you and the distribution game?

00:21:23 Ken

Because you're obviously meeting people face to face.

00:21:26 Ken

You're traveling, you're going from.

00:21:27 Ken

Site to site.

00:21:28 Ken

Liquor stores stayed open in the state of Michigan during that time.

00:21:31 Ken

I know because the one over in Saline was very happy to see me.

00:21:35 Ken

When I would come.

00:21:35 Ken

In and buy all the stuff that I bought.

00:21:37 Speaker 4

We bought a lot of suffering.

00:21:39 Jon Piepenbrok

Oh yeah, well, that that's the weird thing.

00:21:39 Speaker 4

Liquor store.

00:21:41 Jon Piepenbrok

Especially during the period of time when the on premise in the state of Michigan was shut down.

00:21:45 Jon Piepenbrok

So I was working in the on premise division of our distributorship at the time.

00:21:50 Jon Piepenbrok

Time and then all of a sudden, they.

00:21:53 Jon Piepenbrok

Said that bars are closed.

00:21:55 Jon Piepenbrok

They're like \*\*\*\*.

00:21:55 Jon Piepenbrok

OK.

00:21:56 Speaker 4

Go sell your body on the streets in Detroit.

00:21:57 Jon Piepenbrok

I literally just.

00:21:59 Jon Piepenbrok

I literally just spent 2 1/2 days delivering Saint Patrick's Day decorations and giveaways to all these bars and now they all have to close their doors.

00:22:10 Jon Piepenbrok

And go home.

00:22:11 Jon Piepenbrok

So we didn't know what was going to happen.

00:22:13 Jon Piepenbrok

Fast forward, Long story short.

00:22:17 Jon Piepenbrok

We had to, we had to temporarily cut people, you know, some of our swing people and our merchandisers and stuff like that and some drivers went on voluntary leave.

00:22:28 Jon Piepenbrok

We didn't force anyone to leave, but we gave people the option.

00:22:33 Jon Piepenbrok

And we also gave.

00:22:34 Jon Piepenbrok

Them the option to come back to.

00:22:35 Jon Piepenbrok

Come back and that's the thing that I think.

00:22:37 Jon Piepenbrok

Is really cool about my company compared to some of the other distributors around that. You know, I've heard that some of them won't name names and, you know, just immediately cut 50% of their.

00:22:49 Jon Piepenbrok

Sales force.

00:22:50 Jon Piepenbrok

All of their merchandisers, half their warehouse, half their drivers and it's like see you guys, wow, what?

00:22:56 Ken

So when we're dealing with a product like beer that does have an expiration date, were were you guys forced to buy it back, bring it back?

00:23:04 Ken

What what happened?

00:23:05 Ken

Obviously there's insurance claims and all that.

00:23:07 Ken

Stuff for us.

00:23:08 Jon Piepenbrok

So insurance is involved to an extent, but also a lot of the supplier partners on on a regular basis work with the wholesale level as far as a.

00:23:20 Jon Piepenbrok

The split sharing of costs as far as product that has to be destroyed or what have you for whatever reason. If it was a brewery fault, obviously the brewery is taking 100% of that burden.

00:23:33 Jon Piepenbrok

If it's mishandling, straight up mishandling by the distributor, then the distributor will take it, but.

00:23:40 Jon Piepenbrok

It's something that they just made too much of.

00:23:42 Jon Piepenbrok

We tried to push, it didn't work.

00:23:44 Jon Piepenbrok

Or in the case of COVID, thankfully.

00:23:48 Jon Piepenbrok

I believe all, if not at least most, of our suppliers, and I could say this about damn near every brewery nationwide was very good about just saying, OK, there's nothing I can do.

00:24:03 Jon Piepenbrok

I will take a share of this.

00:24:06 Jon Piepenbrok

It's not my fault.

00:24:07 Jon Piepenbrok

It's not your fault.

00:24:08 Jon Piepenbrok

Let's try to make everything better.

00:24:10 Jon Piepenbrok

So it really was.

00:24:13 Jon Piepenbrok

You know, people working together, people that a lot of people outside of the industry view as adversaries, when in all reality we are business partners.

00:24:22 Speaker 4

I'll say from our point of.

00:24:23 Speaker 4

View as a supplier to wholesalers.

00:24:27 Speaker 4

We were lucky enough. I mean I guess that you know all of them were willing to to deal with any buybacks on a 5050 split.

00:24:34 Speaker 4

Now, I'm lucky enough that most of my wholesalers pick up every month, so nobody is stocking up. You know, uh, six months where the inventory or four months where the inventory outside of anybody that picked up stuff for Saint Patrick's Day, which should happen.

00:24:47 Speaker 4

Especially with having a red, a red beer you know available.

00:24:50 Speaker 4

There's a lot of bars that pick that up, but.

00:24:51 Jon Piepenbrok

Try delivering a bunch of green kegs.

00:24:55 Speaker 4

But you can get those really cheap after the fact.

00:24:58 Speaker 4

But I mean, like John said, he never was kind of, you know, was trying to force somebody to just take the hit 'cause everyone is on the same team at that point.

00:25:04 Speaker 4

It's like, how do we all make it through this without closing our doors?

00:25:07

What was it? A.

00:25:08 Ken

Lot of nobody knows what's going on, but hey, let's just try to work.

00:25:12 Ken

Together and not.

00:25:14 Speaker 4

Well, especially for the first.

00:25:15 Speaker 4

I mean, no one knew how long the shutdowns were supposed to happen.



00:25:18 Speaker 4

You know, take it was going to be 2 weeks to start, and then it being several months, then it was six months and then it was you.

00:25:22 Speaker 4

Know then it was down.

00:25:23 Speaker 4

Again, it was off again.

00:25:24 Speaker 4

Then who knows what the hell is going on?

00:25:25 Speaker 4

Yeah, it there was a lot of.

00:25:27 Speaker 4

I mean, nobody knew.

00:25:27 Speaker 4

I mean anybody in doing any business didn't know what was going on.

00:25:30 Speaker 4

So definitely challenging, yeah.

00:25:32 Speaker 4

And from our standpoint.

00:25:34 Jon Piepenbrok

From a you know a highly regulated.

00:25:35 Jon Piepenbrok

Industry you know we're.

00:25:38 Jon Piepenbrok

We're navigating a different set of waters and a lot of companies were at that point just because of that.

00:25:44 Jon Piepenbrok

So we're dealing with stuff that's going on nationwide, things that are being recommended from, you know, our national trade organizations, things that are happening statewide.

00:25:55 Jon Piepenbrok

We were all talking every day on every tier of the system.

00:26:01 Ken

Well, as we reach into.

00:26:04 Ken

The quote UN quote post COVID world we.

00:26:08 Ken

Like to make predictions here on this show?

00:26:10 Ken

As we have talked about before.

00:26:12 Ken

And what I kind of.

00:26:14 Speaker 4

Wanted Seltzers whenever Seltzers will never take off.

00:26:17 Speaker 4

I don't see it happening.

00:26:17 Ken

No you don't.

00:26:20 Ken

Hold on, hold on, hold on a second.

00:26:22 Nick

Please tell me you got something.

00:26:23 Nick

Karen, please tell me.

00:26:24 Ken

One, he called what?

00:26:25 Aaron Lanctot

Can apply a sound bite.

00:26:27 Ken

Whether, whether it was because two roots had just like a choir.

00:26:31 Ken

3rd Rochester Mills, you called the Anime Revolution that has happened over the last couple years.

00:26:38 Jon Piepenbrok

Yeah, yeah, I dude, you did.

00:26:40 Jon Piepenbrok

I forgot about that.

00:26:42 Speaker 4

Called that.

00:26:43 Nick

Just take credit, just take.

00:26:44 Speaker 4

Your time I was reading a script.

00:26:47 Ken

To God, if you go back to one of our 2016 episodes, Matt \*\*\*\*\* Bush called the Salts area.

00:26:52 Speaker 4

Yeah, can we edit this episode and.

00:26:56 Speaker 4

Tell tell Bush to go eat a pallet.

00:26:57 Ken

Hold on, I'm.

00:26:58 Jon Piepenbrok

Of a bag and strike that from the record.

00:27:00 Ken

I'm saying what you need.

00:27:02 Nick

My God.

00:27:02 Ken

Because you called artd too.

00:27:05 Speaker 4

Oh yeah, he's.

00:27:07 Aaron Lanctot

I think I do remember that.

00:27:08 Jon Piepenbrok

Oh, \*\*\*\*.

00:27:08 Jon Piepenbrok

Well, I mean, Eric and I have.

00:27:09 Aaron Lanctot

Remember that conversation?

00:27:10 Nick

Been handing our.

00:27:10 Aaron Lanctot

For this.

00:27:11 Jon Piepenbrok

Own booze since what, like 2003?

00:27:15

Well, see.

00:27:16 Ken

He called it and.

00:27:17 Jon Piepenbrok

On the single tan filler and player at the Rochester Mills Brew pub, filling Bloody Marys for ourselves, that's whenever in Shiner cans it was perfect.

00:27:17 Ken

That you you basically it's scanning.

00:27:24

I don't.

00:27:24 Speaker 4

Know, even talking about grabbing.

00:27:28 Jon Piepenbrok

He it was after hours.

00:27:29 Ken

Claimed it means you explained everything though perfectly.

00:27:30 Jon Piepenbrok

It was close to.

00:27:31 Jon Piepenbrok

Republic gypsy.

00:27:34 Ken

But but you.

00:27:35 Ken

Had a comment that I think I want all of us to kind of comment on is that your your exact words were craft beer is killing craft beer.

00:27:46 Ken

I'm sorry, that's something. Yeah, this was your comment back in Episode 200 that craft beer is killing craft beer.

00:27:47 Speaker 4

Craft beer is killing craft beer.

00:27:50

Let's see.

00:27:55 Ken

Everyone is fighting each other.

00:27:56 Ken

Everyone is trying to get into the industry.

00:28:00 Ken

Everyone is trying to squeeze each other out.

00:28:04 Ken

You also said that.

00:28:06 Ken

We are on the precipice.

00:28:07 Ken

List of issues with breweries.

00:28:10 Ken

Opening up all the time.

00:28:11 Ken

Mind you, we're in.

00:28:12 Ken

A COVID world.

00:28:13 Ken

So 2019 is a little bit different than what it is now.

00:28:17 Ken

Do you think, and we'll start with John here, do you think or still believe craft beer is still in fighting too much, that it's killing itself?

00:28:29 Jon Piepenbrok

He is.

00:28:29 Speaker 4

Doesn't know what he's talking about.

00:28:29 Jon Piepenbrok

I can't speak due in depth in this only because I have distanced myself so much from the day-to-day stuff of craft beer for the last four years.

00:28:43 Jon Piepenbrok

But from.

00:28:43 Speaker 4

Is twisted tea killing craft beer?

00:28:46 Jon Piepenbrok

No, I mean.

00:28:48 Jon Piepenbrok

People are going to buy.

00:28:49 Jon Piepenbrok

What they want to buy.

00:28:50 Ken

No shot during this conversation 'cause if you listen back to episode 200.

00:28:55 Ken

John said twisted tea is killing the spirits and wine market.

00:29:00 Jon Piepenbrok

Oh, it still is.

00:29:01 Jon Piepenbrok

Which is insane.

00:29:03 Jon Piepenbrok

I mean, twisted tea is.

00:29:04 Jon Piepenbrok

This is the.

00:29:04 Ken

I'm here with all the receipts for you to help you.

00:29:07 Jon Piepenbrok

Twisted tea is what?

00:29:10 Jon Piepenbrok

But Jordy keeping Boston Beer Company afloat, you know, as cider or as as seltzers rather have sort of plateaued, they're still seeing growth off of the truly brand and they're doing, you know, more brand extensions off of that.

00:29:23 Jon Piepenbrok

And you still have angry Orchard that is kind of holding steady.

00:29:26 Jon Piepenbrok

But the Sam Adams label, you know, has been slowing down for years.

00:29:32 Jon Piepenbrok

Holding relatively strong overall, but twisted T is triple digit growth.

00:29:38 Jon Piepenbrok

For I don't know how long and that that speaks to the whole point about our TDs and you know seltzers to a lesser extent, we're going into beyond beer.

00:29:49 Jon Piepenbrok

I mean, I kind of hate to admit it, but I really don't mind.

00:29:53 Jon Piepenbrok

I can count on one hand and probably have one or two fingers.

00:29:58 Jon Piepenbrok

Left over the number of beers I've had this.

00:30:01 Jon Piepenbrok

Like actual quitter.

00:30:03 Speaker 4

Quitter show you're on.

00:30:04 Speaker 4

It's called stutter on weed.

00:30:07 Jon Piepenbrok

And there's a lot more things.

00:30:08

Ha ha.

00:30:08 Jon Piepenbrok

On there.

00:30:09 Jon Piepenbrok

You've got more than just beer on draft here.

00:30:14 Speaker 4

We have non alcoholic beer.

00:30:15 Speaker 4

Ariana Seltzer, there you go.

00:30:18 Jon Piepenbrok

Now, we traditionally wouldn't call those beers even though they're taxed.

00:30:20 Jon Piepenbrok

As beer? Yep.

00:30:21 Jon Piepenbrok



But still, sugar water.

00:30:22 Ken

What about you, Nick?

00:30:23 Ken

What's what do you believe reiterating Johns Point craft beer is killing craft beer that we're eating each other up.

00:30:32 Ken

Like what are your thoughts on the craft beer industry, especially over the last seven years? I mean 2015 we were still in the mid two hundreds for breweries and now we're over 400.

00:30:41 Nick

Over 400.

00:30:44 Ken

Even post COVID, well, the handful of closes.

00:30:46 Ken

We had, we're still.

00:30:47 Ken

Opening breweries left and right now.

00:30:49 Ken

As much as 2019, when I was like.

00:30:51 Ken

One a week, yeah.

00:30:52 Jon Piepenbrok

Well, thankfully the majority of them are running, you know, profiting tap rooms rather than attempting to.

00:30:57 Nick

Yeah, yeah, it's the the craft breweries now as we look past the post COVID world in my opinion.

00:30:58 Jon Piepenbrok

Distribute head, return.

00:31:07 Nick

I mean, we're starting to see them pop up in towns where there aren't isn't one already.

00:31:11 Nick

I feel like we had a Arctic Circle on towards the beginning.

00:31:16 Nick

The pandemic.

00:31:18 Nick

And they were much at their Chesterfield based Chesterfield.

00:31:22 Nick

There wasn't you go in Macomb County, there isn't very many in the Golden County breweries wise.

00:31:25 Speaker 4

That's where Santa loves.

00:31:28 Nick

So I think at the end of the pipe.

00:31:30 Ken

You should say maybe Northern Macomb 'cause southern Macomb, there's a.

00:31:32 Nick

Northern Macomb, yeah, yeah.

00:31:35 Ken

A good amount, yeah.

00:31:35 Nick

There's southern Macomb.

00:31:36 Nick

There's, uh, there's, there's some, yeah.

00:31:36 Dan

All those East Point breweries and.

00:31:38 Ken

Saint Clair Shores warn.

00:31:39 Nick

Saint Clair shores, yeah.

00:31:42 Speaker 4

Hey, there's Blakes in northern Macomb.

00:31:43 Nick

That's true, but I think is is craft beer heard?

00:31:43 Speaker 4

It's that.

00:31:44 Speaker 4

They make some beer.

00:31:48 Nick

I don't know really the answer to that.

00:31:52 Nick

I personally don't think it is.

00:31:55 Nick

But John makes an excellent point about the RTD's the twisted tea. You know, literally one day my wife loves Miller Lite. The next thing she knows, she's telling me she wants to drink twisted tea. So.

00:32:10 Nick

It's crazy to think that it's still in 2022, still making growth as you're saying it is.

00:32:15 Nick

But when my wife says that, she actually enjoys it and doesn't mind getting it at a store or anything like that.

00:32:22 Nick

I think it speaks to, you know, the volumes of RTD's, but I don't know if craft beer is really eating itself here in Michigan.

00:32:29 Speaker 4

Just yet.

00:32:29 Aaron Lanctot

I will say that.

00:32:29 Speaker 4

Did John stop by your house during the day?

00:32:32 Nick

You're more than welcome to.

00:32:33 Aaron Lanctot

I'm shocked that.

00:32:34 Dan

That's a.

00:32:35 Ken

That's a nice open light.

00:32:38 Ken

I mean, that wasn't going that far.

00:32:39 Ken

I just thought Nick was.

00:32:40 Ken

Being kind to you, I mean I.

00:32:41 Jon Piepenbrok

Why we get better eyelashes?

00:32:41 Speaker 4

Don't know.

00:32:42 Speaker 4

I meant when it was on.

00:32:44 Nick

That's, that's that's just as very I do actually have to use a curler 'cause my eyelashes do getting for my eyes that's.

00:32:50

Oh my.

00:32:50 Dan

Something basically.

00:32:51 Dan

This is too much information for this.

00:32:51 Jon Piepenbrok

I love it.

00:32:52 Jon Piepenbrok

I love it.

00:32:54 Aaron Lanctot

I I.

00:32:54 Aaron Lanctot

You talked that that Seltzers didn't take a a solid chunk out of twisted tea.

00:33:00 Aaron Lanctot

Did you guys expect that?

00:33:01 Aaron Lanctot

To happen?

00:33:02 Aaron Lanctot

Or was that just like?

00:33:03 Jon Piepenbrok

No, actually what we saw with seltzers.

00:33:07 Jon Piepenbrok

We saw it.

00:33:10 Jon Piepenbrok

We saw it chipping away at at cider. I mean that's natural. You know it's grown. Yes, exactly right off the bat there are TDs like Spirit based RTD's. Hadn't really taken hold yet.

00:33:15 Speaker 4

Yeah, not beer drinking grill.

00:33:25 Jon Piepenbrok

Uhm, we really saw it taken.

00:33:29 Jon Piepenbrok

Taking a chunk out of justice beer, you know.

00:33:34 Jon Piepenbrok

Craft beer especially, you know.

00:33:39 Jon Piepenbrok

Want to necessarily use a term as generic as flavored but flavored craft beer?

00:33:44 Jon Piepenbrok

You know, anything that might have a fruit adjunct in it or something like that.

00:33:48 Ken

They're talking like kettle sours or like castle bright.

00:33:51 Ken

From dragon maid.

00:33:52 Jon Piepenbrok

Either or.

00:33:53 Jon Piepenbrok

I mean, you know, anything that's outside of the realm of like a traditional classic beer style that might be, you know, doctored up with some fruit or spices or what have you.

00:34:03 Aaron Lanctot

Chick Cherry weed or something like that, right?

00:34:04 Speaker 4

Yeah, exactly.

00:34:05 Aaron Lanctot

It's, yeah.

00:34:05 Speaker 4

It's Brewers trying to appeal to non.

00:34:06 Aaron Lanctot

I had it first.

00:34:07 Speaker 4

Beer drinkers, is what it.

00:34:08 Jon Piepenbrok

It's natural transition and we really saw it explode during COVID, obviously.

00:34:08 Speaker 4

Is but sitting in that.

00:34:09 Dan

Chair and we don't, actually.

00:34:16 Jon Piepenbrok

During that time, craft beer obviously took a huge hit nationwide and worldwide.

00:34:23 Jon Piepenbrok

And it was because people couldn't go out and gather and talk and share beers and even go to like, their local bars and oh, the newest thing that's on tap.

00:34:34 Jon Piepenbrok

Cool, blah blah blah blah.

00:34:35 Speaker 4

Or local brew pubs, which is a chunk too.

00:34:37 Jon Piepenbrok

Everyone had to go to grocery stores and the majority of that even was done with like the shopping apps and all that kind of stuff, so.

00:34:47 Jon Piepenbrok

And people were scared.

00:34:48 Jon Piepenbrok

People didn't know what to do, so they went to things that they were comfortable with.

00:34:53 Jon Piepenbrok

That was number one.

00:34:54 Jon Piepenbrok

So they went to domestic light beers.

00:34:57 Jon Piepenbrok

They went to Mexican beers and they went to some of the fruity stuff, but then you had the other side of things where people who couldn't go to bars that were used to going out and getting their cocktail of choice, or their vodka soda or their vodka and this whatever kind of fruit juice.

00:35:17 Jon Piepenbrok

Tequila, blah blah blah blah.

00:35:19 Jon Piepenbrok

All of a sudden they look at this seltzer section in the cooler at Walmart or wherever they're at and they're like, huh?

00:35:29 Jon Piepenbrok

This is basically what I would order at the bar.

00:35:34 Jon Piepenbrok

I can recreate that bar experience at home.

00:35:39 Jon Piepenbrok

And all of a sudden.

00:35:39 Jon Piepenbrok

We couldn't keep the shelves filled.

00:35:42 Jon Piepenbrok

And that speaks for every distributor and every manufacturer of hard seltzer at the time.

00:35:46 Jon Piepenbrok

And thankfully, hard seltzer is a little bit easier to produce than.

00:35:51 Jon Piepenbrok

So if you have the technology that is.

00:35:54 Speaker 4

Two points.

00:35:54 Speaker 4

One, that last thing to you know that also explains a little bit why business has been slow to rebound to pre COVID volumes is because people got used to doing stuff at home as much as they hated it right away.

00:36:06 Speaker 4

It's like, hey, I can just do shoot at home all the time. I don't have to go to the bar and guess what's a hell of a lot cheaper to buy a 24 pack or something and it is to buy.

00:36:13 Speaker 4

8 pints at a bar for me and my friends 'cause I wouldn't drink 8 pints.

00:36:17 Speaker 4

By myself? Never.

00:36:18 Dan

I would do that.

00:36:19 Jon Piepenbrok

Never, never, never.



00:36:20 Speaker 4

Love you.

00:36:20 Jon Piepenbrok

Especially if they were white.

00:36:24 Speaker 4

Oh, we get those value don't have figure.

00:36:27 Speaker 4

Other issue that comes into play is how many people were how many people were living on unemployment money and lost their disposable income.

00:36:28 Dan

6 orange whips.

00:36:34 Speaker 4

So instead of craft beer, guess what I'm buying the 30 pack of Strous or PBR or Ms.

00:36:41 Speaker 4

And you know, so you saw a lot of that volume.

00:36:44 Speaker 4

I mean I heard it from my wholesalers.

00:36:45 Speaker 4

I'm sure you saw it happen first hand where that's the, it's the.

00:36:50 Speaker 4

You know, mass produced golden lagers that couldn't stay on the shelf and in the the volume packages, you know so.

00:36:57 Aaron Lanctot

I also think that that disposable income.

00:37:00 Aaron Lanctot

So listen.

00:37:02 Aaron Lanctot

2020 was a record year. Was a record weird year for.

00:37:05 Aaron Lanctot

Weed and then.

00:37:06 Aaron Lanctot

You see, you've seen it grow in 2021.

00:37:08 Aaron Lanctot

He saw it grow this year.

00:37:09 Aaron Lanctot

We just had another record month.

00:37:10 Nick

Believe it.

00:37:11 Aaron Lanctot

I mean, I think the split you're starting to see shouldn't.

00:37:14 Aaron Lanctot

See that as well.

00:37:16 Ken

Well, the five of us.

00:37:18 Ken

Are in Michigan.

00:37:19 Ken

Dan lives over in Arizona.

00:37:21 Jon Piepenbrok

You, you, you do that.

00:37:23 Ken

You see things different.

00:37:24 Dan

Why did it 'cause?

00:37:25 Dan

It's amazing.

00:37:25 Ken

Make yeah, I was gonna say.

00:37:25 Speaker 4

With snow, yeah, depends a.

00:37:26 Nick

He doesn't have to 18 every day.

00:37:27 Dan

Lot. It's 100 degrees there today. Maybe have scorpions. We do have scorpions that were.

00:37:31 Jon Piepenbrok

Second, all right, I would take that.

00:37:31 Aaron Lanctot

I like you like a hurricane.

00:37:33 Ken

So you see within the craft beer industry and the phrase craft beer is killing craft beer.

00:37:39 Dan

We're on the upswing in Arizona, where you have 4.

00:37:42 Dan

Plus breweries here we have 100.

00:37:46 Dan

Spread out in a really versatile or, you know, different region that's hard to get around.

00:37:52 Dan

So it's really on the upswing.

00:37:53 Dan

You see breweries opening.

00:37:55 Dan

We had a lot open during COVID because they were in that process.

00:37:58 Dan

We only had one close when a lot of people thought half of them were closed during that time, so I doubt we saw that in Michigan.

00:38:04 Dan

Two, we thought it would be the same.

00:38:06 Dan

I think so.

00:38:06 Dan

It's really on the upswing there where you know it just kind of it's newer to the party when it comes to that.

00:38:12 Ken

Well, I think when we were discussing half breweries closing, we did not know the government will say interference within PPP and all these other grants and loans and loan forgiveness and the ability for these life lines for these breweries.

00:38:32 Ken

We did not know that, we did not see that and that's what I'm sticking by with my comment.

00:38:36 Ken

Of half the breweries.

00:38:37 Ken

Are going to go out of.

00:38:38 Ken

Business for sure.

00:38:40 Ken

But I I have one question for you regarding Arizona.

00:38:45 Ken

When we talk about Michigan, we talk about how a brewery can kind of be a local bar for a city, a small city.

00:38:52 Ken

Like uh, Reed City or like where's?

00:38:55 Ken

Where's wilt season ostego to Oscoda?

00:38:59 Ken

These types of breweries can do this in small cities.

00:39:02 Ken

Does this exist in Arizona where a brewery could open in a small city and.

00:39:04 Speaker 4

Oh yeah.

00:39:07 Ken

Bring up the city.

00:39:08 Dan

Yeah, because Arizona majority small cities outside of Phoenix, Tucson in to some extent Flagstaff, which is kind of like the of really small city up in the mountains that is a brewery.

00:39:18 Dan

You know, they have more breweries per capita than the rest of the.

00:39:20 Dan

State, but you see it.

00:39:22 Dan

There's a I just an example brewery called Barnstar, which is in the middle of nowhere that you have to take a dirt road to get to.

00:39:28 Dan

Jeez, they open on Friday and Saturday and they.

00:39:31 Dan

Are just packed.

00:39:32 Dan

So it just draws people not only from the local community but from all over the region.

00:39:37 Dan

So it's something you really see up there.

00:39:39 Dan

You have a small town.

00:39:41 Dan

Like 1000 people, but there's a brewery there and it's.

00:39:44 Dan

Packed every day we walked into one in in a city called Clarkdale, kind of like Central Arizona heading towards the northern area.

00:39:52 Dan

There is 1500 people that live there, but you walk in there at 3:05 when they open at three and there isn't a seat to sit down in. So it's just that kind of thing. It draws people.

00:40:00 Ken

Yes, that's what happened with me on a Sunday at Reed City.

00:40:04 Ken

They opened at noon and.

00:40:05 Ken

By 12:05 it was.

00:40:06 Dan

It's just packed because yeah, well #1 the beer is good, and what else are you doing up there 'cause you know, you're driving 45 minutes to go anywhere.

00:40:13 Dan

Also, it's just the small towns.

00:40:15 Dan

They really benefit from that type of thing because it brings everyone.

00:40:18 Speaker 4

In I've I've said for a long time ever since, but not in the early years of craft beer growing because it was still new and it was a.

00:40:25 Speaker 4

Lot of educating people.

00:40:26 Speaker 4

But once crappier kind of had a a stable foothold and then it was growing consistently every year.

00:40:34 Speaker 4

I've said that any small town can support at least one brew pub.

00:40:39 Dan

Absolutely. Yep.

00:40:39 Speaker 4

You know, just the distribution game was getting over packed.

00:40:43 Speaker 4

But there are a lot of cities that don't have a local pub or a local taproom.

00:40:46 Speaker 4

That's, you know that they make their own beer.

00:40:50 Speaker 4

The challenge is getting a place that wants to open and they have the ability to make quality beer 'cause sometimes you get some places open like that and they aren't doing a great job making beer, unfortunately.

00:41:00 Speaker 4

But, you know, business weeds, those, you know, those breweries out.

00:41:05 Speaker 4

But from a sales standpoint, yeah, I mean, you could pick the smallest city in the state.

00:41:10 Speaker 4

Or Arizona.

00:41:11 Speaker 4

Or any state really, and say hey, if there's no other brew pub in the area, I can open one in this town.

00:41:15 Speaker 4

As long as I do the business model right and size it right for the population, I can survive and be successful absolutely with that business.

00:41:23 Dan

Well, look at Northern Michigan, for example.

00:41:25 Dan

You have Mackinaw, which I think has two, two or three.

00:41:27 Dan

Sheboygan has one and now Alpena has two.

00:41:31 Dan

Those are small towns you wouldn't think you would find one in, and they're just thriving every.

00:41:35 Speaker 4

Single one of them, because they're not distributing.

00:41:39

That's awesome.

00:41:40 Speaker 4

Right.

00:41:41 Speaker 4

Well, sorry, shot out some of them.

00:41:41 Ken

Yeah, shout.

00:41:42 Speaker 4

Out Chris Mccurry, the newer some of.

00:41:43 Speaker 4

The newer ones, yes, yes.

00:41:44 Aaron Lanctot

Right, Chris mccurry.

00:41:45 Nick

Hi, Chris. Hi, Chris. Yeah.

00:41:45 Ken

OG the new ones.

00:41:46 Ken

Are but like Sheboygan distributing, Austin Brothers is distributing so.

00:41:49 Speaker 4

Yeah, I didn't mean none of them were.

00:41:51 Dan

But starting to fight now, yeah.

00:41:52 Ken

No, no, I understand that.

00:41:54 Speaker 4

It wasn't my projection though.

00:41:56 Ken

But when you look at the distribution.

00:41:57 Nick

Old as prediction, even.



00:41:58

They do have.

00:41:59 Speaker 4

A bold prediction for 2023.

00:41:59 Nick

There is there.

00:42:01 Ken

Is Bell's founders top two and then like the next?

00:42:03 Jon Piepenbrok

Who founders bells who?

00:42:05 Speaker 4

I never heard of them.

00:42:06 Ken

Yeah, sorry, Lion and San Miguel.

00:42:08 Nick

Charlotte's German.

00:42:12 Aaron Lanctot

Oh, those guys.

00:42:13 Ken

Second what I I'm.

00:42:13 Aaron Lanctot

Oh yeah, we.

00:42:14 Jon Piepenbrok

Still have them reversed, but yeah.

00:42:17 Ken

Not I. Just I.

00:42:18 Aaron Lanctot

Did founders hey did did founders, did founders to overtake Balls?

00:42:18 Jon Piepenbrok

Thought I I wasn't racing.

00:42:21 Aaron Lanctot

Sorry, I've been out of the game for two and.

00:42:23 Jon Piepenbrok

1/2 years, no. Yeah, you weren't paying attention to that sales data.

00:42:25

Oh, OK.

00:42:26 Jon Piepenbrok

When it came across, it was high.

00:42:28

He was fine.

00:42:29 Jon Piepenbrok

Ha ha ha.

00:42:31 Ken

He was too busy trying to tell us that cider is going to be the next big thing and then psalters took it and then Artd took it and then.

00:42:35 Nick

Oh jeez.

00:42:39 Jon Piepenbrok

Yeah, really, really sorry that I was part of the machine that drove you to weed.

00:42:39 Aaron Lanctot

Hey, that's why he's in the business.

00:42:43

There's only.

00:42:45 Aaron Lanctot

Hey listen cider, cider, shout out way we did it we.

00:42:49 Jon Piepenbrok

Did a good thing, hey?

00:42:50 Jon Piepenbrok

Oh, you were yelling at him.

00:42:52 Ken

Listen, my favorite part about Blakes is they opened up their.

00:42:52 Jon Piepenbrok

I mean, cider is that flighter will never hear me, and I'm good with that.

00:42:54 Ken

Bird always started actually making product.

00:42:58 Ken

Hell yeah.

00:42:59 Ken

Yeah, we are going to be ending here in 9 minutes. We got to finish. We we do have a time frame here because we are celebrating our 300th episode.

00:43:08 Ken

Dan, thank you so much for.

00:43:09 Ken

Coming out though this show.

00:43:09 Jon Piepenbrok

Yeah, yeah. Awesome.

00:43:11 Ken

Obviously you had to travel.

00:43:12 Ken

The longest from Arizona I am.

00:43:14 Ken

So happy to see the three of.

00:43:16 Ken

You together, we're going to do this.

00:43:19 Ken

For episode 400, obviously. So 2025, yeah.

00:43:22 Nick

No, on your calendars, we're gonna dress.

00:43:23 Aaron Lanctot

Yeah, yeah.

00:43:25 Speaker 4

Like the three amigos for that one, I think.

00:43:26 Aaron Lanctot

Oh, alright, bold last prediction right?

00:43:27

Yeah, here.

00:43:29

We go.

00:43:29 Aaron Lanctot

There we go.

00:43:30 Speaker 4

Isn't even my 2023 prediction?

00:43:30

Oh boy.

00:43:32 Ken

But I I want to kind of end the show with all of us kind of giving what we not necessarily would not not necessarily what's going to happen, but what we want to see within the industry, whether we manifest it ourselves, whether we work towards it, whether we it's THC and beer and you, you know collaborating with.

00:43:53 Ken

Obviously there's two routes here, so collaborating with maybe N center brewing over in Northville, MI, just South of baseline.

00:43:59 Speaker 4

Hey, shout out to those.

00:44:01 Ken

And of course, you could probably find those products over at zeituna liquor in Rochester Hills just South.

00:44:06 Ken

Of M59.

00:44:07 Ken

Oh, Oh yes, after 1059.

00:44:08 Speaker 4

I love Jack.

00:44:12 Ken

What is something you want to see within the craft beer industry?

00:44:17 Nick

Is that not craft Mead?

00:44:18 Ken

This is 1.

00:44:19 Ken

Of the few shows that we have.

00:44:20 Ken

Not recorded like video wise.

00:44:23 Ken

What do you want?

00:44:24 Ken

To see within the industry when.

00:44:26 Ken

We sit back at this.

00:44:27 Ken

Table and episode 400.

00:44:30 Ken

Have changed.

00:44:31 Ken

Is it a law?

00:44:32 Ken

Is it?

00:44:32 Ken

A new style isn't something that you really just maybe you want some type of Facebook group that rhymes with rack B to explode.

00:44:44 Ken

Oh, oh, they're still around.

00:44:44 Jon Piepenbrok

They're still around.

00:44:47 Nick

Yeah, I think I got kicked out, so.

00:44:47 Ken

Admin the admins are gonna be here later.

00:44:51 Dan

What are you starting fight?

00:44:54 Nick

Are you looking for?

00:44:55 Ken

No, no, not not at all.

00:44:58 Jon Piepenbrok

Trevor only finds me, bro.

00:45:02 Ken

But but what is something you would like to to manifest in the the craft beer world over the next two years? 'cause episode 400 will be 2 years from now.

00:45:13 Speaker 4

I'll take that one.

00:45:15 Jon Piepenbrok

Oh, I don't know, he.

00:45:16 Nick

Jumped on that one, Eric jumped on that.

00:45:18 Aaron Lanctot

Was like no, no, no, no, you go first.

00:45:19 Nick

One drinking his.

00:45:20 Speaker 4

Part you.

00:45:21 Aaron Lanctot

No, you go first or you go I I know, but.

00:45:21 Speaker 4

You're the pretty one here.

00:45:22 Speaker 4

You can go first.

00:45:24 Aaron Lanctot

Know why don't.

00:45:26 Jon Piepenbrok

You gotta change the TV.

00:45:27 Speaker 4

Alright, well, I you know.

00:45:31 Speaker 4

Unfortunately, you know things still aren't back to pre COVID days, everyone.

00:45:34 Speaker 4

I mean things.

00:45:36 Speaker 4

Yes, progressing pretty rapidly and you know, beer was growing, everything was growing.

00:45:41 Speaker 4

People were still going out and having.

00:45:42 Speaker 4

A good time?

00:45:43 Speaker 4

I'd like to see things get back to that, whether not from necessarily the growth perspective, just from people going out and living their lives normally again.

00:45:53 Speaker 4

Which involves going out and enjoying.

00:45:54 Speaker 4

A beer that's better on draft.

00:45:56 Speaker 4

Hey, you're welcome.

00:45:58 Speaker 4

You did that.

00:46:00 Speaker 4

You know and that but.

00:46:01 Speaker 4

That helps all the breweries that are in our state because their tap rooms are where they make their most, the most money.

00:46:06 Speaker 4

And so if they're going out to the tap rooms or going out to bars and buying.

00:46:08 Speaker 4

Their beer on.

00:46:09 Speaker 4

Draft, you know that's that's just going to help all the suppliers in the state.

00:46:14 Speaker 4

And it's just, you know, it's social beers, a social drink.

00:46:17 Speaker 4

We all know that and that's why we love it so much.

00:46:19 Speaker 4

And, you know, we people just need to get back to to doing that is what I would hope to see.

00:46:24 Speaker 4

My bold prediction for 2023 is that freezer pop drinks are going to be the next thing mark frozen margaritas in a tube I have.



00:46:30 Dan

Oh, that would be.

00:46:31 Nick

Amazing, my gosh.

00:46:32 Ken

Where you go?

00:46:33 Speaker 4

My freezer right now.

00:46:34 Speaker 4

You come back and talk to me in two years and you'll say they're out of business right now.

00:46:36 Jon Piepenbrok

I got three different frames.

00:46:40 Dan

Ah, there you go, 2024.

00:46:42 Speaker 4

On the record, so we can talk about Episode 400.

00:46:44 Ken

John looked at 3rd and 20 Dan.

00:46:47 Ken

What about you?

00:46:48 Dan

This is selfish as hell, but I wish we would see more cascal.

00:46:52 Dan

Here and more beer engines in tap rooms because I know it's an expense to get put together.

00:46:53 Speaker 4

Go to England.

00:46:57 Dan

I know it's tougher to change your production to do that, but I really wish that would become a thing.

00:47:02 Dan

Nitro is great, but it doesn't replace the real thing, so the more we could see that, it would be amazing.

00:47:10 Speaker 4

Stuff to find people who want to put.

00:47:11 Speaker 4

The effort into doing that.

00:47:12 Dan

That's so easy.

00:47:12 Speaker 4

That's the problem and and and it's and it's only at brews you're gonna see there are brewery taproom's 'cause there aren't bars very few that want to actually cater to that type of business and deal with.

00:47:14

That's enough.

00:47:22 Dan

That effort understandable, and that's why I say it's selfish and it's tough, but I would love to see it.

00:47:27 Ken

We're manifesting our dreams here, then around rattling.

00:47:28 Dan

Yeah, we.

00:47:34 Aaron Lanctot

It's funny being out of the game for like, you know, a little bit and you just totally know John, like you said it, you're like you're totally distancing yourself from craft beer in the last couple years, right?

00:47:36 Speaker 4

More weed?

00:47:43 Aaron Lanctot

It's like being out of it.

00:47:44 Aaron Lanctot

I'm just like, man, I have no idea what's going on.

00:47:48 Aaron Lanctot

But I I will say.

00:47:51 Aaron Lanctot

You know, two years from now, if I did, I would love to see a new style like come in and just like.

00:47:57 Aaron Lanctot

You know, catch fire and take over, right?

00:47:59 Aaron Lanctot

You like, you look at back.

00:48:01 Aaron Lanctot

I know we had our little group chat.

00:48:02 Aaron Lanctot

About New England IPA's.

00:48:04 Speaker 4

They won't last, I.

00:48:05 Aaron Lanctot

Would love to see something like that happen.

00:48:06 Speaker 4

Just like psalters.

00:48:07 Aaron Lanctot

It's just like self, there's just something come in and just explode like, you know?

00:48:11 Speaker 4

Hey Cold IPA is the next thing, yes?

00:48:14 Ken

What the hell is that?

00:48:16 Jon Piepenbrok

I literally heard that term this.

00:48:18 Jon Piepenbrok

Morning for the first time, don't I?

00:48:19 Speaker 4

Yeah, yeah.

00:48:19 Jon Piepenbrok

Don't know.

00:48:20 Speaker 4

We're not going to waste.

00:48:21 Speaker 4

Time talking about that.

00:48:21 Speaker 4

Right now, but I would love.

00:48:23 Aaron Lancotot

To I would love to see that.

00:48:24 Aaron Lancotot

Nick, what about you?

00:48:24 Nick

Yeah, yeah.

00:48:26 Nick

Kind of like two things.

00:48:26 Nick

With me?

00:48:28 Nick

Here's two things I would love to get out of the mentality that an IPA makes or breaks a brewery.

00:48:35 Nick

Hey, I would, I would love to see that you.

00:48:39 Nick

I would love to see that mentality just just die and go away.

00:48:42 Nick

Bury him in the backyard.

00:48:45 Nick

I wouldn't go that far as that, but there's just too many other good styles out.

00:48:50 Nick

There that are.

00:48:52 Nick

I, I think, are more worth the conversation of whether it makes the brewery or not.

00:48:57 Aaron Lanctot

Well, you like talking like a lager or pilsner.

00:48:59 Nick

Hey, pilsner pills, pilsner.

00:49:00 Aaron Lanctot

Crap, there's.

00:49:01 Nick

Why don't you do Pilsner or or an English mile?

00:49:01 Jon Piepenbrok

No. Cold. Cold.

00:49:04 Nick

We talk about English miles on this show or yeah.

00:49:05 Dan

I was or an ESB I would love to see more of.

00:49:08 Dan

Those out there so.

00:49:09 Ken

Uh colsch.

00:49:10 Ken

Like a gold winning metal hold.

00:49:10 Nick

Or or an old beer for can.

00:49:12 Ken

Royal Oak brewery.

00:49:12 Speaker 4

You know what those those styles are.

00:49:15 Speaker 4

Jeremy Altair selling a pub or a taproom, they don't sell in distribution.

00:49:20 Speaker 4

That's the problem.

00:49:21 Speaker 4

Yeah, they're like some of your best sellers when you go to the site of the brewery, but for whatever reason.

00:49:26 Speaker 4

At the retail level, no one picking it up in a A6 pack or a.

00:49:29 Speaker 4

4 pack or anything like that.

00:49:31 Ken

What about you, John?

00:49:34 Jon Piepenbrok

What I would like to see.

00:49:37 Jon Piepenbrok

Festive and what I'm really hoping.

00:49:39 Jon Piepenbrok

Jeez, zip up Eric wish.

00:49:41 Dan

We had cameras or.

00:49:42 Nick

Anything without even what?

00:49:44 Dan

I'd really like to see.

00:49:45 Jon Piepenbrok

And I and I think we'll start to see it at least little by little and I really am excited to revisit this in 2025442020.

00:49:48 Speaker 4

He was children.

00:49:54

Four or.

00:49:56 Jon Piepenbrok

Or I I think you're going to see a lot of it thanks to cannabis.

00:50:02 Jon Piepenbrok

I think you're going to see a lot of federal regulation, a lot of red tape \*\*\*\*\* stripped away and the the melding together of different industries that.

00:50:16 Jon Piepenbrok

Obviously make a lot of sense to be together.

00:50:19 Jon Piepenbrok

You know we're.

00:50:23 Jon Piepenbrok

We're not much different.

00:50:25 Jon Piepenbrok

Craft beer is not much different from any other type of alcohol producer, not much different from any other type of cannabis or even soda pop.

00:50:36 Jon Piepenbrok

Unless you're somebody who's just going done, you know anyone who gives a \*\*\*\* about what they're doing, we're all artisans.

00:50:44 Jon Piepenbrok

And you know, we all care about what we're doing, and there's absolutely no reason why even beer should still have the same level of regulation that it has, let alone what cannabis has.

00:50:57 Jon Piepenbrok

I think you're going to see.

00:50:59 Jon Piepenbrok

Places like the place we're currently sitting in.

00:51:04 Jon Piepenbrok

Operating full tilt, making a full range of beverages with and without alcohol, with and without cannabis.

00:51:11 Jon Piepenbrok

You know, maybe some, maybe some seltzers that are just regular seltzers.

00:51:16 Jon Piepenbrok

You know, who knows?

00:51:21 Jon Piepenbrok

We're gonna.

00:51:23 Jon Piepenbrok

We're going to. We're going.

00:51:24 Jon Piepenbrok

To work together a little more, I hope, and I love that.

00:51:32 Jon Piepenbrok

One of the only good things to happen from COVID is everyone business Wise was forced to slow down and re-evaluate what they were doing.

00:51:44 Jon Piepenbrok

And I think that is part of what has brought us to where we are at today as far as a lot of these small towns having their own brew pub, these guys that are focused on their neighborhood, their backyard rather than trying to distribute.

00:52:00 Jon Piepenbrok

And I hope that that continues.

00:52:02 Speaker 4

Every once in a while, the world.

00:52:03 Speaker 4

He's a reset.

00:52:04 Speaker 4

Maybe that was it, you know?

00:52:06 Speaker 4

Hopefully that's all we get.

00:52:07 Speaker 4

Out of it.

00:52:07 Jon Piepenbrok

The words I pray that's all we get.

00:52:09



Oh no.

00:52:09 Ken

But for me very very simple.

00:52:12 Ken

I would love because I love traveling for beer. I love going from brewery to brewery a lot more. Low ABV options, lighted loggers, lighter kolsch is lighter IPA's.

00:52:21 Jon Piepenbrok

Thank you. Yes. Yep.

00:52:24 Ken

Even like Old Nation just did their orbital, which is like a four point something New England IPA, lower ABV.

00:52:28

I saw that.

00:52:33 Ken

I will pay the same price as a regular beer 'cause I don't care, but I want to be able to have a fun trip, go on a road trip.

00:52:39 Nick

Have a few.

00:52:40 Ken

Where the difference?

00:52:40 Ken

Yeah, like I want to go to Michigan.

00:52:41 Dan

Don't buy smash here.

00:52:42 Ken

Like Michigan Brewing works.

00:52:44 Ken

And then I go to super not supernatural.

00:52:47 Ken

What's the one over in?

00:52:50 Ken

Oh guys, sleepwalker.

00:52:51 Ken

Start with an S sleepwalker and then Ellison and then like I want to hop between it without having to worry about blowing point.

00:52:57 Ken

08 UM, like those are the things that I would love to see within the industry in the next two years. I'm hoping we'll see it.

00:53:06 Ken

Eric, John, Aaron for my co-host, Dan and Nick.

00:53:11

Thank you so.

00:53:12 Ken

Much for being here. 300 \*\*\*\*\* episodes. Thank you.

00:53:14

Yeah, let's both pitch up, yeah.

00:53:16 Ken

It's so many months ago I I appreciate.

00:53:16 Speaker 4

John never has a problem blowing anything by.

00:53:18 Speaker 4

The way just.

00:53:20 Ken

Everybody listening.

00:53:21 Ken

I appreciate everyone who follows us on all of our socials.

00:53:24 Ken

Better on draft everywhere now.

00:53:25 Jon Piepenbrok

I don't even know what to say.

00:53:26 Ken

Federal on draft and Instagram, Facebook, Twitter, Twitch, Tik, T.O.K.

00:53:29 Ken

Uhm, you know, yeah, Twitch, twitch, that's where we're.

00:53:31 Dan

Right. Which?

00:53:33 Ken

Is we don't have a Facebook anymore.

00:53:33 Aaron Lanctot

Not everyone had a nice.

00:53:36 Dan

Run Grinder to Ken set up the grinder.

00:53:36 Speaker 4

Two big.

00:53:37 Ken

Yeah, I mean, you're you're definitely in the boomer.

00:53:42 Aaron Lanctot

Piping, piping, rock, even grinder, yeah.

00:53:42 Nick

Ginger farmersonly.

00:53:45 Speaker 4

Posts on my Myspace page last week.

00:53:48 Dan

Nice, nice.

00:53:48 Jon Piepenbrok

Just kidding.

00:53:49 Dan

We're on there too.

00:53:50

We're. We're.

00:53:51 Ken

Better on draft, on live journal, yeah.

00:53:53 Jon Piepenbrok

Eric Ben loves talking about his Miss Myspace.

00:53:53 Nick

Dead journal. That journal.

00:53:56 Ken

No matter what you think of your beer, we think it's.

00:53:57 Jon Piepenbrok

Heart space.

00:54:00 Jon Piepenbrok

Veterans asked.

00:54:01

Better on draft.

00:54:02 Ken

Better on draft.

00:54:04 Ken

Have a good night.