

Audio file

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Transcript

Ken

Every once in a while, along comes an interview in which you wish we had more hours just to chat with this person, Julia Herz.

Ken

His career in craft beer is so long we only scratched the surface.

Ken

Julia discusses the importance of inclusion, how homebrew clubs can do their part to reach out to more people, and.

Ken

She discusses the.

Ken

Positives and negatives of craft beer culture.

Ken

Including how to be a better partner in homebrewing.

Ken

Her advocacy in the industry is 1. Many people know, and we were excited to learn so much more, but I don't want to spoil the rest of episode 291. You're just going to have to listen to hear it all.

Introducer

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

Introducer

It's better on draft.

Ken

Second, everybody. This is episode 291.

Ken

Of the better off Draft podcast my.

Ken

Name is Ken.

Ken

Thank you so much.

Ken

For joining us.

Ken

I appreciate it. We had.

Ken

A great interview earlier tonight with Big Lake Brewing and we are going to do a second interview.

Ken

Tonight this show will come out on Monday the 13th, I believe.

Ken

So if you're listening live, obviously you have to wait until Monday for the podcast.

Ken

If you're listening on the podcast, folks head on over to our YouTube page.

Ken

You can actually check out the video.

Ken

And if you're watching the video, head on over to our podcast and listen to it on the podcast.

Ken

Once again, my name is Ken.

Ken

I have.

Ken

2 beers compliments of Rob, who was on a trip over to Portland.

Ken

That is the West Coast Portland and I've got a in Linus over at three.

Ken

Gato's helped me pronounce this. It is a Iran. You have to roll the R as he says.

Ken

And then he didn't help me with this one, but I believe this is a Leary Leo God LLERIGE Lyrische we'll go with.

Ken

I'm sure someone will correct me in the iTunes comments as they leave a one star review, but Speaking of 1 star reviews, my co-host Dan.

Ken

What do you got over there?

Robear

I knew you were coming to me as soon as you said one star review.

Robear

*** **** well because of our guests.

Robear

And I got a few things going on.

Robear

I've got my orange blossom Mead that I started about six months ago that's currently in the works.

Robear

I've got my Porter that I made about a year ago.

Robear

And I've got this bad boy is one of my bourbon barrel aged stouts.

Robear

It's been sitting for about 2 years now.

Ken

All right. And next to.

Ken

You on the video we got Wendy.

Ken

What do you got to drink?

Wendy

Well I am finishing up our fudgy Krueger Oatmeal stout from the last interview from Big Lake Brewing and I also have a waxwings Condor Valley brunch which is amazing.

Ken

Nicholas, how about you?

Nick

I am finishing.

Nick

Up the exploratory IPA series volume to from Big Lake and will be transitioning full time over to the Mango habanero haze also from the Dev ring.

Robear

Good choice.

Ken

And robair, what do you got?

Robear

Oh right, now I have got uzmi.

Robear

UM, I have the another non alcoholic beer, the witch peak from athletic.

Robear

And you know, since our guest is in Colorado I have a funky old couch.

Robear

From wild roots.

Ken

And our guest in our Live Zoom studio tonight, Julia Herz of the American Homebrewers Association.

Ken

Welcome.

Ken

What are you drinking?

Julia Herz

Hi everyone I've got from my friend Jeremy Storton who does good beer Matters Mother podcast out there, saint-laurent brewhouses his home brewery. He sent me his roja.

Julia Herz

Rosemary Orange honey ale and.

Julia Herz

I've yet to crack it.

Julia Herz

It's 5% and I'm gonna l'm.

Julia Herz

Gonna crack it and.

Julia Herz

Give you go, all right.

Ken

That's what we should have did.

Ken

We should have blasted you with all of our home brews and had you uh judge.

Ken

It live on the air 'cause.

Julia Herz

Well, yeah, I could do that.

Julia Herz

Send me here.

Ken

Send you is.

Ken

Is that why you got into beer?

Ken

Just so people would just send you beer?

Robear

That's why I do this.

Julia Herz

Aren't we all doing this?

Julia Herz

'cause we like to drink beer and enjoy it and pour it, brew it and talk about it, right?

Wendy

True story.

Ken

I can't deny it, but as he technique, the first question that I want to ask you and the first question that I want to get into.

Ken

You know what was your?

Ken

For indoctrination into craft beer and how did it go from drinking craft beer to creating craftbeer.com?

Julia Herz

Sure. And first of all, I'm Julia Herz, executive director of the American Homebrewers Association. Thank you all for sharing your Friday or after with us in this June, summer night. The question triggers my history and my dad's influence. He always had specialty imports in the fridge.

Julia Herz

My brother's history and influence had him always collecting beer cans.

Julia Herz

But then my family history and influence had us going to a place called the bricks Keller in Washington, DC, which is no longer.

Julia Herz

But it had 500 different beers on the menu and none of them were draft. It was bottles and cans.

Julia Herz

So from a.

Julia Herz

Very early age I was thinking about beer and many different kinds of styles, many different kinds of labels.

Julia Herz

Coming from many different areas of the world, many different colors, right? And so I think that planted a seed in my head and then it got me to think I wanted to homebrew literally when I became of age in 2020 and when I was 21.

Julia Herz

So there's a homebrewing piece. You kind of talked about craft beer, and craft beer wasn't around then, right? Craft beer and independent craft beer is more of an evolution of what we saw in the US grow.

Julia Herz

Up from Brew pub to.

Julia Herz

Then microbrewery to then Craft brewery and dumb.

Julia Herz

So that was a later part of the game where my mind started to say I want to, I want to support the mom and pops.

Julia Herz

And dumb you asked about craftbeer.com. It's amazing website that I was helped create and publisher out starting in 2009.

Julia Herz

It's still published today.

Julia Herz

Go check it out and incredible body of work and I think all the learnings, because when I and you and us were getting to know craft beer in the early days, a lot of the education wasn't there.

Julia Herz

And so a lot of that actually trickled out and ended up on the crafter.com website, andhomebrewersassociation.org website that's been around for many, many years as well.

Ken

Now any.

Ken

Sorry, Dan, you're not not you yet.

Robear

Oh, go ahead.

Ken

You're next.

Ken

I promise.

Robear

All right, all right.

Ken

Uh, now in your repertoire, your LinkedIn page, it says that you are a beer educator.

Ken

Explain to us a little bit more about what your role is as a beer educator, whether it's current in your role in the ECE, previously in your role at the BA, or you know, your goals.

Ken

Prior to that.

Julia Herz

Sure, I think we're if you work in beer, you're educating and beer.

Julia Herz

I take it a step further where to do my job.

Julia Herz

Right now, I mean to educate people on homebrewing.

Julia Herz

I educate people not just on the hobby of it, but the enjoyment of beer and why pony.

Julia Herz

Brewing is such a valuable, passionate, passionate hobby that many people do, millions of people Home group.

Julia Herz

So I educate through the form of writing, presenting.

Julia Herz

I've authored books on my coauthor beer pairing, coauthorcrocker.com Sphere and Feed course. I write an article or column. Forgive me.

Julia Herz

For Zymurgy magazine. So if you're a member of the American Homebrewers Association, you get one of the most prolific publications out there that's been published since 1978. Nine now, right?

Julia Herz

For it.

Julia Herz

And yeah, I mean, there's a lot of ways to educate and and every single day I'm busy talking about the process of brewing, the approach to brewing, as well as the sensory reward and enjoyment and also the community connection from brewing.

Ken

You mentioned zymurgy the magazine my my question is being in Michigan, 4 out of the five of us.

Ken

Dan is originally from Michigan so he is included to Zymurgy has raided Bells 2 hearted as the best beer out there for.

Ken

Four years, I think.

Ken

Or oh what?

Ken

Makes in in your opinion 'cause. Obviously you're an educator when your opinion what makes Bells 2 hearted such the well-rounded consistent craft beer of the year.

Julia Herz

You know, it's interesting 'cause you see a lot of best beers list.

Julia Herz

There's a lot of information out there from a lot of knowledgeable people in beverage alcohol, but I'm going to put zymurgy magazines, you know, best beers.

Julia Herz

List as one of those most reliable sources from people that are in tune.

Julia Herz

And in touch.

Julia Herz

And for many years it was planning the elder that was the top beer chosen.

Julia Herz

And then bells 2 hearted certainly took the throne and you mentioned for multiple years now and I'm not here to speak for one beer or another.

Julia Herz

When you aggregate you know survey data and you have one group gravitate ING.

Julia Herz

You have this.

Julia Herz

Kind of a, you know.

Julia Herz

Tipping point it it it shows that something is.

Julia Herz

Top quality, reliable and firing in all cylinders in terms of, you know, the reward of balance of malt hops, right?

Julia Herz

Ethanol or alcohol to carbonation.

Julia Herz

The Labatt beer is traditionally known for Centennial hops.

Julia Herz

It's not quite a smash beer, right?

Julia Herz

Single malt, single hops, but it's very little malted barley.

Julia Herz

We believe only two or three and then truly a centric beer to one hop Centennial.

Julia Herz

So maybe one reason why it's doing so well is simply because it's just it's so reliable and it it doesn't overcomplicate something and it's really hard to find a consistent day in and day out.

Julia Herz

IPA that quenches.

Julia Herz

That's not too sweet, right?

Julia Herz

It doesn't have too much residual sugar and I happen to think it and many of the other beers that are rated towards the top of the list are truly marks of quality and reliability for sure.

Robear

I would just because he said that big shout out to Mango Habanero Hayes from Big Lake.

Robear

When you talk about an IPA that's not too sweet, that really does.

Robear

I hate IPA's, but I could drink a case of that easily. Probably in about 24 hours. But let's talk homebrewing.

Robear

I mean, you're something you've done for a while, but I know a lot of people have and a lot of people.

Robear

Haven't had a lot of time.

Robear

If they have to really get into it, talk to us like we're layman for this.

Robear

Why should we ever consider homebrewing?

Julia Herz

I love it.

Julia Herz

Dan and kudos to you and I'm to take it with some of you.

Julia Herz

Home brew, I mean that that's that's a given, right?

Robear

I mean, yeah, I got a couple, right.

Julia Herz

I know Dan, you lead with and uod too to the meat side up, so you know why homebrew is an easy one.

Julia Herz

We don't just, uh, if you're, if you're before, if you're ahead of the game and you're not living hand to mouth, right?

Julia Herz

You're not eating food for survival and drinking beverage for thirst.

Julia Herz

You can treat it as a part of the gastronomic world, right?

Julia Herz

The Food arts world?

Julia Herz

And so when people cook at home.

Julia Herz

They try to get better at it and when people drink beer at home, or kombucha, or sake, or me, or cider.

Julia Herz

Well, many millions start to say I want to try this too.

Julia Herz

And so to me, the reward of homebrewing is the multitude of things that all fire together as a home run.

Julia Herz

One of them is processed.

Julia Herz

It's very rewarding to me to go out and seek a recipe, right?

Julia Herz

Somebody tips me off on a recipe.

Julia Herz

I respect that person.

Julia Herz

I'm gonna go brew that or I I read a clone recipe.

Julia Herz

We published many.

Julia Herz

On homebrewers association.

Julia Herz

Dot org and I want to try to brew that beer at home.

Julia Herz

That commercial beer or a gold medal winner from a competition? We have national homebrew competition coming up in Pittsburgh in June, you know, June 23rd to 25th.

Julia Herz

Yes, I want to.

Julia Herz

Try to brew those past gold medal winner beers because I want something that I created too.

Julia Herz

And then it's not just the day of getting the recipe and then going to get your ingredients or getting them shipped to you, but it's the the carboys always fermented fermenting.

Julia Herz

And bubbling away.

Julia Herz

In the corner of my house, right?

Julia Herz

It's got my favorite T-shirt on it. It can it can hear the music I play, I can talk to it. I can actually smell it if I put my nose up to the airlock.

Julia Herz

Right, I've got that whole experience with that beer from brewing process and conception all the way to packaging it.

Julia Herz

And then once I packed it, package it and if you homebrew, you get this.

Julia Herz

Then I don't just have a finished product for myself to try, but I make other people someday, you know?

Julia Herz

It's like a smile and a bottle or can, you know, or a growler or a keg.

Julia Herz

I can bring people my homebrew, my homebrew clubs.

Julia Herz

Hey, what do y'all think about this?

Julia Herz

Entered in BJCP competitions?

Julia Herz

Enter it.

Julia Herz

In a you know I other.

Julia Herz

Other family, you know, down the street having a potluck and we're going to pair wine and beer.

Julia Herz

I bring that instead of a commercial beer.

Julia Herz

And so the reward goes far and then the social impact really does go further when someone maybe not having a good day, somebody passed away or they're having a great day, somebody had a baby when I hand them.

Julia Herz

My home brew.

Julia Herz

It's something from me to them that has true meaning and it brings me closer to them and it it expands my community every every time I brew.

Robear

That was a great answer.

Robear

Now I'm curious, just talking about this, what was the first homebrew you did on your own, and how did?

Robear

It go.

Julia Herz

Scottish Ale it was.

Julia Herz

I made it my 20s and we had a kit.

Julia Herz

So if you haven't homebrewed, you can homebrew very easily.

Julia Herz

If you can make soup, you can make beer.

Julia Herz

You can also make it.

Julia Herz

That's more complicated.

Julia Herz

Like you're setting out to make a souffle, right?

Julia Herz

This was a Scottish ale extract kit.

Julia Herz

There were no grain.

Julia Herz

Isn't it now?

Julia Herz

I definitely do both kits for extract or all grain brewing and it was super magic like me and my friend Charlie gun brewed it.

Julia Herz

On the stove top.

Julia Herz

We that package.

Julia Herz

It had a party.

Julia Herz

Our friends could not believe that it was actually carbonated.

Julia Herz

They tasted it.

Julia Herz

We tasted it.

Julia Herz

We we killed the whole 2 cases.

Julia Herz

It was a 5 gallon batch, you know the first time we brewed it.

Julia Herz

And as soon as I did that, I was hooked and wanted to get better and better at it.

Julia Herz

Error says.

Robear

Great choice of beers.

Robear

That's something I still haven't done after all these years, as is a Scottish ALE.

Robear

But you mentioned you know you're doing extract and you still do both.

Robear

These days I see a lot.

Robear

I like to think of them as as elitist that don't like when people brew with extract.

Robear

I personally typically go towards brew in a bag just because I'm in a condo.

Robear

And prefer to go all.

Robear

Grain, but is there a stigma?

Robear

Is that just something people are over?

Robear

You know, exaggerating when it comes to using LME, DME, anything like that?

Robear

Is it is it something people should not do?

Robear

Or what are your feelings in general about that, I guess as a whole?

Julia Herz

So pretty neat question to trigger some of the philosophy going on 2022 on the national level behind home brewing. You know whole grains had an incredible journey where I truly can safe actually that it helped inspire and create the entire craft beer movement in the US and now globally right and so that though with.

Julia Herz

Pre circa 2022. In this era, I look at homebrewing as an amazing hobby and there are some bias and stigma attached to it.

Julia Herz

But yet, if you're going to cook me a meal and I come to your house and it's spaghetti and you actually say, yeah, I got this jar, it's this jar.

Julia Herz

Betty, how dare I ever ridicule you. So, you know, 2022 beyond homebrewers. We have 37,000 members at the American Homebrewers Association.

Julia Herz

I hope y'all join us. It pays for itself less than \$50.00 gets. Allergy magazine.

Julia Herz

2000 Plus member.

Julia Herz

Deals all the access to the Stephane Humbert.

Julia Herz

Presale tickets to Great American beer festival.

Julia Herz

The list goes on and on and what I want people to do when they homebrew is feel welcome no matter where they go.

Julia Herz

And so if I walk into a homebrew club and I say it's.

Julia Herz

An extract beer.

Julia Herz

I would hook that homebrew club if.

Julia Herz

I'm still three years later.

Julia Herz

A member of that Homebrew Club brewing extracts.

Julia Herz

All they should.

Julia Herz

Care about is what's in the glass and how it tastes.

Julia Herz

And so yes, I definitely think that stigma happens in many looks.

Julia Herz

But it seems a little odd to me that it happens in homebrewing when it's not happening in other areas of culinary.

Julia Herz

All that really matters is what you what the end product is or what you produce.

Robear

Great answer.

Robear

I do love that and I feel the same way.

Robear

I want to switch.

Robear

I don't want to take up all the time because I can talk to you about this for the entire show and everyone will just get mad at me.

Robear

But let's switch back to the meat, because you did mention that I kind of brushed it off for a minute there, but you were also the first employee of Redstone Meadery.

Robear

Obviously you've brewed beer.

Robear

We just talked about that.

Robear

Have you made me while you're an employee, before your employer or after?

Julia Herz

So absolutely need.

Julia Herz

If you're into, you know, fermenting, it should be on the list.

Julia Herz

Mead is honey wine, fermented honey.

Julia Herz

Uh, arguably one of the world's oldest, if not first beverages. And before I was even at Redstone, I created a website.

Julia Herz

Honeywine.com, so you brought up kenketcraftbeer.com and you know, I I had honeywine.com in the early days in the 90s when Mead was starting to make the play to to grow up as a.

Julia Herz

Beverage category that was going to rise on the scene.

Julia Herz

So I think that that, yeah, I've got a good history in me. I've made plenty of them. I've got award-winning needs from BJCP competitions, the Mazer Cup and the like.

Julia Herz

My blueberry me.

Julia Herz

It's been very unsuccessful and prolific.

Julia Herz

My mixed Berry Mead has been very successful.

Julia Herz

I won gold at International meet competition.

Julia Herz

For my dry, traditional Mead, which is a really hard need to make because when it's drier, there's really nothing to hide.

Julia Herz

When it's traditional, that means there's no free herbs or spices, it's just fermented honey.

Julia Herz

Uhm, so yeah, I got meat game, Dan.

Julia Herz

We quit talking.

Robear

Right.

Julia Herz

I'll do it, and I I certainly enjoy it as porridge and I'm.

Robear

We could. I, I'll.

Robear

Go ahead.

Robear

I'm sorry, I didn't mean to cut you off.

Julia Herz

No, all good.

Julia Herz

I just, I love, I love tasting and talking needs.

Julia Herz

It's a very, very delicate fermentable honey.

Julia Herz

It's like white paint.

Julia Herz

As soon as you drop something else in it, it's totally influenced.

Julia Herz

It's very easy to influence honey, but what an incredible backdrop of a fermentable it is.

Robear

Yeah, I agree with you.

Robear

This is just a traditional orange blossom.

Robear

I'm working.

Robear

That's my first meat ever, about six months old right now, so still got a.

Robear

Little ways to go.

Robear

But Wendy, I believe you had a question.

Wendy

Oh, I have a ton of questions.

Wendy

So uhm, you have a very impressive resume and one of the things that I'm curious about is.

Wendy

How did you decide which direction you wanted to go?

Wendy

In this industry.

Julia Herz

So when you say industry, you kind of mean the beer biz.

Julia Herz

And hello, Wendy.

Julia Herz

Cheers to you, by the way.

Julia Herz

Uhm, I think all of us in our journey follow what's in front of us, and sometimes we pay attention to the signs and organically float along.

Julia Herz

Other times we just go after it and and.

Julia Herz

You know what we all end up doing personally, professionally, often has, has, sometimes to.

Julia Herz

Just do a timing and.

Julia Herz

So to me, conscious decision was really just wanting to work in the beverage of beer.

Julia Herz

I am a broadcast journalism major.

Julia Herz

I worked at CNN Washington DC Bureau right after college and then when I left CNN, I didn't know what I wanted to do and I went on a cross country trip and on that trip I volunteered at the Great American.

Julia Herz

Beer Festival, which the Brewers Association puts on.

Julia Herz

And then, and it was in Colorado and then after that trip I ended up moving to Colorado.

Julia Herz

And so I always had right like the festival environment for beer and the association on my mind.

Julia Herz

And so I decided I wanted to work in beer on that cross country trip and then any opportunity to do that, I started to.

Julia Herz

Talk to people about it.

Julia Herz

And so I had a chance to get my feet wet at the association in the earlier days.

Julia Herz

And so I went for it just based on geography.

Julia Herz

And then to me there was.

Julia Herz

No turning back where?

Julia Herz

I see on a national level, even global level.

Julia Herz

What homebrewersassociation.org is done for homebrewing, what brewersassociation.org has done for, you know, craft beers?

Julia Herz

And so I was fortunate enough to be able to be in the same location that the national associations were growing and evolving in out my window right now if you're watching us not looking.

Julia Herz

About 10 minutes out that window.

Julia Herz

Forgive me.

Julia Herz

20 minutes out.

Julia Herz

That window is Boulder, Co and that's where the AJ and the Brewers Association are physically located.

Wendy

So is there an accomplishment that you are most proud of?

Wendy

Like, and before I even finish that, I have to say I was reading an article and they listed like all the stuff that you did when you were with the Brewers associations, things that they're accrediting to you and it's things like the independent craft label, like there's some pretty.

Wendy

Big campaigns that they're attributing to you, is there something that you have done throughout your career that you're most proud of?

Julia Herz

Love the question.

Julia Herz

And yes, I'm, I'm pleased and proud of my body of work that continues to grow today.

Julia Herz

We're all works in progress, so don't you know, don't cap it off yet.

Julia Herz

There's more to come.

Julia Herz

One one of the most in my back pocket, but still out in the space and you do bring it up is helping support.

Julia Herz

And then making awareness, putting on the math independent craft Brewers. And so in 2007, there was an opportunity for me to work back at the Brewers Association as craft Beer Program Director.

Julia Herz

And so anything I did was the result of many people doing it.

Julia Herz

But my job certainly was to grow.

Julia Herz

Awareness and demand.

Julia Herz

For small and independent craft beer. And in 2007, no one was talking independent craft beer, right? And so when the independent craft Brewers seal came out, which is what you've brought up, Wendy, that's that upside down beer battle that you see on so many craft beers.

Julia Herz

That was 2017 and I was one of the lead architects behind that. I'm very proud to have.

Julia Herz

Been at the, you know, at the place and the convergence in time where, the National Association said.

Julia Herz

We are here to advocate, promote and protect small independent craft Brewers.

Julia Herz

So what are we going to do next?

Julia Herz

And with the course of many people weighing in, we did put into place the independent craft Brewers seal.

Julia Herz

And so I'm very proud of that and I think that will have, you know, generational help for mom and pop businesses that are fighting in a very tough market, especially since this concept of craft.

Julia Herz

Is that and Co opted.

Julia Herz

And the notion of making craft beer now isn't really always going to go hand in hand with independent businesses.

Julia Herz

But that's exactly who started the notion of craft beer.

Wendy

That's amazing.

Wendy

So, uhm, as a as a woman, I'm not.

Wendy

I have not done my own home brewing yet.

Wendy

I've thought about it, kind of played with the idea a little bit.

Wendy

That's not hasn't been my next step yet, but I have a lot of friends I'm I'm very lucky to be.

Wendy

In an area where there is a lot of women oriented groups based in beer so I have been able to take part in a bunch of different homebrewing things and.

Wendy

What do you suggest for women who would like to start out homebrewing?

Wendy

Like, do you have a somewhere that they should go?

Wendy

Is there people they should talk to?

Wendy

What do you what do you recommend for people to do that?

Julia Herz

So I love it.

Julia Herz

It's interesting.

Julia Herz

Wendy, the Times you and I are in and and thank you to our gentleman listening and and the Co hosts here allowing us to talk about the notion of sometimes being a woman in beer is there's a different slant.

Julia Herz

Or perception, but that you also slipped in people into your into your question.

Julia Herz

So my answer back is no matter where you identify gender wise, everyone can brew.

Julia Herz

So take the gender out of it, but yet to acknowledge that you are saying that many women often feel intimidated or based on circumstance.

Julia Herz

You know, a little muscled out or mansplained and that, you know we want anyone brewing and that's part of the era of 2022 and forward for homebrewing who are very prolific, amazing, you know, mentor group of men that are the majority of who brew.

Julia Herz

The women factor, which is, you know, give or take 10% based on the data that I've seen from RH a membership and other data it needs to grow.

Julia Herz

That's very disproportional. We need, we need more women brewing beer, and so the safest way to feel comfortable is up to each individual. But homebrew clubs, there's 2200 of them.

Julia Herz

Homebrewersassociation.org has the most prolific database of homebrew shops and homebrew clubs. So you.

Julia Herz

Can look up.

Julia Herz

Your local homebrew club.

Julia Herz

And stop into one of those homebrew clubs.

Julia Herz

Go to a.

Julia Herz

Meeting test it out and have them guide you along.

Julia Herz

Or you go to one of your local shops and say, I'm a beginning Brewer, I want to be with people, or I want to brew on my own.

Julia Herz

What exactly do I need?

Julia Herz

And often you have most everything you need already in your kitchen, minus, you know, a few small things at the shop.

Julia Herz

Might recommend and the ingredients for whatever beer.

Julia Herz

We own humbersassociation.org have had two videos. The easy amber ales. Amazing, just really approachable beer. There's a lot more going on in Amber Ales and people might realize, so we recommend an Amber ale as a way to start home brewing. 5 gallon batches are common. You can even make one gallon batches these days. I've done that recently.

Julia Herz

It fermented in a one gallon jug.

Julia Herz

They shipped it to me.

Julia Herz

I had everything in.

Julia Herz

The box so from getting unpacking that box I was ready to brew.

Julia Herz

And so I would say no matter the gender, do your approach that makes you feel comfortable, but seek out the the experts or the authorities around you on the club level or the shop level and then go online to to ask questions as you brew your beer.

Julia Herz

Taste your beer because we have, for example, you know, 100,000 plus people on American Homebrewers Association forum.

Julia Herz

People are online forums in many, many places and you can ask questions in a safe environment there so you are less intimidated and can just toss out those like, hey, it might sound you rudimentary to you, but I'm stuck.

Julia Herz

Can you help me?

Wendy

Nick, I think you had a question.

Nick

Yeah, I want to kind of keep part, kind of a similar kind of keep Afeta central theme going here.

Nick

And I I really gotta give Rob for kudos for this one, because this was definitely his idea for asking those questions.

Nick

So, so, Julie, you have been an unwavering advocate for expanding the beer community.

Nick

Allowing trying to make it all inclusive so that way everyone who's everyone can enjoy what's being put out there, whether it's homebrew, whether it's out there in industry, etc, in the wake of sexual harassment and assaults and probably being more.

Nick

Brought up in in news and whatnot, more that so, probably more so than ever and a lack of racial diversity.

Nick

Continue to see what steps are being taken to show equity and equality in craft beer.

Nick

At least from the home Brewer, from the Home Brewers Association perspective and what do you and to kind of add to this to add a second part of this, what do you think the industry itself should really be doing to kind of make sure that?

Nick

Beer is for all, not for just select folks.

Julia Herz

Right, and you lot to unpack there, my friend.

Julia Herz

You, you come out, come out swinging on a great question.

Nick

I can tell you, I asked a lot of.

Robear

I'm smart.

Nick

Loaded questions.

Nick

Sometimes they run on sentences, so.

Julia Herz

And well, you, you know in in me saying that I'm not meaning to just sit in negative way at all.

Julia Herz

I'm, I'm complimenting you on a lot to unpack because these are the times we're in and the beverage of beer based on advertising, you know, historic marketing. It was marketed to legal drinking adult males, you know, 21 to 35.

Julia Herz

So the beverage of beer compared to, say, the?

Julia Herz

Beverage of wine?

Julia Herz

Has already out of the gates, at least in the US.

Julia Herz

Historically been more male than female and and So what you kind of get at is what's going on in the national level and there's a tremendous amount going on.

Julia Herz

You've got a growing group of DPI, diversity, equity and inclusion.

Julia Herz

Uh professionals or wannabe helpers and advocates that are in the space.

Julia Herz

For example, on homebrewing side for the HK American Homebrewers Association, I lead with saying we want to make homebrewing accessible to.

Julia Herz

All when I say accessible to all, it means we take the intimidation factor out of it, just like Wendy was bringing up, right?

Julia Herz

Because any new hobby can be intimidating if I want to paraglide if I.

Julia Herz

Want to build birdhouses?

Julia Herz

How do I start?

Julia Herz

How do I do it?

Julia Herz

And so anyone that's guiding me in educating me, I don't want to be profiled of.

Julia Herz

You don't look like a burger, so I'm not going to guide you when.

Julia Herz

I walk into that, you know?

Julia Herz

Shop or the Para gliding community.

Julia Herz

I would hope they don't look at me as anything but an aspiring individual grade part of that community.

Julia Herz

So from leadership now, you know, obviously on the Humber side.

Julia Herz

We're leading with that notion in making homebrewers accessible to all. We will soon have an article inclusive communication webinar for all AJ members coming up in 2022 and inclusive communication.

Julia Herz

Really, you know, lexicon and the way we talk to each other, I think it's a really big deal.

Julia Herz

And so we're doing resources to membership 1 by 1.

Julia Herz

But over time will grow that body of work to say, Yep, we're late to the party, but hey, our our foot in the door.

Julia Herz

We are in the game to win it remote.

Julia Herz

It takes decades or generations to really create cultural shift, change cultural norms.

Julia Herz

But I'm here to say, as a woman in beer, that beer should not be signified as as you know, for one specific gender.

Julia Herz

And then there's a lot more that I could answer on tactics on the professional side for craft Brewers from Brewers Association.

Julia Herz

There's incredible work going on from the perspective of committees.

Julia Herz

In membership.

Julia Herz

Rolling up their sleeves both on the professional side and the homebrewing side, putting in time in the work to build resources to showcase to people in beer that are the stakeholders in the industry, the producers, here's how you become more inclusive.

Julia Herz

You brought up not just equity, right, but equality.

Julia Herz

They're different.

Julia Herz

Here's how you can be aware of what the difference is, and here's how you can have your work and conscious effort in this space trickle out to make it a more inclusive community.

Nick

Alright, well I was not expecting an answer that well thought articularly answer.

Nick

Preach on.

Nick

That's why I love this show, guys.

Julia Herz

It's not. It was.

Nick

That is.

Julia Herz

Tough right now with 117 top right?

Nick

I better.

Nick

Well, no I I think we need.

Nick

I think if you.

Nick

Listen to some of the earlier episodes of this show.

Nick

It was just.

Nick

Me, Ken and Dan, just getting drunk for two.

Robear

Hours. Oh yeah.

Ken

I wasn't saying, yeah, I don't suggest.

Ken

Listening to some of.

Ken

These no do.

Nick

Yeah, I don't think that's it.

Robear

It it's a lot.

Robear

It's a good time.

Nick

It it works.

Robear

I'm usually saying.

Robear

I'm usually saying racist things and it goes.

Robear

Oh no.

Nick

Just get you work.

Nick

Yeah Rob was there so but but I think that but as we've kind of morphed into what we are today.

Nick

And personally, I think the pandemic has been a blessing in disguise for this particular show where we can branch out from the state of Michigan and and get people from, you know, Brewers, breweries from outside of the state of Michigan and people such as yourselves, not just so much on the brewery side.

Nick

But home Brewers associations?

Nick

Petra, that's why.

Nick

I think that's one of the reasons why we keep doing this, because there's more to the story than just someone wanting to start a brewery in their basement and then thinking, oh, I'm going to make this a business.

Nick

You know, I think there's more to I I know Ken laughing.

Nick

But there's more to it than just that.

Nick

And I think that's one of the reasons why we've morphed over the last several years into having these conversations, because let's face it, those are the conversations that we need to have.

Nick

And yeah, they're tough.

Nick

I know people make it, say it might make them uncomfortable, but this is our show.

Nick

And we can do and you know, Ken will say this, we can do whatever we want on this show and I think we need to.

Nick

Have these kinds of conversations.

Julia Herz

And I haven't, and I would add to you what you're sharing.

Nick

Think it's.

Julia Herz

I'm talking to a lot of homebrew clubs, a lot of homebrew shops, and one of the number one things that the homebrew clubs are asking me is how can we be more inclusive?

Julia Herz

How can we recruit a more diverse?

Julia Herz

First group of participants and members.

Julia Herz

So what you're saying is in concert with the times, right?

Julia Herz

It is unfortunately the world really not changing fast enough if you come from a marginalized population, if you happen to be, you know, woman identified, not male if you are.

Julia Herz

You know, you know, an example of diversity in whatever fashion.

Julia Herz

You still have a pretty Dang hard time of it in certain situations, but the beauty is, is that.

Julia Herz

What you emulate?

Julia Herz

What you share with?

Julia Herz

Plus is that these conversations now are going on and it won't change unless we're all not scared to talk about it and OK to raise our hand and say I need help in this arena to be more inclusive.

Julia Herz

Or here's an example of where I feel like I was, you know, cast bias or discluded or even worse, you know, exposed to harassment or assault.

Julia Herz

What do I do?

Julia Herz

These conversations are going on.

Julia Herz

It's OK and we need to support each other.

Julia Herz

We also need the ability to report outside.

Julia Herz

Third party reporting is very important for companies and organizations to have in place.

Julia Herz

Because then it makes it a little bit more anonymous when things get real and serious and people need that enimity to actually address the issue.

Nick

Right.

Nick

Ken, you want to say something?

Ken

Yeah, I I wanted to cut in real quick 'cause.

Ken

I think one, it's an important conversation and not to plug an upcoming show, but obviously that's just what I'm going to do here.

Ken

On June 17th, as we celebrate Juneteenth, a national holiday in the United States, we are actually having the drinking while black panel.

Ken

Repeat of what we did last year, this time hosted by Aaron Jose.

Ken

Who created the documentary 1 pint at a time, who we had on our show as well as?

Ken

Robert bringing in.

Ken

A handful of black beer drinkers in the industry, talking about their experiences now as if I were wearing a flannel.

Ken

I'd basically be if you ask someone.

Ken

What is a craft Brewer beard, maybe bald flannel, white like I am the, you know the the look of that.

Ken

When you're discussing home Brewers associations and you're trying to bring in non, not necessarily like you're you're you're you're attempting to diversify to understand that, hey, we want to be inclusive.

Ken

We want to bring everyone.

Ken

We want to bring you in if you're, you know, black, white person of color.

Ken

Female, male, like, we want to bring everyone in.

Ken

But my question to you is, is that as an educator, as someone who is so intelligent with beer, how do these local Brewers guilds like we've got the Coonan Brewers Guild, the Ann Arbor Brewers Guild, how do we bring in a more diverse?

Ken

Group and attract them to come to our group.

Julia Herz

Do your group of homebrewers to your group of beer enthusiasts.

Speaker 3

Yeah, both. Both.

Julia Herz

What do?

Julia Herz

You need.

Ken

And just just to to beer drinkers, beer Brewers, beer fans.

Julia Herz

It's it's.

Julia Herz

It has to go across the DNA of everything you do, from the imagery on your website to the nomenclature and lexicon that you use.

Julia Herz

Inclusive language needs to be conscious.

Julia Herz

To how you treat people as soon as they walk in the door the first time, so they come back 10 times more to reaching out to groups that are not already who you're interfacing with.

Julia Herz

Go to the local universities.

Julia Herz

Go to the local community colleges.

Julia Herz

Seek out the clubs that are already grouped up because they're part.

Julia Herz

Of a population that needed to group up to feel safe and actually have comfort conversing with each other and use the topic of brewing and beer appreciation.

Julia Herz

'cause a lot of.

Julia Herz

You know, groups today maybe aren't homebrewing.

Julia Herz

They're they're more, you know, social drinking clubs and that's good.

Julia Herz

That's OK you are social drinking club.

Julia Herz

Wendy raises their hand, right, and you, and you're doing an example of having that Juneteenth June 17th show you use your platform to go after people that you would not naturally gravitate to.

Julia Herz

When you say we know.

Julia Herz

Beer we know brewing.

Julia Herz

We want a mentor.

Julia Herz

It means something to us to expand our community.

Julia Herz

How can we get you involved?

Julia Herz

You have any people that are interested in brewing?

Julia Herz

These are the things that we do to, you know, keep our our group aware of conduct, right?

Julia Herz

Establish a code of conduct for your your.

Julia Herz

Group or your business or your club?

Julia Herz

Right, there's all these little things, but it has to be deliberate day in and day out, and then you have to admit privilege.

Julia Herz

I have privileged I'm a I'm a white identified female.

Julia Herz

I did not graduate with student debt.

Julia Herz

I have lots of things that no matter how hard my life is based on disabilities that I have, you know?

Julia Herz

On the you know.

Julia Herz

Executive function disability with dyslexia, ADHD I'm still never going to have as hard of a time as many others that are out there for marginalized populations.

Julia Herz

So admitting your privilege, going after people that you normally wouldn't interface it takes conscious effort and then keeping at it even when those people say no thank you because if you can bring them to beer, because many people like beer and use that as the bridge point, right there is a connection point in the glass.

Julia Herz

Eventually you could win them over if you really mean it and you really back it up.

Ken

I think one of the important things you mentioned is to afford these groups to take initiative.

Ken

A lot of these groups exist within the confines of their their brewery, their group, their Facebook page, whatever, but to take the initiative to be more inclusive, to be more welcoming.

Ken

Be more understanding.

Ken

Because sure, they may feel like they are inclusive.

Ken

While they're at.

Robear

The brewery because.

Ken

They would tell anyone who ever walked up to them while they're doing a bottle share, you know?

Ken

Hey, come on.

Ken

Try a beer be.

Ken

You know, to go a little bit further and you, you mentioned a few good things, joining local groups, the local universities, 'cause, a lot of those kids are over 21 and bringing in these groups of people whether they are, you know, not.

Ken

Minority based groups within the craft beer world, bringing them in and inviting them in.

Ken

We've talked a lot.

Ken

I know Rob wants to talk to you, so I'm just going to pass it over to rob here.

Ken

'cause I know Rob, Rob has some questions for.

Ken

You as long as he's not dying from the pollen.

Julia Herz

Let's go figure he got what he got.

Robear

Well, I guess the the first thing I would, I would.

Robear

Like to say.

Robear

That it it's good that that I don't have to even go into the questions because of how great my allies on this show are that I don't even have to start asking that because.

Robear

Uh, I know that as my allies that they have my back and you know, as you know, one of the black craft beer drinkers that are here in Detroit and the surrounding area that you know, there's there's not a lot of us.

Robear

There's not a lot of black craft beer craft brewery owners.

Robear

I I think the.

Robear

The stat was that like 93 1/2%?

Robear

Of the breweries are are are white owned, so we don't, we don't have a whole lot of, we don't.

Robear

We don't have a whole lot of lot of space.

Robear

So it it it is one thing that I that I can hope that you know while the steps are being made that I I wish the steps were bigger and I wish the steps were moving faster, but.

Robear

You know we can, we can only.

Robear

We can.

Robear

We can only go, as you know, as fast as it will take us and I would rather continue to go forward than have any motion where it goes backwards.

Robear

So I I, I'm definitely like I said, I I it's it's not as satisfactory as I would like, but it's still going forward.

Robear

So that that's one thing I I do.

Robear

I'm glad for and and I'm glad for the team here.

Robear

Now, I actually kind of wanted to, since, you know, my my white brethren have taken care of the question I want.

Robear

To go back.

Robear

To some homebrewing.

Robear

UM, now I haven't.

Robear

It obviously was brought up here, but unfortunately I have not home brewed in quite some time.

Robear

I think it was probably the last time.

Robear

Was in 2016. And I mean, I do miss it, but you know, when you have a family and and three kids and an electric stove, it does make brewing time a bit difficult.

Robear

I'm curious, how do you fit homebrewing with life as it goes on?

Julia Herz

It's a fair question.

Julia Herz

I so feel for that.

Julia Herz

The catch is that an electric stove in your kitchen is a perfect place to home brew.

Julia Herz

And you, like I said to Wendy, you probably already have the equipment you need to do it, so you want to think of reasons to brew, right?

Julia Herz

You have a family gathering coming up and instead of bringing that lasagna that's gonna take you 3 hours, you brew.

Julia Herz

That's gonna take you 3 hours, right? Other reasons to brew we give you at the American Homebrewers Association recent brew all year long we just hosted big group that had, you know, almost 900 people participate.

Julia Herz

Created from multiple countries across across the world.

Julia Herz

So you get.

Julia Herz

A date on your calendar and you say this is a horrible holiday, right?

Julia Herz

We've got meet day coming up in August.

Julia Herz

We've got learn to homebrew day coming up early November.

Julia Herz

So reasons to brew, whether it's a family gathering or somebody birthday, I want to do something special for somebody.

Julia Herz

Else, sometimes that's a easier reason for us to carve out our time 'cause we're all such givers to everyone else besides ourselves.

Julia Herz

But the catch is Rob.

Julia Herz

That you're going to have a beer for you, no matter the reason for somebody else that you thought of brewing it.

Julia Herz

So I would say life gets busy.

Julia Herz

We prioritize what matters to us and.

Julia Herz

If you can.

Julia Herz

Just carve out three or four times a year being, you know, that brew day.

Julia Herz

Then you're a homebrewer.

Julia Herz

So I would say put it on the calendar.

Julia Herz

Find a reason to brew and you're gonna be psyched you did, and it's it's not as long as you think once you commit and get your get your recipe and ingredients, though.

Robear

And and there is one thing that that I I do want to brew.

Robear

Uh, my had this idea that I wanted to make a beer in honor of my mom.

Robear

My mom had had passed away back in 2018 and one of the things that she really liked out here it was, uh.

Robear

Bakery that made a lemon bar with blueberries and so I had this idea where I wanted to make a.

Robear

Beer that kind of emulated that flavor that would have, you know, that tart lemon with a hint of blueberry and a a nice kind of, you know, like just, I don't wanna say a finish, but at least like like some sort of shortbread kind of kind of flavoring to go with it.

Robear

I wasn't sure what style.

Robear

I would make that up.

Robear

I wasn't sure if that should be a blonde or if that should be.

Robear

Be a bum like, uh, wheat, I I I guess and and.

Robear

I guess being someone who is.

Robear

Uh, uh, who is is always looking at at food pairings, I guess.

Robear

I kind of.

Robear

That's probably probably the person person to ask this question.

Robear

Like with those with that profile, with you saying like heavy on lemon blueberry shortbread, what kind of style do you think that that should be?

Julia Herz

So I love what you are saying 'cause.

Julia Herz

Hey, you're already constructing a recipe that would really mean something to you, and you want to do it right and and with care and attention.

Julia Herz

Be even if my answer doesn't satisfy you. That's why I would go on the HA forum and say my mom passed away this year. I want to honor her with this. She really loved, you know?

Julia Herz

This type of food and any advice?

Julia Herz

I'm constructing a recipe and people are going to jump on that 'cause we all want to share our hobby with each other and we want more people brewing.

Julia Herz

So back to my answer to the question, and I think you're smart, start with the base style and then you sneak in the lemon, right?

Julia Herz

And you try to emulate that shortbread essence and and blueberry.

Julia Herz

I would say that as you were talking I was thinking about a wheat based Dale, right, maybe a Brooklyn or vice that you know are goza.

Julia Herz

That has already some kind of snap of tart and a little bit sour in it would be the base wheat malt tends to be very pillowy, a little bit more bread, like you take a piece of bread out of the bag.

Julia Herz

Bag and you pinch the middle of it.

Julia Herz

You know that sweet malt flavor, right?

Julia Herz

It's not the edge of the.

Julia Herz

Bread that's been exposed.

Julia Herz

To the baking.

Julia Herz

That gets a little bit more like pale malt or Vienna Munich Malt.

Julia Herz

That's that flavor of shortbread to me.

Julia Herz

But shortbread you know meet you want light and pillowy so I would have to be a wheat really heavy.

Julia Herz

On the wheat and then go from there.

Robear

OK, and I guess that leads me to to my last one here in that one of the reasons why I haven't brewed in a while is because my last two batches basically turned to the DA.

Robear

That's mainly because I didn't know the science.

Robear

Uhm, I I tried to do.

Robear

Do a like a a barrel aged flavored Oreo cookie stout and didn't know that I wasn't supposed to put the Orioles in while there while it was fermenting and just kind of doing just silly things that obviously not knowing the science.

Robear

Uhm, I love to take classes, but time and money aren't there.

Robear

And then along with the worry that another four weeks of brew will taste like basically a used wet Planet Fitness sock.

Robear

Uhm, how do you combat?

Robear

Like a bad brew?

Robear

Like what?

Robear

What do you say to a person who has a bad brew and says, well, I suck at this.

Robear

This takes too long to make.

Robear

Why should I bother trying?

Robear

To do this again.

Julia Herz

So such a setup.

Julia Herz

For an easy answer, Rob, you follow a recipe.

Julia Herz

If you follow a recipe that comes from somebody that's tried and tested the type of beer that you want to brew and so back to the online forums or websites like homebrewersassociation.org, you can find mostly what you need. I will say that what you just described is one of the more advanced, complex beers.

Julia Herz

I frankly have heard about in a while.

Julia Herz

Barrel, aged Oreo, cookie, whatever else you said.

Julia Herz

Like, come on, be kind to yourself.

Julia Herz

If you just set out like I brought up souffle earlier, I'm not a chef.

Julia Herz

I don't know how to make a souffle.

Julia Herz

Am I gonna make a souffle just from like, my head?

Julia Herz

I'm gonna pull out a book and look at the recipe and the steps in the process.

Julia Herz

For a souffle.

Julia Herz

So I would say go for anything you want based on recipes that you've seen or if you want to construct something like the shortbread beer.

Julia Herz

Ask people that grew that kind of stuff all the time and they can help you formulate the process and steps so, you know do it right from out.

Julia Herz

Of the gates.

Robear

And and as it's funny because being one who does bake that is one of the things I do is follow the recipe.

Robear

So it's it's it.

Robear

I don't know.

Robear

I guess I I didn't want to go with this with the souffle metaphor, but it is kind of deflating when a beer decides to just kind of go the wrong way.

Julia Herz

Yeah, it is.

Julia Herz

It's frustrating, it's expensive and but you know, the smaller batches, the average home Brewer that's more advanced is brewing 5 gallons.

Julia Herz

That's confirmed, but the smaller batches, it's less risk.

Julia Herz

So I encourage.

Julia Herz

People to breathe out one gallon test batch.

Julia Herz

You know, if you're a commercial brewery and you have a pilot brewery, that's a smaller batch for your bigger eventual production.

Julia Herz

It's the same thing at home.

Julia Herz

If you're a homebrewer, your pilot brewery can be those one in three gallon batches.

Julia Herz

So get your set up for that and then when you really love.

Julia Herz

The recipe.

Julia Herz

Then you brew 5 or 10 gallons.

Robear

Well, that's going to be the step then.

Wendy

Right now.

Ken

Rob, Rob, I appreciate the the souffle deflate analogy.

Julia Herz

I wish you luck.

Ken

I I heard it, I'm there for you and I appreciate it folks.

Ken

That's gonna do it.

Ken

We have our.

Ken

Final questions before we say goodbye to Miss Julia Herz.

Ken

We're going to start, however, with Nicholas.

Ken

Nicholas, what is your final question for Julia Herz?

Nick

So uhm.

Nick

You're in Colorado.

Nick

We got the weekend coming up.

Nick

It's not a holiday weekend, but it's still a weekend.

Nick

What's in your fridge that you're going to be indulging in this weekend?

Nick

If there's any events or it's just chill at home kind of thing, what are you indulging in beer wise this weekend?

Nick

Homebrew or or from a local brewery nearby?

Julia Herz

I'm presenting tomorrow at the homebrew, the Brew Hut in Aurora, which is tide to dry Dock Brewing.

Julia Herz

If anybody heard of dry dock out of Colorado, and I promised them that I would bring a Belgian tripel 'cause.

Julia Herz

I'm doing sensory demonstration in person.

Julia Herz

I have brewed that several weeks ago, but I'm not quite sure it's carbonated enough yet, so I need to try that crack a bottle and if it's not carbonated enough then I'm probably going to start dipping into some of my needs that are rather aged because I know they're reliable and I have them.

Julia Herz

I wanted to serve something I made and say something.

Julia Herz

That we bought.

Julia Herz

So those are what I got.

Julia Herz

So that's what I'll be tasting tonight to prep for.

Nick

Really quickly, Dan, Ken and I think, Rob, do you guys Remember Me?

Nick

So ornery from salt?

Robear

Oh yeah, I was thinking.

Nick

Oh yes, the Belgian quad.

Robear

About that fear the other day.

Robear

Griffin claw, Yep.

Nick

Yeah, as soon, as soon as Julia said Belgian triple.

Nick

I'm like, OK.

Robear

That pops in your head.

Nick

I know it's a belt that popped in my head.

Nick

It's a Belgian quad, but not.

Ken

Final absolution, the Multi medal award.

Ken

Winning Belgian triple here.

Nick

No, no, I'm sorry.

Robear

I literally thought.

Nick

I'm sorry and I'm sorry and Griffin claw is just near to near and dear to my heart.

Robear

Also should be on Wednesday.

Nick

I'm sorry.

Ken

Not laufende Mon from Unibrew, the international triple standard?

Nick

Yeah, well, I'll say this and then we'll pass on to the.

Nick

Next person I.

Nick

Don't drink lafawnduh Livin Livin demand all that much.

Nick

I'll, I'll say it.

Robear

Drink some be.

Nick

So order expensive drink me.

Wendy

And once.

Nick

So order.

Nick

All right, let's.

Ken

Let's we're talking over ourselves a little bit.

Ken

Wendy, what's your final question?

Wendy

So Ken is probably going to be mad because mine is not a quick question, but one of the other ventures that you have is that you are a founder of Gray for good, which is something kind of near and dear to my heart.

Robear

It's a good one.

Wendy

It's a plate that I am on right now as we speak, but talk to us about this clause and how people.

Julia Herz

I love it. Thank you, Wendy. A definite passion project is a global grassroots campaign. Great for good.com is the website the tagline is great for. Good for all. Womanhood I grade.

Julia Herz

I saved meaning, I didn't color my hair, and I gave up. What I found is that in the US, on average, \$20 billion a year is spent on women coloring our Gray hair.

Julia Herz

That number is just staggering compared to what men would maybe consider coloring their Gray hair.

Julia Herz

So where?

Julia Herz

What's up with us?

Julia Herz

Why is we come of?

Julia Herz

Age and get better and more mature, smart and wise and accomplished.

Julia Herz

Do we then start to feel diminished because our hair is going Gray and that it's like, not a good thing in our tool belt?

Julia Herz

Long story short, I'd love to shift the \$20 billion from women coloring our Gray to instead women and girls causes because they are disproportionately funded. Only 1.9% of overall giving in the United States goes to women and girls.

Julia Herz

Causes I can back that stat up.

Julia Herz

It's it's terrible and the statistics saying it gives me chills.

Julia Herz

So the bottom line is one day as I grow this campaign I will have a purpose driven trust where people can contribute into it and decide which women and girls causes.

Julia Herz

Get those funds.

Julia Herz

But for now, I just love to see on social media, you know, hashtag great for good.

Julia Herz

Pick a women and girls 'cause.

Julia Herz

There's 50,000 of them in the United States. Pink Boots Society is listed as one of them. And donate your savings or a portion of it from not coloring your Gray to that cause. Go fruit, go through the pain.

Julia Herz

In anguish of going Gray.

Julia Herz

I have fully done it, and I finally own it and feel comfortable in my own skin again and, you know, support other women who go Gray.

Julia Herz

And that's that's my advice.

Julia Herz

I'm grateful for you talking about it.

Julia Herz

I'm here for you, Wendy.

Julia Herz

If you ever want to chat offline about it on the journey, please give me a call.

Wendy

I definitely will.

Ken

Speaking of going great, Dan.

Robear

Yeah, so I've been great since my early 30s.

Robear

I just hide it well.

Robear

Well, but Julia totally going to put you on the spot.

Robear

And and if you don't have an answer for this, that's OK.

Robear

I do.

Robear

But the Belmont Stakes of this weekend, who are you picking to win?

Julia Herz

Oh my gosh, Dan, you, if you have an answer, I want to hear your answer.

Julia Herz

I put that back to you.

Robear

All right.

Robear

All right.

Robear

So Ken and Nick.

Robear

Will get this, but we.

Robear

The people put your money on it.

Robear

But don't blame us if they don't win.

Nick

OK, OK, Jake.

Nick

Jake Hager.

Ken

I feel like like last week I need to make sure to mention that this is not a financial advising, podcast or financial advice.

Robear

Yes, if you bet on that for my advice, and it's a spoiler.

Robear

But if you put your money on that and it isn't a spoiler, then I'm sorry.

Julia Herz

Little politics, no religion, no financial advising.

Ken

I feel like.

Robear

And no gambling, apparently.

Ken

I was going to say we might have to add, we did have a whole gambling episode.

Robear

We did.

Ken

Julia, do you have an answer?

Ken

Do you just agree with Dan?

Ken

We the people.

Julia Herz

You know what?

Julia Herz

I'm going with Dan the man I trust him 'cause he humbers.

Ken

It's one of the reasons why I don't trust him, but rob, what's what's your final question?

Robear

All right, this is what I feel like I have to adapt, because lately and and pretty much the answer has always been the same.

Robear

So, kind of fill in the blank.

Robear

You can always tell a brewery quality by their logger, but you can also tell a brewery quality by their what.

Julia Herz

I mean if you.

Julia Herz

OK this this.

Julia Herz

Assume this makes assumptions my answer, but by their by their American Indian parallel if they're making an IPA.

Julia Herz

They they better home run it.

Julia Herz

It's like walking into an Italian restaurant and if I have spaghetti and meatballs and they were little off, then they're not.

Julia Herz

Why are they Italian restaurant?

Julia Herz

You better make it amazing if you have it on the menu.

Julia Herz

American IPA or?

Julia Herz

I don't know.

Julia Herz

So that's my.

Robear

There we go.

Ken

I think it's the first time we've ever had someone say an IPA.

Ken

I I mean me for me, like I'm not a big fan, like I love the the multi beers, the Biscuity beers.

Ken

So give me some something a little more dark mild ESB and I am a happy person.

Ken

Uh, Julia, I appreciate you joining us.

Ken

My final question is very simple, very easy.

Ken

Why don't you give us a little plug?

Ken

You guys have an upcoming festival at Philadelphia, I hear in two weeks?

Ken

Sorry, Pennsylvania.

Ken

I don't want to mess that up.

Ken

Don't want to confuse the Pittsburgh, PA.

Robear

Don't do that, man.

Ken

I know we.

Robear

Don't. Don't do that.

Ken

What is coming up for that festival?

Ken

What should we expect and who is it catered towards for the fans of the show that might want to?

Ken

Know a little bit more about it?

Julia Herz

Sure. Here, here's the deal. Pittsburgh, PA June 23rd to 25th is Homebrew Con. It's literally the world largest gathering of homebrewers and the national conference.

Julia Herz

We've got 45 plus talks. We are at the same time judging and announcing the awards for the national.

Julia Herz

Homebrew competition?

Julia Herz

Uhm, national homebrew competition's been going on and this whole thing 44 years strong. We've got people coming in all over the world to Pittsburgh to gather and convene as homebrewers and be Privy to, you know, the the talks from Keith Villa, who is authored the book on on cannabis.

Julia Herz

Brewing and also.

Julia Herz

Is cereal beverages.

Julia Herz

We've got Doctor Jackson, doctor Doctor J Nicole Beckham Jackson who is Day 2 keynote and talking about her journey on homebrewing 'cause.

Julia Herz

She's a homebrewer and and AJ member, but the closing headline speaker is Bill Covalleski of Victory Brewing, who has been an AJ member since his start.

Julia Herz

And all of the resources helped him get Victory Brewing going, which is now an amazing regional craft Brewer Homebrew Expo where you can buy equipment.

Julia Herz

There's a 40 plus sponsors.

Julia Herz

We have club night with 40 plus clubs personally serving to impress each other and all attendees.

Julia Herz

We've got brewery tours.

Julia Herz

So the list goes on and on. Homebrewcon.org is where to check it out June 23rd to 25th.

Julia Herz

And I would say if you can't catch that becoming a member, membership pays for itself. Homebrewersassociation.org join us.

Julia Herz

We'll give you reasons to brew.

Julia Herz

We'll give you resources to brew.

Julia Herz

Better beer will help you pay for your membership.

Julia Herz

And yet tenfold and back and you'll be part of an amazing community that rewards your your you know, your home, hobby, and even in your career if you want.

Ken

Julia Herz, thank you so much for joining us on this episode 291 of the Better on draft podcast.

Ken

My name is Ken for my co-host Rob, Nick, Wendy and Dan.

Ken

We appreciate you joining.

Ken

Us and no matter what you think of your beer, we think it's.

Ken

Better on draft.

Ken

Have a good night.

Robear

Time that perfectly peace.