

Audio file

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Transcript

Ken

The United States and largest beer festival is next week, so Anna the Brewers Association took time out of her evening to help us prepare for the upcoming festival, comparing differences between Michigan festivals and the Gipf, the app they created to help those who love certain styles find those styles and the extra activities from karaoke.

Ken

The yard games and helps us understand what it will be like drinking in the Mile High City next.

Ken

Week join us as we get a crash course on the upcoming 40th anniversary of the Great American Beer Festival, and stay tuned for future episodes where Dan and Ken will talk about their experience.

Introducer

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

Introducer

It's better on draft.

Ken

Second, welcome everybody, Episode 303 of the Better on Draft podcast. My name is Ken. Thank you so much.

Ken

For joining us.

Ken

I truly appreciate it.

Ken

We do apologize.

Ken

For the late.

Ken

Start if you're listening to us live, we appreciate it.

Ken

Of course you can always.

Ken

Listen to us live Friday, 7:00 PM Eastern better on draft on Facebook as well as BOD podcast on twitch.tv.

Ken

As I said, my name is Ken.

Ken

I got Robert and Nick like real quick.

Ken

What is everybody drinking, starting with Rob?

Robear

Ah, I am drinking athletic brewing's Oktoberfest. Gonna follow that up with untitled arts chocolate milk, Dark brew. And as Van Halen once said, I don't feel tardy.

Ken

Doing a sober October a day early.

Ken

Nick, what do you got?

Nick

I am drinking the laphria the logger from second self brewing and on deck is the pastena pace Peach each I don't know from Dogfish Head.

Ken

Alright, for myself I I have and.

For those of.

Ken

You who were unaware we were supposed to have true colors on two weeks ago.

Ken

Sadly they have fallen on hard times and they will be closing, but I do have a can of their premium light lager that I'm going to be drinking as well as a harpoon.

Ken

Dunkin Hazelnut from our guest from a week or two ago with us in studio.

Ken

Actually before.

Ken

Here we introduce our guest two things of note.

Ken

One, next week is the better on draft beer festival over in Utica, MI at Jimmy John's Field tickets still available.

Ken

Come on out. Come see us, Nicks. Gonna be there. Tito's gonna be there. Dan's gonna be there. It should be.

Nick

Wait, I I am going to be there.

Ken

You are going to be there.

Ken

It's going to.

Nick

Be a great.

Ken

Event you get to go hang out in the ballpark and drink some beers.

Ken

On the other end of that, myself and Dan will actually be in Denver next week for the Great American Beer Festival.

Ken

Find us better on draft.

Ken

We're going to be running around both Dan and I on Thursday.

Ken

I'll be there Saturday for the members only.

Ken

The event part the Saturday afternoon, Saturday morning one so.

Ken

Go come find.

Ken

Us we'll have stickers.

Ken

We're going to have a blast.

Ken

But our guest why don't you introduce yourself?

Ken

Tell us who you?

Ken

Are what you do and what you're drinking.

Ann Obenchain

Hey everybody, greetings from Colorado.

Ann Obenchain

I am an obenchain.

Ann Obenchain

I'm the marketing.

Ann Obenchain

And communications director for the Brewers Association, the producers of the Great American Beer Festival.

Ann Obenchain

So, so excited that you will be there next week.

Ann Obenchain

Because I'm in Colorado, I have a couple Colorado brews.

Ann Obenchain

I am starting.

Ann Obenchain

With Wibby brewing their Oktoberfest lager special edition and then I'm going to follow up with.

Ann Obenchain

A gluten free.

Ann Obenchain

Pumpkin ale from Holiday Lee here in Golden, Co.

Ken

We appreciate you joining us.

Ken

Sorry for the technical difficulties earlier, but we are glad you are here to talk with us because I am personally excited and scared to go to the Great American Beer Festival.

Ken

There are plenty of websites that try to tell you you know, first Timers XP.

Ken

Parents, I know porch drinking has a massive list of different events as well as things to do and what to do and not do at the festival.

Ken

So my first question to you regarding the festival, what is probably the most common mistake?

Ken

A new person who's who's dabbled in beer festivals?

Ken

Gone to plenty of them may make when I go to an event like that and how can I not make?

We get.

Ann Obenchain

Well, I think.

Ann Obenchain

Being too excited is a mistake and thinking it's a Sprint and the festival is really a marathon. We've got 2000 beers.

Ann Obenchain

From 500 breweries.

Ann Obenchain

384,000 square feet, so that's a lot of football fields to cover. So you gotta wear some good shoes. But just take your time, take it all in, come with a plan and enjoy yourself.

Ken

Now, I was actually talking to someone on your Twitter account earlier.

Ken

You guys actually have an app for the event.

Ken

How is that?

Ken

Is that this the first year you use an app as opposed to just having like a beer list or a centralized location?

Ken

And what can I get from utilizing your app?

Ann Obenchain

We it's called mydb and it is a browser based app that is free and we've had it a few years.

Ann Obenchain

So we're bringing it back by popular demand and what it does is it.

Ann Obenchain

Has beer tours by style, so if you're.

Ann Obenchain

New and you want to just.

Ann Obenchain

Taste only one type of beer style.

Ann Obenchain

For example sours.

Ann Obenchain

We have the sour Puss Beer Tour, or if you want gluten free beer, there's no gluten for you.

Ann Obenchain

If you like stouts or IPA's, there's 19 different tours that you can just select.

Ann Obenchain

One of those on the.

Ann Obenchain

Map, and it'll give you a list of all of those beers within the hall.

Ann Obenchain

Within that style.

Ann Obenchain

It also helps you plan, so if you have favorite breweries that you want to check out, you can pick that that Boolean.

Ann Obenchain

It's going to plot it on the map for you, so almost like a little GPS system, but.

Ann Obenchain

You can check it out and and.

Ann Obenchain

And go find those breweries and make a plan ahead of time.

Ken

Now, I've been told the amount of steps you're going to take during a festival of this size.

Ken

What should I expect when I am there?

Ken

Is there a lot of walking?

Ken

Is there a lot of like?

Ken

How should I prepare physically?

Ann Obenchain

Wear some very comfortable shoes.

Ann Obenchain

You're going to be walking on car.

Ann Obenchain

And and just take your time, I mean we'll have there's lots and lots of different areas where you can relax.

Ann Obenchain

There is the.

Ann Obenchain

Backyard, where you can hang out in some add, are on deck chairs.

Ann Obenchain

Play some *****, play some other games, stop and listen to the music at the icon.

Ann Obenchain

Hey Icon Pass stage, we've got live music every night, every session.

Ann Obenchain

You can also sit down in.

Ann Obenchain

The Brewer studio which is.

Ann Obenchain

Every half hour we're running talks from Bullers or other people in the brewing industry, and you can learn things about pairing food and beer.

Ann Obenchain

You can learn about just a personal story, so that's another great place to take a load off your off and take a rest.

Ann Obenchain

For a minute, but you know the sessions go from in the evening sessions or you know 530 to 10. So 4 1/2 hours of sampling beer and.

Ann Obenchain

And hanging out.

Ken

How many people are on the staff that go into making this festival whole and when do you guys start preparing?

Ann Obenchain

Well, we start preparing, I mean we start preparing by securing the dates of the festival years in advance and it is really a year round planning process.

Ann Obenchain

We have our core staff is about 55 people in our office in Boulder, Co, but then we add contractors and then most importantly.

Ann Obenchain

We have more than 2500 volunteers that are onsite and really help us make that happen.

Ken

And do you guys do any other types of events outside of the festival during festival weekend or is that kind of the the community that does all these different?

Ken

A. Events that go on and for those of you who are listening to the podcast or checking us out on YouTube, go into the show notes.

Ken

There is going to be a link to porch drinking which you'll be able to get a massive list by day of all the events that are going on concurrent with the festival.

Ann Obenchain

So we were we. This is our only event. 40,000 people over three days and four sessions is is enough for us.

Ann Obenchain

But we are proud to work with, visit Denver and be part of Denver Beer Week.

Ann Obenchain

So that is usually a week that starts actually tomorrow and runs through the end of Great American.

Ann Obenchain

Beer festival, and that's where we they have lots of other activities all through the city. You know, there's more, more than 100 breweries just in Denver Metro area, a lot of the breweries.

Ann Obenchain

Coming in for the festival or doing special tapings?

Ann Obenchain

We post quite a few other what we call JAB Week events on our site.

Ann Obenchain

Porch drinking does a great job of posting events, and then the Denver Beer Week page has lots of events, so we have quite enough on our plate and we're happy to be a cornerstone.

Ann Obenchain

Of Denver beer week.

Ann Obenchain

And there are there's.

Ann Obenchain

Just so much to do.

Ann Obenchain

At for beer lovers over the next seven days.

Ken

Now before I pass it to rob, my my last question I want to ask you involves kind of like a comparison and contrast, because here in Detroit, while we do have some public transportation, it is severely lacking.

Ken

With over 100 in Detroit or city Denver, Metro 100 different breweries all these events, how do people get around the city?

Ken

Is there a a train, a tram, a?

Ken

Monorail anything that helps people move from one site to another.

Ann Obenchain

Yeah, well, there's everything.

Ann Obenchain

There is the light rail that runs right to the Convention Center.

Ann Obenchain

From the airport, so if you're flying in, you can take that right to gybe.

Ann Obenchain

There is an extensive RTD bus system as well which comes out of Union Station, so that's only a few blocks away.

Ann Obenchain

And then there's Uber and petty cabs and other rideshares so lots of ways to get around the city.

Ann Obenchain

I'm so you can leave your car at home.

Robear

More and more proof that Detroit needs a better public transportation system that will never happen in our lifetimes.

Robear

And not in our children lifetimes.

Robear

Nick, I know you feel it.

Robear

It's great.

Nick

No, no, it's it's it's a totally different topic.

Nick

Topic of conversation, but I am right there with you.

Robear

Yeah, yeah, yeah, that is.

Nick

I'm right there with you.

Robear

And especially, you know, considering I I was just in in DC and unfortunately I flew into the wrong airport, which did not have a rail system going from Dulles into DC.

Robear

Metro so yeah, the Uber for for 40 bucks was was kind of a pain.

Robear

Absolutely it.

Robear

Guys, but you would mention about about all of The Walking and and that actually kind of goes back to to my trip out to DC.

Robear

I was just at a uh, we just did a trivia convention out there called Sporcle con and there was definitely a lot of walking.

Robear

I guess my first thing is is.

Robear

With those comfortable, comfortable?

Robear

Shoes is there a particular brand?

Robear

You want to go with.

Ann Obenchain

Well, I'm going to be there for a very long time, so.

Robear

What are you?

Robear

What shoes are you wearing?

Ann Obenchain

I'm wearing 3 pairs of shoes.

Ann Obenchain

That's I guess.

Ann Obenchain

Another good tip is to bring an extra pair of shoes if you're coming for more than one day.

Ann Obenchain

I always do that.

Ann Obenchain

I always like to switch up my shoes.

Ann Obenchain

I have hoka running shoes, trail running shoes.

Ann Obenchain

I like those 'cause.

Ann Obenchain

They've got good grip because you know, if the floor gets.

Ann Obenchain

A little wet.

Ann Obenchain

You don't.

Ann Obenchain

Want to you know you don't want to slip.

Ann Obenchain

Or anything like.

Ann Obenchain

That so that's going to be my shoe of.

Ann Obenchain

Choice next week.

Robear

I I have my my ultras so that.

Robear

Those are so.

Robear

They have those, and they're pretty decent shoes.

Robear

But as interests mentioned with needing that many, you know, needing extra pairs of shoes that there is obviously there's.

Robear

So much beer.

Robear

And like, while this is a marathon, I guess.

Robear

I I, I I'm like, if I were going, I would feel like really intimidated with all of the beer that was there.

Robear

I'm sure at some point, you know, there's gonna be alright.

Robear

It's just, I'm just going.

Robear

From one place to another.

Robear

But you say go in with a plan like what I guess for you, what would that plan look like?

Robear

Is it is it like looking for?

Robear

Not a series, just for for.

Robear

Uh, a particular brewery, but looking for.

Robear

I would be looking for styles like I'm going to be looking for.

Robear

I'm I'm kind of stupid when I go to two beer festivals and I go for the, you know, the 12% or.

Robear

It's the first thing I drink, so.

Ann Obenchain

I think it's pretty far in the evening.

Nick

And that's every festival.

Nick

To know.

Robear

So so like I guess from a style perspective, how how does one make a plan like that?

Ann Obenchain

I would use the app.

Ann Obenchain

So going back to the Mydb app, it has 19 different tours on it.

Ann Obenchain

Hopefully I was just going to look at that, but we've got Dark Vader so if you like dark, dark beers.

Ann Obenchain

You can, we can.

Ann Obenchain

Look at that.

Ann Obenchain

Rye of the tiger? Uhm.

Ann Obenchain

We have.

Ann Obenchain

Oh gosh, let me just bring this oh here.

Ann Obenchain

So you said you like strong big.

Ann Obenchain

So barrel of fun would be your wood and barrel aged beer tour that you could take and probably want to rest a little bit.

Ann Obenchain

And I would suggest using that dump bucket.

Ann Obenchain

You know that's a.

Ann Obenchain

One good thing for newbies to beer festivals is you don't have to drink.

Ann Obenchain

All the beer that you sample, you can just sample it and then dump it or you know whether you like it or not.

Ann Obenchain

But you don't have to drink the whole sample that you're given.

Robear

And I guess not as you mentioned with.

Robear

With samples and I'm not sure how it works in.

Robear

In terms of other states, 'cause, what we have in Michigan is that we have our little token system.

Robear

You have to purchase a ticket to get into the festival and you get a set amount of tokens.

Robear

You can buy tokens about to get more beer.

Robear

Is it the same out there?

Ann Obenchain

It's not so you, you buy a ticket for the festival and then you go in and you get a glass and it is one out samples all night so you do not have to buy tokens.

Ann Obenchain

And so that's where we really encourage people to savor the flavor, take some time out.

Ann Obenchain

Make sure you know you grab some food at one of the food trucks or.

Ann Obenchain

Some of the other concessions.

Ann Obenchain

And dumb you take your time.

Robear

Yeah and it's one out.

Robear

So we're we're used to to four Oz out here and.

Robear

And I know with with Ken what would what he does, and it's something that that I've adopted myself, is that, you know, I would only drink half of it and then just pour the rest 'cause I want to be able to, especially with something like this where there are some new breweries and so many beers.

Robear

That uhm, I guess in my head.

Robear

Look, but it's supposed to be a sample, so I I guess I have to come.

Robear

To grips with.

Robear

That that's just gonna be me.

Ken

I I want to clarify something real quick.

Ken

I do not dump the beer.

Ken

I ask for half pours.

Ken

I am not an abuser of alcohol like.

I say good.

Robear

I I apologize and I retract my statement.

Robear

I am sorry.

Robear

So, so one of the things that I saw that I was looking at some.

Robear

Information here that.

Robear

That Jeb Bush is turning 40 this year.

Ann Obenchain

We are and and think about that, right.

Ann Obenchain

I mean, 40 years of jab is pretty incredible.

Ann Obenchain

We don't take that for granted, but we just take a pause and go wow.

Ann Obenchain

You know, so many events and festivals have.

Ann Obenchain

They come and.

Ann Obenchain

Go and they have a shelf life and.

Ann Obenchain

We're just so proud that we're back and where people are interested and you know most of our set all but one session has sold out and we're expecting 40,000 people next week.

Ann Obenchain

So great, you know, we are, we are just thrilled and after COVID it just feels awesome.

Robear

Yeah, and kind of going into those, those COVID years with it being, you know, with not having the festival, uhm.

Robear

I guess top is.

Robear

About what that was like with having to go through COVID and not be able to have all of these people, all these breweries, to just enjoy.

Robear

The festival and enjoy each other with beer.

Ann Obenchain

That's a great question.

Ann Obenchain

For me personally, this is my favorite event every year, so I was personally crushed that I couldn't be at Jehovah.

Ann Obenchain

And because as you know the beer community.

Ann Obenchain

Is such a.

Ann Obenchain

Collaborative community and it's a warm community and it felt like we just lost seeing our friends.

Ann Obenchain

It's we're like one big family and the beer lovers that come are our family.

Ann Obenchain

So it was it was the challenge for sure.

Ann Obenchain

You know, we we still held the competition.

Ann Obenchain

In 2019 we we pulled that off, but we, you know, we tried to do a little bit of a virtual festival, but there's no substitute for for in person. And you know, a lot of our businesses, a lot of the Brewers, well, all of them, as we all did, we're struggling with, you know, keeping the doors.

Ann Obenchain

They were focused on reinventing themselves, doing curbside delivery, you know, pickup delivery, everything we they could to stay in business and and come out of the other side.

Ann Obenchain

So this festival is really a celebration of them, I think, and the community of beer lovers, so looking forward to seeing everybody.

Robear

And I guess going into the change or the changes that have happened, just like we've said with the with the delivery, the curbside pickups.

Robear

Uhm, I'm guessing there have been some some outdoor patio area type things that have happened in the area are.

Robear

Are there any of those particular?

Robear

Uhm, COVID related uhm, items that that have been put into?

Robear

Starting to go.

Robear

Into a little bit of politics.

Robear

So beer politics.

Robear

Uhm, things that have happened in the area that kept these businesses running, are there some that are still running out there that you hope continue or any that you want to just kind of go away now that COVID has sort of gone away?

Ann Obenchain

Well, I think.

Ann Obenchain

I think what's been great, I'll just focus on the QR code.

Ann Obenchain

Like how awesome, you know, the QR code was was going to be dying, it was going to be a dinosaur before COVID.

Ann Obenchain

And now think about how when you've gone to gone to the breweries when you had the touchless ordering systems.

Ann Obenchain

All of a sudden, QR codes, like everybody on this podcast and all the listeners probably know how to use a QR code, and it's like QR codes.

Ann Obenchain

Are back, right?

Ann Obenchain

It's like, I think that's pretty cool.

Ann Obenchain

So, so that's been great and I think, you know, people have just found new ways to use technology, new, new ways to deliver new ways to enjoy beer.

Ann Obenchain

What? What should go away?

Ann Obenchain

Uh, I don't know.

Ann Obenchain

Well, you know, in my in my hometown, I'd like to see some of the outdoor seating go away and some of the streets reopen.

Ann Obenchain

But it's all.

Ann Obenchain

Good, you know, I mean, every once in a while I still try to turn my car down the street.

Ann Obenchain

That's been turned into a outdoor dining area.

Robear

How do you?

Ann Obenchain

So we'll see, but that's.

Ann Obenchain

That's, you know, that's just me.

Ann Obenchain

I can't still remember not to turn down that street anymore.

Robear

Yeah, fair enough.

Robear

One more before I pass it on to Nick, though.

Robear

This one.

Robear

We will see how how long this one goes, but enough about jabl.

Robear

Let's talk about you.

Robear

What is your tell us about your history in terms of beer?

Robear

You know where when you started drinking getting into?

Robear

Getting into craft beer and you know the UM and homebrewers association.

Ann Obenchain

Oh boy, so I grew.

Ann Obenchain

Up in Minnesota.

Ann Obenchain

We would drive.

Ann Obenchain

We were close.

Ann Obenchain

Enough to Wisconsin at the time, so.

Ann Obenchain

We had different different drinking ages.

Ann Obenchain

My parents aren't listing, so, you know, we used to.

Ann Obenchain

We used to drive across to Wisconsin to purchase beer in those days.

Ann Obenchain

Some people might understand what that means 'cause they had different ages.

Ann Obenchain

But I think my my real.

Ann Obenchain

Introduction to craft beer was when after college, I moved out to the Bay Area in California and all of a sudden I had.

Ann Obenchain

Anchor Steen.

Robear

There it is.

Robear

I was waiting for it.

Ann Obenchain

I had Sierra Nevada pale ale and I had a Gordon Biersch, the first Gordon Biersch, right around the corner from my house.

Ann Obenchain

We all know the Gordon Biersch is so fresh marzen.

Ann Obenchain

And so those three were like magic in a glass for me.

Ann Obenchain

And really I was like, wow, this has opened my eyes on what great beer is and how fun it is to.

Ann Obenchain

Drink beer.

Ann Obenchain

Uhm, how I got to where I am today.

Ann Obenchain

Fast forward, I worked most of my career in the active outdoor and ski industry and entertainment industry and.

Ann Obenchain

I'd say about gosh know a.

Ann Obenchain

Long time ago.

Ann Obenchain

When Dale was just getting Oskar Blues started and hand canning up the street here in Lyons, Co, he knocked on my door.

Ann Obenchain

I was working for a backpacking company at the time and he knocked on my door with a sample of Dale's Pale ale and said.

Ann Obenchain

I want to partner with.

Ann Obenchain

You to market my beer as the backpacking beer.

Ann Obenchain

'cause it's, uh, it's in a can and you can take it with you.

Ann Obenchain

So I worked on a project with him and that was great.

Ann Obenchain

Fine and.

Ann Obenchain

10 years later, I'm walking down the street and I see an awning that says the Brewers Association.

Ann Obenchain

And I'm one of those people.

Ann Obenchain

When I see something, I go home and Google it, and I Google it and my job is listed.

Ann Obenchain

They're hiring.

Ann Obenchain

And I was like, huh?

Ann Obenchain

This sounds really amazing.

Ann Obenchain

I would love to work in the beer industry 'cause.

Ann Obenchain

You know, outdoor industry, beer industry, a lot of same small businesses, lot of community.

Ann Obenchain

And so I'm like, wow.

Ann Obenchain

I don't know anybody, I.

Ann Obenchain

Better, you know, so I.

Ann Obenchain

Emailed Dale.

Ann Obenchain

I said, hey do.

Ann Obenchain

You know anyone at the Brewers Association?

Ann Obenchain

And he's like.

Ann Obenchain

Yeah, hold on.

Ann Obenchain

And then I all of a sudden I get this, this e-mail I'm copied on from Dale to the CEO on peas and says, hey Bob, meet Anne.

Ann Obenchain

I knew her before she went to jail.

Ann Obenchain

Before she went to prison.

Ann Obenchain

But hey, really?

Ann Obenchain

No, seriously.

Ann Obenchain

She's a really great gal and you should consider her.

Ann Obenchain

So that was my introduction, and I was like, Oh my God.

Ann Obenchain

But he really helped open that door and and then here I am now at the Brewers Association, so.

Ken

How you know?

Robear

That is. That is amazing.

Robear

Nick, I'll, I'll leave.

Robear

It you see.

Ann Obenchain

And I have not been to prison.

Robear

I I was gonna, I was gonna, I was gonna leave it to Nick for the follow up on on incarceration.

Nick

I I didn't want to ask.

Nick

That question, I hope.

Nick

I'm glad that you said cleared up like, no, I.

Nick

Did not know so.

Ann Obenchain

Well, that was just fabrication.

Nick

So let's go back to the festival.

Nick

For a moment you you mentioned how.

Nick

Many breweries get over 500.

Ann Obenchain

We have 500 breweries on the floor. Yep.

Nick

500 breweries on the floor.

Nick

How do you 'cause?

Nick

Obviously you have to draw a line somewhere in the sand.

Nick

Or is it just worse?

Nick

If you apply to be a part of the festival, you get a booth.

Nick

How do you draw the line?

Nick

Or do you say if you want to come to job and you want to spot it here at the festival, you are welcome to come?

Nick

How do you?

Nick

Manage so many breweries and do you draw the line somewhere?

Nick

Is there a cap as to how many breweries come?

Ann Obenchain

There has to be a cap, you know, especially this year, 'cause, the Convention Center is under construction, so we went from 10 football fields to 6 football fields.

Ann Obenchain

So this we work with our exhibit company to plot the square footage and go OK, how?

Ann Obenchain

Many? How many?

Ann Obenchain

Physical booths.

Ann Obenchain

Can we fit in here?

Ann Obenchain

And we have.

Ann Obenchain

Yeah, it's first come, you know, we were able to accommodate everyone that wanted.

Ann Obenchain

To come in this.

Ann Obenchain

Year, but we sometimes we have a cap in some years.

Ann Obenchain

We we can't.

Ann Obenchain

We can't fill it.

Ann Obenchain

But it's first come, first serve and usually that registration windows open for a week and we fill up, right?

Ann Obenchain

Away and then we and.

Ann Obenchain

Then our events team does an amazing job of, you know, playing.

Ann Obenchain

I don't know.

Ann Obenchain

What you would call it.

Ann Obenchain

You squish stuff.

Ann Obenchain

Like, oh, maybe over here there's a little extra.

Ann Obenchain

Room and we can.

Ann Obenchain

Get this buddy in 'cause we don't.

Ann Obenchain

Want to say no to anybody?

Ann Obenchain

Uhm, but yeah, it's uh.

Ann Obenchain

Uhm, it's a big process to put that growth plan together and figure out how many people we can fit in there.

Ann Obenchain

And then also.

Ann Obenchain

Figure out it's not just how many booths, but how many bodies are going to be in that hall.

Ann Obenchain

Because then you know, we have to make sure that the fire Marshall.

Ann Obenchain

Is happy with us too.

Nick

The the logistic side of a festival, besides the actual product that out 10s of thousands will be coming in to to sample over the course of three days next weekend.

Nick

Uhm, stuff that we just don't normally think about.

Nick

This is probably one of the larger. This is obviously one of the larger beer festivals in in the country and this is in 2020. What was that grows that up?

Robear

I said hell in the world.

Nick

In the world, OK.

Nick

But this is probably.

Nick

The first year that we've been in a pseudo normal world with COVID.

Nick

Uh, being hopefully on the tail end of it?

Nick

Probably not, but at least.

Nick

To the point where.

Nick

We're not keeping ourselves locked in our homes doing either virtual festival or reduced attendance. Do you feel 2022 is the next step, getting back to that pre COVID level of everything, engagement in attendance hype?

Nick

All the above.

Nick

Do you feel like this year is the first year that we're back to normal at GABF, or do you feel like there's still one or two things may be missing from the pre pandemic with use?

Ann Obenchain

I think it's a.

Ann Obenchain

Step too normal.

Ann Obenchain

You know, like we're we're past the middle rung of the ladder in.

Ann Obenchain

My opinion, you know where.

Ann Obenchain

Uh, people are still, you know, some people are still too.

Ann Obenchain

To stay at home, you know they're.

Ann Obenchain

Not quite ready.

Ann Obenchain

Others are are running as fast as they can into as many people as they can, and so I think we're one year away from normal.

Nick

One year away. So, so.

Nick

You suppose that's a C oh, no, that's fine.

Ann Obenchain

That's just me.

Nick

I, and I think everyone is entitled to.

Nick

Their opinion?

Nick

So you know me, for example, I I sat out all of 2020. I'm a lion season ticket holder.

Nick

We set set, at least at this stage there. I'm a season ticket holder. I sat out all of 2020.

Nick

'cause there was a lot of uncertainty and by the end of the at the end of the day didn't allow anybody in anyway. But anyway, 2021 came rolling around.

Nick

Barely been that vaccinated and I'm sitting in front of 60,000 people granted them. Surprised? Alliance had 60,000 people to begin with because.

Nick

It's the lions.

Nick

So what if you consider jab at middle rung in your own opinion?

Nick

Again, this is just opinion.

Nick

What do you think?

Nick

Is it is?

Nick

It just we do.

Nick

We just need to get further away from the pandemic because we obviously know it's it's it's out there.

Nick

Who knows it will ever go away.

Nick

We have to live with it.

Nick

But is there something in your mind that's going to bring jobs back to?

Nick

What it was 'cause you guys were averaging around 60,000 people up until.

Nick

It hit the fan.

Nick

Is there or is it just, you know, we just gotta wait for people to just be comfortable and start coming back?

Ann Obenchain

I think it's a.

Ann Obenchain

Lot of things, right?

Ann Obenchain

So we're unlike.

Ann Obenchain

Detroit Stadium is outdoors.

Ann Obenchain

Right indoors, indoors.

Nick

It's active indoors and where we're going to get 4 field is what is one of the very few indoor football stadiums in the National Football.

Ann Obenchain

Oh, wow, 60,000 indoor.

Ann Obenchain

So I.

Ann Obenchain

You know, I think that the indoor part and the drinking and eating and being close together, drinking and eating is something that people just need to get comfortable with and, you know, we're seeing.

Ann Obenchain

We're seeing rates drop, but there's still uncertainty and you know there's now there's monkey pox.

Ann Obenchain

Now there's other things and.

Ann Obenchain

It's just like how is.

Ann Obenchain

I think, I think people need to settle into what a new normal is and and and then we'll see and next year we'll have more space again.

Ann Obenchain

At the at the festival so we'll be able to grow that space again and and test to see our.

Ann Obenchain

People really ready.

Ann Obenchain

I think people are really ready, but I still.

Ann Obenchain

Know I mean.

Ann Obenchain

I talked to many of my friends and I'd say.

Ann Obenchain

You know, sample of you know, ten friends, 60% are like, yeah, I'll go to the festival, no problem.

Ann Obenchain

And others are like, oh, I'm just not ready yet.

Ann Obenchain

I guess it's just a little too much, you know, like they're comfortable going to a small concert or they're comfortable going to dinner.

Ann Obenchain

Out or they're comfortable.

Ann Obenchain

Going to a dinner party but you?

Ann Obenchain

You know, a festival.

Ann Obenchain

10,012 thousand people a session. That's a, that's a, that's a lot. Just like go into a a sporting event.

Ann Obenchain

So if you've been to a sporting event or you've been to a big concert, you're probably going to feel more comfortable.

Ann Obenchain

But I think we're still like when I was saying right that middle wrong or 2/3 up that wrong. I think that's just the place that.

Ann Obenchain

People need to use, everyone needs to decide for themselves where they're.

Ann Obenchain

Where they're going to feel comfortable.

Nick

And that makes complete sense. It took believe me, when I said when I went to that first game in 2021 last football season, I was nervous and.

Nick

It's crazy confronting him, sitting in front of 60,000 people that I'd never caught it. It took me sitting at a bar with my cousin.

Nick

Catching it.

Nick

And that was with six people rather than 60,000. But anyway, one last question before I turn it back over to Ken.

Nick

I'm sure some of our listeners are going to be in attendance, obviously can and one of our Co hosts, Dan, will be in attendance.

Nick

What breweries are you personally looking forward to trying and this is tough 'cause you have so many, but is there one or two that stick out that you really are?

Nick

Interested in coming and checking out this year at JBS?

Ann Obenchain

Oh, that is.

Ann Obenchain

So hard.

Ann Obenchain

And you know, since we're we represent everyone, I can't have a favorite child, right?

Ann Obenchain

So I I think that, you know, we've got over 400 breweries in the state of Colorado, so me and I get to travel and see them all the time.

Ann Obenchain

And I love every single one of them, but I think my focus is going to be on.

Ann Obenchain

Places that I don't get to.

Ann Obenchain

Get to very often. So I'm going to go to those States and those and those breweries that you know in those the smallest of the small taproom's and really try them and see what they're what they're doing 'cause often a lot of the creativity is coming out of those of those of those small, small breweries.

Ann Obenchain

So I don't have a specific theory for you, but but that's kind of my plan for hitting the festival floor next week is, is places that I have to fly to instead of drive to.

Nick

Right. No, I'm sorry.

Nick

So just two beers from the state of Michigan, a soccer tux, bonfire Brown and shorts melt my brain.

Nick

Those are the.

OK.

Nick

Those are the.

Nick

Two uh that I would, you know, if I saw him, I'm going to go for him because it's just those are some of my personal favorites and we all know Kim loves Browns.

Nick

They he loves them.

Ken

That bonfire Browns are really good.

Nick

Right, it is really good.

Uh, OK.

Ken

Uh, true to style, like English style brown ale.

Ken

So if you're if you're a fan of that, that is want to go.

Ken

I'm looking at the map right now and it does say that you you're going to.

Ken

Have food trucks.

Ken

Is that like, are people going to drive the trucks into the actual app OK?

Ann Obenchain

It's the beauty of having a concrete floor in a loading dock is we can just drive them right in.

Ann Obenchain

So we're going to have four food trucks, actually, 5 food trucks, 4 food trucks.

Ann Obenchain

And then we've got this amazing Taco truck that's also pouring beer out of their Taco trucks.

Ann Obenchain

So pretty excited.

Ann Obenchain

And then there's other concessions as well.

Ken

Now I'm looking again at the map, and you do have sponsored by partake.

Ken

Dan was actually on the show a handful of months ago.

Ken

It might actually be a year by now as.

Ken

Time kind of blends together.

Ken

Uh, do you have a lot of NA F type beers that are going to be presented this year, especially with the boom of?

Ken

NA beers in the country.

Ann Obenchain

We have a great question.

Ann Obenchain

You know partake as a sponsor of our designated driver booth.

Ann Obenchain

So for your listeners and other people coming to the festival, we love our designated drivers who make sure that all of the other beer lovers get home safely.

Ann Obenchain

So we set up an area for them with free massage non alcoholic.

Ann Obenchain

Beverages, food and snacks.

Ann Obenchain

We have 11.

Ann Obenchain

Breweries that will be pouring in a beers on the floor.

Ann Obenchain

Uhm, there's I think. I think there's about 2223 of those non NA beers some of those beers are coming from.

Ann Obenchain

And NA companies and others are coming from.

Ann Obenchain

Breweries that offer that as part of their selection.

Ken

Have you prior, prior to this year?

Ken

Have you?

Ken

Add something like that for the the N.

Ken

8 for the designated drivers, or maybe?

Ken

The sober, curious.

Ken

That still want to come and hang out.

Ann Obenchain

Yes, we've always had any beer offerings at the DD booth or we called designated driver, but DD booth and then as well as if people want to pour them in.

Ann Obenchain

In 2019, I believe booking Brooklyn Brewery was pouring their special effects at the at the at their booth.

Ann Obenchain

So we it's been part of our festival, it's also part of our competition.

Ann Obenchain

We have any beer in our competition as well.

How do?

Ken

You rate any beer when there's not really is.

Ken

Is there a style guideline for any beer, especially because there's so many different styles of beer, let alone a beer?

Ann Obenchain

There is a there is we have we.

Ann Obenchain

Issue a beer style.

Ann Obenchain

Guideline every year and that's what the competition.

Ann Obenchain

Is judged.

Ann Obenchain

That's what they're judged.

Ann Obenchain

Two in the competition.

Ann Obenchain

And so they need to meet that style.

Ann Obenchain

We don't, we don't say.

Ann Obenchain

Like IPA NA or IPA.

Ann Obenchain

So it's more of a general style.

Ken

And what for those who are homebrewers, you guys have the homebrew marketplace.

Ken

What do you expect?

Ken

Like what would a consumer expect to see at the homebrew marketplace over at GABF?

Ann Obenchain

Often we'll have think like Grandfather will be there with some of their latest in their in their gear for in their equipment for home brewing.

Ann Obenchain

Some of the suppliers will be there with their malts and barleys.

Ann Obenchain

The HI booth will be there, of course, so you can talk to the team about brew.

Ann Obenchain

And then part of our collaboration booth is our program winners.

Ann Obenchain

So we will have past winners of the program competition, which is a competition where professional brewery pairs up with a home Brewer and they scale that up for commercial reproduction and they've entered.

Ann Obenchain

And they've won, so you can actually go and taste some really amazing homebrews.

Ken

Now during your event you're going to have almost like panel talks where you have special guests, people talking about different topics, including on Saturday evening Julia Herz is doing a talk on homebrewing, getting hooked on homebrewing.

Ken

What is?

Ken

What is what you're excited for?

Ken

What is a?

Ken

A talk that you're excited to hear.

Ken

Is it Bart talking numbers?

Ken

Is it Julia talking homebrewing?

Ken

Like what is something that's really piqued your interest that you might want to make sure you, you know, you take your break during that time?

Ann Obenchain

You know, I think for.

Ann Obenchain

Me on UM, oh gosh, you know, there's there's a lot of fun stuff on Friday night we have Garrett Oliver from the Brooklyn Brewery and he is going to be kind of talking about the different legends of of the Great American Beer Festival in the history.

Ann Obenchain

I get a little nostalgic, you know, it's.

Ann Obenchain

Like its 40th anniversary.

Ann Obenchain

So he'll be talking tales of, you know, of beer over over the past 30 years and he's a wonderful storyteller, wonderful personality, and I always learn something every time I listen to him or to some of the others that have been with us since the 80s.

Ken

Are we gonna have?

Ken

Any let's say.

Ken

Fermented adjacent products available at the event or is it only beer?

Ann Obenchain

This year, it's only beer.

Ann Obenchain

You may notice a couple a beer based slushies from 903 brewery.

Ann Obenchain

On the menu.

Ann Obenchain

And we have a Roadhouse is going to do a session at the Brewers Studio birdhouses from Jackson Hole, Wyoming.

Ann Obenchain

They're going to do a pairing of.

Ann Obenchain

One of their seltzers with.

Ann Obenchain

Ice cream.

Ann Obenchain

Some homemade ice cream.

Ann Obenchain

And kind of talk about.

Ann Obenchain

Just pairing different things together.

Ann Obenchain

But this year it's going to be all beer.

Ken

Now jab before we wrap up is also a competition. People turn in and bring in beers of all different styles to win. When do they announce this year's winners?

Ann Obenchain

The winners will be announced on Saturday, October 8th.

Ann Obenchain

The word ceremony starts at 10.

Ann Obenchain

It's going to be live stream via the brewing network.

Ann Obenchain

And we'll put a link up.

Ann Obenchain

On our website here pretty soon.

Ken

What's the brewing network?

Ken

This is my first time hearing this.

Ann Obenchain

Ah, the brewing network is another network talks about beer.

Ann Obenchain

All the time.

Ann Obenchain

So you'll have to check it out.

Ken

We're going to have to talk to somebody.

Ken

We're going to need better on draft to do.

Ken

The streaming for this next year for sure.

Robear

As like all three of us are typing this at the same time.

Robear

It's like what the what?

Nick

Yeah, I'm already.

Nick

I'm already there.

Ken

I I took my notes.

Ken

And I, I appreciate you coming on, giving us a chat about the, the Brewers Association and everything that goes on with GABF.

Ken

It very excited to go and I'm very, very, I'm less scared.

Ken

I I think I'm just going to kind of do what I normally do at festivals and just kind of like walk until I find something that looks fun, uh, name a brewery and just kind of show up and go because it's it's definitely decision overload.

Ken

Too many choices, you know, people say they can't be too mad.

Ken

There's too.

Ken

Many choices when the the.

Ken

Results are 5000 different beers or or many different beer 2000 different beers. Before we end the show, we always ask one final question.

Ken

Uhm, and then we give you the opportunity.

Ken

You said that there is still one day available for tickets, so we'll make sure people know what they could buy.

Ken

But for those of.

Ken

You listening? And maybe listening randomly. This is for the 2022 Great American Beer Festival.

Ken

I hope we can talk to you and other representatives again next year to prepare us for the 2023 Great American Beer.

Ken

But Rob, what is your final question for Ann here?

Robear

My final question, what is the one thing that's at jabl that you wish you could do?

Ann Obenchain

Oh, I wish I could.

Ann Obenchain

Dress up in an inflatable T.

Ann Obenchain

Rex costume and walk around and drink beer.

Oh my God.

Robear

I love that answer.

Robear

I love that answer.

Ken

That's that's such a solid question that I never thought to ask 'cause.

Ken

I used to host events here in Michigan.

Ken

Not beer festival events, but, you know, technology and gaming.

Ken

Friends and I never realized you don't get to really do any of the event.

Ken

You have to work it.

Ken

You have to support it.

Ken

You have to be around.

Ken

You don't really get to enjoy it, you get to.

Ken

You get to enjoy by proxy, by seeing everyone else happy and having fun and drinking, partying and all that stuff.

Ken

But you don't get a chance to really do that that that was a.

Ken

Really good question, Rob.

Ken

I'm proud of you.

Thank you. Thank you.

Ken

Nick, what's your final question?

Nick

It is the week before Jabl, but you're gonna be drinking something this weekend.

Nick

What beer are you going to be cracking open that you were really looking forward to this weekend?

Ann Obenchain

Oh gosh.

Ann Obenchain

It's going to be warm.

Ann Obenchain

Here in Colorado this weekend, it's like one of the last summer weekends.

Ann Obenchain

And I I've got my Oktoberfest and my pumpkin ales, but I'm gonna be.

Ann Obenchain

I love Whidbey, and they do a great job on loggers and raedler's. So this is going to be my last weekend to drink Rattlers, and they have an amazing light shine radbod that I'm going to be drinking in the sunshine this weekend.

Nick

Alright, there you go.

Ken

And my final question, of course, I did a lot of research when it comes to the festival, so I was getting ready and pumped and I noticed something that I'm, I'm going to be honest at work.

Ken

Meet you guys have a karaoke stage there.

Nick

Oh, stop it.

Ken

Yeah, and I I.

Ken

Have been to.

Ann Obenchain

You and me 5 three o'clock during the member session.

Ann Obenchain

Can you and me?

Ken

Oh, OK, OK.

Ken

What are we singing?

Ann Obenchain

Now we'll find out.

Ken

Uh, my my question was why?

Ken

Because I've been to way too many karaoke nights and the train wrecks you see is just.

Ken

You know, lots of overconfident people, but at a festival it just seems a little, a little weird.

Ken

Is this do you guys do karaoke every year?

Ken

What's and what what is one of your favorite performances you've seen?

Ann Obenchain

I I can't remember, yes, we have done karaoke for many years.

Ann Obenchain

It's a very popular event at the festival, you know, for front groups of people to go over and take a time out.

Ann Obenchain

It it's just really a fun, fun event.

Ann Obenchain

I just remember people and I just love seeing the confidence and often we have costume themes each session, so it's even more fun.

Ann Obenchain

So it's it's both a spectator and a participant event.

Ann Obenchain

You know, it's.

Ann Obenchain

Like you don't.

Ann Obenchain

Even have to sing.

Ann Obenchain

You can go over there and be entertained.

Ann Obenchain

It's a reality show right there in front of your eyes.

Ann Obenchain

You don't even have to turn.

Ann Obenchain

On the TV so.

Ann Obenchain

I encourage you text me when you're at the member session can let's go over to the karaoke stage and sing a song together.

Robear

You'll be alright, Ken.

Robear

I'm thinking, I'm thinking for you.

Robear

At first my thought was going to be it's all coming back to me now by Céline Dion.

Robear

But I was gonna back off of that one, and I I'm pretty much I I think for you.

Robear

One week, Barenaked Ladies.

Robear

You'll be alright.

Ken

I mean, I'm definitely A1 trick pony and it's it's one week by bare naked ladies. That's basically all I do for for.

Ken

I mean, but that's not really a duet song.

Ken

That's just me.

Ann Obenchain

Well, you can do it on your own and I'll film it and send it to.

Ann Obenchain

These guys and then they can post it.

Ken

I feel like Nick seen it.

Ken

Probably 100 times.

Ken

Me singing.

Nick

Oh, I at least 100 times.

Nick

At least underdog.

Ken

That is going to do at Great American Beer Festival is next week.

Ken

Denver, Co tickets.

Ken

Are still available for what session?

Ann Obenchain

Thursday night, October 6.

Ann Obenchain

So if you're in Michigan or anywhere else, get in your car and drive on over and let's so.

Ann Obenchain

See you there.

Ken

That's going to do it for this episode 3.

Ken

03 of the better.

Ken

Outdraft podcast Thank you so much for joining in no.

Ken

Matter what you think of.

Ken

Your beer? We think it's.

Ken

Better on draft.

Ken

Have a good night.

Ann Obenchain

Here's everybody.