

TAPPING INTO NEIGHBORHOODS:  
CRAFT BREWERIES AND THE LOCAL TAPROOM  
GALVANIZING COMMUNITIES IN THE SOUTHEAST

by

EVELYN J. MERA

(Under the Direction of John F. Crowley)

ABSTRACT

Local taprooms today foster the same principles of community support as taverns did in the past. Taprooms are set to become a vital factor in a healthy community. The craft brewing movement has increasingly grown nationwide, except in the Southeast. The results of this research note the many ways craft breweries with taprooms are desirable and functional assets to the community.

INDEX WORDS: craft brewery, beer, local taprooms, community planning, economic development, quality of life, neighborhood revitalization, southeast, taverns, third place theory

TAPPING INTO NEIGHBORHOODS:  
CRAFT BREWERIES AND THE LOCAL TAPROOM  
GALVANIZING COMMUNITIES IN THE SOUTHEAST

by

EVELYN J. MERA

BS, Nova Southeastern University, 2015

A Thesis Submitted to the Graduate Faculty of The University of Georgia in Partial  
Fulfillment of the Requirements for the Degree

MASTER OF URBAN PLANNING AND DESIGN

ATHENS, GEORGIA

2021

© 2021

Evelyn J. Mera

All Rights Reserved

TAPPING INTO NEIGHBORHOODS:  
CRAFT BREWERIES AND THE LOCAL TAPROOM  
GALVANIZING COMMUNITIES IN THE SOUTHEAST

by

EVELYN J. MERA

Major Professor: John “Jack” F. Crowley  
Committee: Umit Yilmaz  
Ron Sawhill  
Tom Jones  
Brian Roth

Electronic Version Approved:

Ron Walcott  
Vice Provost for Graduate Education and Dean of the Graduate School  
The University of Georgia  
May 2021

## DEDICATION

*Esta tesis se la dedico a mis padres,  
quienes en broma me preguntaron cuándo iba a terminar la carrera.  
Siempre me has apoyado y has querido lo mejor para mí.  
Lo logré y Te quiero.*

*For the friends who have been waiting for this moment,  
I did it!*

## ACKNOWLEDGEMENTS

I want to thank my major professor, Jack Crowley, for tagging me through Tanner to finish the degree and inspiring me to focus on this artisanal industry. I would like to express my deepest appreciation to my committee members: Umit Yilmaz, Ron Sawhill, Tom Jones, and Brian Roth for their input and involvement on an enjoyable topic.

My completion of this thesis could not have been accomplished without the support of so many. Thanks to everyone who motivated and supported me during my time at the University of Georgia and in Athens. I would like to thank Bryan Hardman, one of the first friends I made in Athens, whose envisioning ideas of craft beer led to more exploration. I must also thank Lesley Skiba, for always keeping it real and fierce. As I found myself tangled at times, thanks Emily Olive, for getting me out of a jam. I very much appreciate Kelly Bui, for the inspiring conversations and friendship. I'm extremely grateful to Bruce Lonnee, for his planning expertise and guidance, for understanding my ideas and giving them a fresh outlook. Thank you, Carolina Angulo, for the company during this process and the craft brewery Tour de Athens. Finally, thank you Ron Babecka, for using some sort of enchantment on me to rekindle my fire to what I started and see me through.

Also...to all the craft beers that inspired me with their flavor, graphic design, and craftsmanship in every can: thank you for producing memorable beers.

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS .....	v
LIST OF TABLES.....	ix
LIST OF FIGURES .....	x
CHAPTER	
1 INTRODUCTION .....	1
Research Question .....	1
Methodology.....	2
Organization.....	3
2 BEER EVOLUTION .....	4
The Birth of Beer: Oldest Beer in The World .....	4
What About Mead? .....	6
Agriculture.....	8
3 HISTORY OF BEER IN THE UNITED STATES.....	10
Quality Control.....	10
Early Taprooms .....	11
The Prohibition Era.....	13
Psst...Password: <i>Graduation</i> .....	19
Twenty-One is the New Eighteen(th Amendment).....	20
Survival of Breweries .....	21
Canned Beer .....	23

	Origins of Craft Breweries.....	24
4	WHAT IS CRAFT BEER? .....	26
	The Brewing Process .....	28
	Rules and Regulations for Breweries and General Alcohol.....	30
	Food Safety Modernization Act (FSMA) .....	31
	Three Tier System .....	32
	The Spectrum of Breweries.....	34
	Ownership and Seal .....	37
5	THE LOCAL TAPROOMS .....	39
	From Tavern to Taproom: What Was Old is New Again.....	39
	Quality of Life in the Third Place .....	40
	Economic Development .....	41
	Sense of Place/Local Branding .....	42
	Adaptive Reuse.....	43
	Challenges .....	44
6	CASE STUDIES .....	46
	Heist Brewery.....	57
	Southern Brewing Company.....	59
	Playalinda Brewing Company.....	61
	Back Forty Beer Company .....	63
	Carolina Bauernhaus.....	66
	Wiseacre Brewing Company .....	68
7	ATHENS, GEORGIA: LET THE BREW TIMES FLOW.....	70
	Normaltown Brewing Company .....	76

Athentic Brewing Company .....	80
Southern Brewing Company .....	83
Akademia Brewing Company.....	87
Creature Comforts Brewing Company: Downtown Taproom and Brewery .....	91
Honorable Mentions .....	97
<b>8 CONCLUSION .....</b>	<b>100</b>
Weaknesses and Limitations .....	102
Recommendations for Future Research .....	102
Last Call.....	103
<b>REFERENCES .....</b>	<b>104</b>

## LIST OF TABLES

	Page
Table 2.1: Variations of Mead .....	7
Source: Created by Author	
Table 3.1: Historic Timeline of Laws Surrounding Prohibition .....	17
Source: Created by Author	
Table 3.2: Prohibition-Era Product Sales by Major Brewing Companies.....	22
Source: Created by Author	
Table 6.1: Summary Chart: Case Study Brewery Information .....	69
Source: Created by Author	
Table 7.1: Applying taproom values to Normaltown Brewing Co. ....	78
Source: Created by Author	
Table 7.2: Applying taproom values to Authentic Brewing Co.....	81
Source: Created by Author	
Table 7.3: Applying taproom values to Southern Brewing Co.....	85
Source: Created by Author	
Table 7.4: Applying taproom values to Akademia Brewing Co. ....	89
Source: Created by Author	
Table 7.5: Applying taproom values to Creature Comforts Brewing Co.. ....	94
Source: Created by Author	
Table 7.6: Summary Chart: Athens-Clarke County Brewery Information .....	99
Source: Created by Author	

## LIST OF FIGURES

	Page
Figure 3.1: Women’s Christian Temperance Union .....	13
Source: <a href="https://Prohibition.osu.edu/gallery/photos">https://Prohibition.osu.edu/gallery/photos</a>	
Figure 3.2: Map of wet, moist, and dry US counties .....	15
Source: Map researched and produced by John Walton, Harjit Kaura and Nadzeya Batson. Sources include state governments and the NABCA.	
Figure 3.3: Map illustrating brewery locations from 1866-1920 .....	18
Source: Patterson, Mark, and Nancy Hoalst-Pullen. <i>The Geography of Beer, Regions, Environment, and Societies</i> . Dordrecht: Springer, 2014.	
Figure 3.4: Map illustrating brewery locations from 1921-1932 .....	18
Source: Patterson, Mark, and Nancy Hoalst-Pullen. <i>The Geography of Beer, Regions, Environment, and Societies</i> . Dordrecht: Springer, 2014.	
Figure 3.5: Votes to pass H.R. 14395 in 1933 (72nd Congress).....	19
Source: <a href="https://www.govtrack.us/congress/votes/72-2/h118#detail">https://www.govtrack.us/congress/votes/72-2/h118#detail</a>	
Figure 3.6: Newspaper headline noting the ratification of the 18th Amendment .....	21
Source: <a href="https://Prohibition.osu.edu/gallery/photos">https://Prohibition.osu.edu/gallery/photos</a>	
Figure 3.7: Krueger’s first canned drinks .....	24
Source: <a href="https://glacierncitygazette.net/frozen-in-time-012319/">https://glacierncitygazette.net/frozen-in-time-012319/</a>	
Figure 4.1: Ingredients to make beer .....	26
Source: <a href="http://www.thecraftbeersocial.com/craftbeerashcourse.html">http://www.thecraftbeersocial.com/craftbeerashcourse.html</a>	

Figure 4.2: Ale vs. lager fermentation styles .....	27
Source: Worth a Thousand Beers	
Figure 4.3: Outline of the brewing process.....	29
Source: <a href="https://www.brewersassociation.org/brewing-industry-updates/overview-of-the-brewing-process/">https://www.brewersassociation.org/brewing-industry-updates/overview-of-the-brewing-process/</a>	
Figure 4.4: Alcohol and Tobacco Tax and Trade Bureau definitions of breweries.....	31
Source: <a href="https://www.ttb.gov/images/pdfs/presentations/part3.pdf">https://www.ttb.gov/images/pdfs/presentations/part3.pdf</a>	
Figure 4.5: The three-tier system.....	33
Source: <a href="http://www.abdi.org/the-three-tier-system">http://www.abdi.org/the-three-tier-system</a>	
Figure 4.6: Brewers Association independent craft brewery seal .....	38
Source: <a href="https://www.brewersassociation.org/independent-craft-brewer-seal/">https://www.brewersassociation.org/independent-craft-brewer-seal/</a>	
Figure 6.1: Map of craft breweries in US 2019 .....	47
Source: Created by Author	
Figure 6.2: Map of craft breweries in the Southeast in the focus area.....	48
Source: Created by Author	
Figure 6.3: Map of craft breweries in Alabama .....	49
Source: Created by Author	
Figure 6.4: Map of craft breweries in Florida.....	50
Source: Created by Author	
Figure 6.5: Map of craft breweries in Georgia .....	51
Source: Created by Author	
Figure 6.6: Map of craft breweries in Louisiana.....	52
Source: Created by Author	

Figure 6.7: Map of craft breweries in Mississippi..... 53  
Source: Created by Author

Figure 6.8: Map of craft breweries in North Carolina ..... 54  
Source: Created by Author

Figure 6.9: Map of craft breweries in South Carolina ..... 55  
Source: Created by Author

Figure 6.10: Map of craft breweries in Tennessee ..... 56  
Source: Created by Author

Figure 6.11: Monroe Historic Entertainment District to-go cups .....60  
Source: <https://news.monroelocal.org/first-friday-concerts-in-monroe-ga-go-local-this-friday/>

Figure 7.1: Athens-Clarke County area designation as urbanized area..... 72  
Source: “Georgia’s Rural, Urban Cluster, and Urbanized Areas.” 2012. Georgia Department of Transportation.

Figure 7.2: Map of nearest craft breweries outside of Athens-Clarke County ..... 73  
Source: Created by Author

Figure 7.3: Map of Athens-Clarke County craft breweries ..... 74  
Source: Created by Author

Figure 7.4: Athens-Clarke County Brewery Timeline..... 75  
Source: Created by Kelly Bui, Modified by Author

Figure 7.5: Normaltown Brewing Co. taproom ..... 77  
Source: Photo taken by Author

Figure 7.6: Entrance of Normaltown Brewing Co. at Chase Park Warehouse..... 77  
Source: Photo taken by Author

Figure 7.7: Map of Normaltown Brewing Co. 15-minute walking radius.....	79
Source: Created by Author	
Figure 7.8: Athentic Brewing Co.....	80
Source: Photo taken by Author	
Figure 7.9: Map of Athentic Brewing Co. 15-minute walking radius .....	82
Source: Created by Author	
Figure 7.10: Southern Brewing Company Production and Taproom Facility.....	83
Source: Photo taken by Author	
Figure 7.11: Outdoor lawn area and entertainment stage. ....	84
Source: Photo taken by Author	
Figure 7.12: Southern Brewing Co. outdoor seating and production facility.....	84
Source: Photo taken by Author	
Figure 7.13: Map of Southern Brewing Co. 15-minute walking radius .....	86
Source: Created by Author	
Figure 7.14: Streetview entrance to Akademia Brewing Co.....	87
Source: Photo taken by Author	
Figure 7.15: Main entrance of Akademia brewpub.....	88
Source: Photo taken by Author	
Figure 7.16: Akademia signage and corner view of brewery .....	88
Source: Photo taken by Author	
Figure 7.17: Map of Akademia Brewing Co. 15-minute walking radius .....	90
Source: Created by Author	
Figure 7.18: Side view of brewery and original Snow Tire Company signage.....	91
Source: Photo taken by Author	

Figure 7.19: Creature Comforts Brewery ..... 92  
Source: Photo taken by Author

Figure 7.20: Classic City Lager signage and pavilion ..... 93  
Source: Photo taken by Author

Figure 7.21: People having conversations and utilizing the pavilion ..... 93  
Source: Photo taken by Author

Figure 7.22: Map of Creature Comforts Brewing Co. 15-minute walking radius..... 95  
Source: Created by Author

Figure 7.23: Map of Craft Brewery Core 15-minute walking radius..... 96  
Source: Created by Author

## CHAPTER 1

### INTRODUCTION

After the end of the Prohibition Era of the early 1900s, the brewing industry in the United States began to become popular again. Craft breweries slowly began to appear in the 1980s and 1990s and then truly began to flourish from the 1990s to the mid-2000s. Hundreds of craft breweries have opened, and their growth remains to be steady. As craft breweries with taprooms continue to establish themselves, their taprooms have a social value to their surrounding communities and neighborhoods.

Taverns were the original community centers for communities in colonial America. People spent their time inside, drinking beer and passing news among themselves. In the past, taverns (or saloons, in the American West) were extremely common throughout the United States and were found at almost every corner of the block. However, work by anti-saloon and religious groups resulted in the ultimate failure and disappearance of American taverns. Over time, the taprooms of breweries have progressively taken the place of taverns in many forms. Taprooms continue to be motivated by the communities in which they reside, acting as a host for conversations and the sampling of an artisanal creation made onsite.

#### **Research Question**

The past two decades have seen an increasing market for craft beer. Craft breweries are driven by support from their communities, and in return, they enhance their communities in many ways. This thesis explores the connection taprooms offer between the brewery and the communities of the Southeast.

## **Methodology**

The researcher had an interest in the craft brewery industry, specifically, the experimentation and effort needed to produce delicious beer. Esri's ArcGIS was used to create 10 maps of the United States, the Southeast, and each individual state, representing four types of craft breweries and their locations. The information for each craft brewery location indicated on the map was drawn from the Brewers Association website, copied into an Excel sheet, and then later imported into ArcMap. During the data entry process, the craft breweries selected were based on the following criteria developed by the researcher:

- Located within the selected Southeast region  
(Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee)
- Fit at least one of the craft brewery definitions of the Brewers Association
- Has more than one brewery location
- Community support
- Quality of life/sense of place
- Attractive company name/story

Using Business Analyst ArcGIS, each craft brewery in Athens-Clarke County was analyzed to show a 15-minute radius map with the brewery being the origin point.

## **Organization**

The second chapter of this thesis discusses the origins of beer and the role beer has played in various cultures throughout human history. It begins with ancient history, in Mesopotamia, when beer was warm and unfiltered. The third chapter proceeds

through colonial America and the tavern to Prohibition in 1920. The fourth chapter explains the differences between craft breweries and microbreweries. It also introduces the brewing process and the several types of craft breweries, defined according to the Brewers Association. In the fifth chapter, the taproom values of craft breweries in communities are explained, leading into the case studies. Ray Oldenburg's Third Place Theory is introduced, and its connection to craft breweries is explored. In the sixth chapter, six case studies of craft breweries with taprooms throughout the Southeast are presented. The case studies offer examples related to the different contributions made by breweries and do not limit the investigation to only one specific value. In the seventh chapter, the identified taproom values are pointed out in each craft brewery in Athens-Clarke County and how the brewery fits in the urban fabric. In chapter eight, the closing.

## CHAPTER 2

### BEER EVOLUTION

Brewing techniques originated in Mesopotamia around 10,000 BC using malted barley. The next evidence of beer brewing came from the Egyptians, who used dates, pomegranates, and indigenous herbs in brewing their beer (5000 BC). Eventually, beer traveled from the Middle East all the way across the Mediterranean to Europe. Although Northern European countries such as Germany and Belgium were the first to brew beer on the continent, colonization made it possible for the British Isles to become a beer-brewing center as well. Britain eventually was responsible for developing many of the current types of beer, including pale ales, porters, and stouts. Beer first arrived in the New World in 1587, when European colonists brought it to Virginia. Distinct from European traditions, Native Americans also produced their own beer made from corn, birch sap, and water. However, once the European colonists arrived in the United States, the process of beer-brewing became increasingly industrialized.

#### **The Birth of Beer: Oldest Beer in The World**

Regardless of social class, beer was consumed by people, offered to gods, and given to the dead in libation rituals. Beer's ability to kill microorganisms made it the preferred drink over water. During this period, women were primarily responsible for beer production. Beer was brewed by women who were known as brewsters. Since this beer was not particularly long-lasting, the brewsters drank their hard work.

Beer is one of the world's most consumed drinks and has been around since the Neolithic period. The first evidence of this ancient beer was discovered in clay jars found

in the Yellow River Basin of China, in a town called Jiahu (Hennessey, Smith, & McConnell, 2015). The clay jars were taken back to a lab and subjected to radiocarbon analysis, which dated them to 7,000 BC, or approximately 10,000 years ago. The clay jars found had an inebriating grain-based liquid inside in a well-preserved state. As a tribute to this ancient beverage, Dogfish Head Brewery in Milton, Delaware, partnered with biomolecular archaeologist Patrick McGovern, of the University of Pennsylvania, to reverse-brew the world's first beer, naming the release "Chateau Jiahu." McGovern used chemical and botanical analysis to identify the ingredients in the jars, resulting in a mix of grapes, rice, honey, and hawthorn fruit (Horn, 2010). Later, in the Tang Dynasty, a new form of storing beer with better sealing was invented. The ancient Chinese sealed their jars with beeswax, allowing for the beer to be preserved better and stored for at least a year.

Nor was beer limited to ancient Asia. In ancient Sumer, Ninkasi, the goddess of alcohol, was a beer lover. Her name translates to "the lady who fills the mouth" (Mark, 2011a). As a testament to beer's importance in Sumerian culture, the song *Hymn to Ninkasi* has been discovered engraved on multiple clay tablets from as early as c. 1800 BC. Archaeologists who studied the clay tablets realized that the hymn was a recipe for beer. Appropriately for a culture with a goddess of alcohol, Sumerians were heavy beer consumers. As mentioned by BeerAdvocate (2000),

After the fermentation, the beer was served in proper Sumerian style – sipped from bulky clay jugs using lengthy drinking straws, produced to bear a resemblance to the gold and lapis-lazuli straws unearthed in the mid-third millennium tomb of Lady Pu-abu at Ur. (n.pag.)

Beer was also ancient Egypt's official beverage. Hieroglyphics depict ancient Egyptians drinking out of large jugs with extended straws. The straws could have been used to filter out the large chunks of barley and prevent insects from contaminating the fermented drink. According to ancient Egyptian religion, the lion-headed goddess Sekhmet was sent to earth by the sun god Ra to punish all those who broke his laws and did not respect him. During her rampage, she murdered many people, which prompted Ra to stop her killing spree. He poured 7,000 jars of beer, dyed red from pomegranate juice to resemble blood, on the ground. Sekhmet's rage was so intense that she did not notice that she was drinking beer instead of blood. She became drunk and fell asleep for three days, saving the remaining lives on earth (Mark, 2011).

### **What About Mead?**

Several types of alcohol were discovered in the Neolithic-era jars found in Jiahu. As previously mentioned, the results of analysis confirmed that their contents were beer, but the jars also showed traces of mead, which is another fermented alcoholic beverage. Traditionally, mead is produced by diluting honey with water, and by the addition of yeast (Vidrih & Hribar, 2016). The natural yeast and high moisture content causes the liquid to ferment. The difference between beer and mead lies in the ingredients. Beer uses the starch of rice (or other grain), whereas wine comes from fermented grapes, and mead from was fermented honey. Like beer, mead comes in a variety of substyles.

Table 2.1

*Variations of Mead*

<b>Variation</b>	<b>Ingredients (Honey + Mixture)</b>
Mead	Water
Braggot	Hops/malt – with or without hops added. An ale.
Melomel	Fruit
Metheglin	Honey and spices
Morat	Honey and mulberries
Pymment	Honey and red/white grapes
Cyser	Honey and apple juice

Mead, as well as honey, was used as a sweetener in China, Greece, Southeast Asia, India, and Egypt during ancient times. The Egyptians show evidence of domesticating bees and building beehives to harvest honey twice a year. Woven baskets and unbaked clay were used as a structure for the hives. The bees were smoked out of the hive when it came time to harvest. This elaborate cultivation system indicates the importance of honey, and, by extension, mead, to ancient cultures.

Mead, or “honey wine,” was popular throughout the Anglo-Saxon period, as illustrated by the Old English epic poem, *Beowulf*, in which the beverage is celebrated for its immortality and magical powers. Mead also was a ritual used in wedding ceremonies. The word “honeymoon” comes from the ancient tradition of giving bridal couples a month’s worth or “moon’s worth” of honey-wine. In ancient times, mead was thought to ensure virility and fertility and a fruitful union. Moreover, the payment to the mead maker was often increased dependent on the promptness of pregnancy and whether the first-born child was male (O’Riordan, 2016).

After the introduction of wine from the Mediterranean countries, mead, which was once drunk by commoners and nobility alike, lost its popularity among the upper

classes. Nonetheless, it did not lose its popularity among the common folk because, like beer, it could be made from materials at hand, and, unlike wine, it did not require special temperatures for storage or aging. However, beer was much less expensive to produce and gradually replaced mead as the daily drink of all classes (Vidrih & Hribar, 2016).

## **Agriculture**

Agriculture plays a significant role in the beer creation process. Over time, humanity began to evolve and develop farming and hunting skills, leading to the turning point: the development of agriculture. In fact, human civilization was made possible due to the transition from hunter-gatherer to farmer. The practice of farming also led to the advancement of beer. For humans of the early civilizations of the Stone Age, the search for grain led to the creation of beer and other fermented foods and beverages.

The discovery of fermentation was likely unplanned. In addition to bread, gruel (also known as porridge) was a common food, a thinly textured food made from a type of grain (oat, wheat, rice, etc.). Gruel is made by soaking grain in water and then pouring boiling water over the concoction. However, germination could occur if the gruel were left in the sun, and poor storage allowed fermentation (Hennessey, Smith, & McConnell, 2015). Thanks to agriculture, grains began to be farmed, which led to the creation of many alcoholic beverages worldwide.

The history of beer's brewing, as well as its techniques and evolution (including the spread of recipes), has gone through uncountable changes. The nature of organic provisions degrading over time initiated the process. Beer has ranged from the safe and drinkable beer that lasted only a week to that of the Golden Age that could last over a year. However, there remain gaps in the advancement of human culture and technology,

and the discovery of beer has not been entirely explained. The search for answers has posed challenges in obtaining definite information but has also enriched our modern knowledge of beer and alcohol. Thousands of years after the first beer of the Neolithic era, modern brewing, and its emphasis on efficiency, storage, and experimentation, has made the modern craft beer phenomenon possible.

## CHAPTER 3

### HISTORY OF BEER IN THE UNITED STATES

The first commercial brewery in the United States was opened in 1632 by the Dutch West India Company in lower Manhattan. By 1639, many commercial breweries had begun to appear in New Hampshire, Rhode Island, Pennsylvania, and other colonies. Germany's Pilsner beer also made its debut during this period, and this variety quickly spread worldwide. The beginning of American beer was influenced by German beer. The Pilsner is one of many styles of beer that has been widely accepted globally. During this time, it was even common to see women brewers: "tavernkeepers were not the only women brewing; housewives were as well, and brewing beer was one of the many tasks on their long list of daily duties" (Schell, 2017, n.pag.). Over time, brewers came together to figure out how to make better beer.

#### **Quality Control**

Regulations of beer began because poor water quality could ruin the quality of the beer. For example, during the late 1830s in Plzen, in the Kingdom of Bohemia (modern-day Czech Republic), the quality of the beer brewed was deemed unacceptable, resulting in barrels of beer being poured into the river. Much later, pollution laws were enacted to improve the environment by limiting the spread of disease, microbes, and bacteria.

Before such laws, water was often unsafe to drink. When settlers first arrived in what would become the United States, their priorities were to find shelter and food – and then to brew beer. Because water in Europe was generally unsafe, these settlers were not willing to drink the water in the New World, even though most of North

America was unpolluted and most of the water was pure. Instead of getting over their fear of tasting “polluted” water, the settlers turned to beer (Smith, 1998). In this period, the settlers brewed beer with boiled water, not realizing that this step was unnecessary (Smith, 1998). Thanksgiving is celebrated for various reasons, one of which was the introduction of corn. Native Americans had already cultivated corn and learned to mash and ferment the grain. Through their gifts of corn and other food, Native Americans enabled the settlers to survive their struggle with severe winters, lack of food, and insufficient beer supply. Because most beer was unfiltered at that period, beer in the 1600s had a dark, cloudy appearance and an alcohol by volume (ABV) of 6%.

### **Early Taprooms**

Imported from Europe as European settlers arrived in the United States, taverns existed in America from colonial times to the mid-19th century. Over time, taverns became a fundamental base of the neighborhood and of societal culture. The tavern was a hub that served the neighborhood in many ways, including serving as fundamental venues of government operation. For example, two important American institutions, the Freemasons and the United States Marine Corps, originated in the same colonial taphouse: Philadelphia’s Tun Tavern, which was named for the large casks, called tuns, used to hold beer (Lowe, 2018). No social classes or demographics limited one’s access to and participation in tavern life. Even women were generally welcome. Indeed, many taverns were owned by women, who likely also brewed their own beer.

A widespread practice in England, tied-housing occurred when a dominant brewery contracted smaller drinking establishments, such as taverns, to exclusively sell their product, thereby infiltrating the market and the neighborhoods in which the taverns were found. This practice also took root in America. In the 19<sup>th</sup> century,

American brewery-tied houses were most often found “at prominent and highly visible corners of at least one, if not two, neighborhood commercial streets, typically with streetcar or nearby elevated train service. Brewing companies favored locating in neighborhoods that historically were working class, often with industrial complexes in walking distance” (City of Chicago, 2020, p. 12). In Chicago and other large towns, some neighborhood taverns were leased by Miller, Schlitz, and Pabst in an arrangement that resembled franchising.

In addition to the tied-house system, manufacturers could assert indirect control over independent neighborhood taverns in a number of ways, including “furnishing them with equipment and supplies, selling to them on extended credit terms, charging low or no interest, and paying rebates for pushing their brand or carrying it exclusively” (Harper, 2013, para. 3). Such interactions forced the taverns or retailers to become dependent upon the manufacturers, or “tied” to them: if the taverns refused to carry the manufacturer’s beer, it could repossess the equipment or refuse to extend additional credit (Harper, 2013).

In the 19<sup>th</sup> century, Miller had more than 1,000 tied houses in 18 states, with most clustered in Wisconsin and nearby states but also including distant states such as Texas, Montana, and Alabama (Tanzilo, 2017). Tied-housing made it quite easy for the larger breweries to monopolize the beer market. Despite the importance of such establishments, which were used so widely for a multitude of services and served beer and other kinds of alcohol, they did not survive the next historic event: a legally enforced 13-year dry period.

## The Prohibition Era

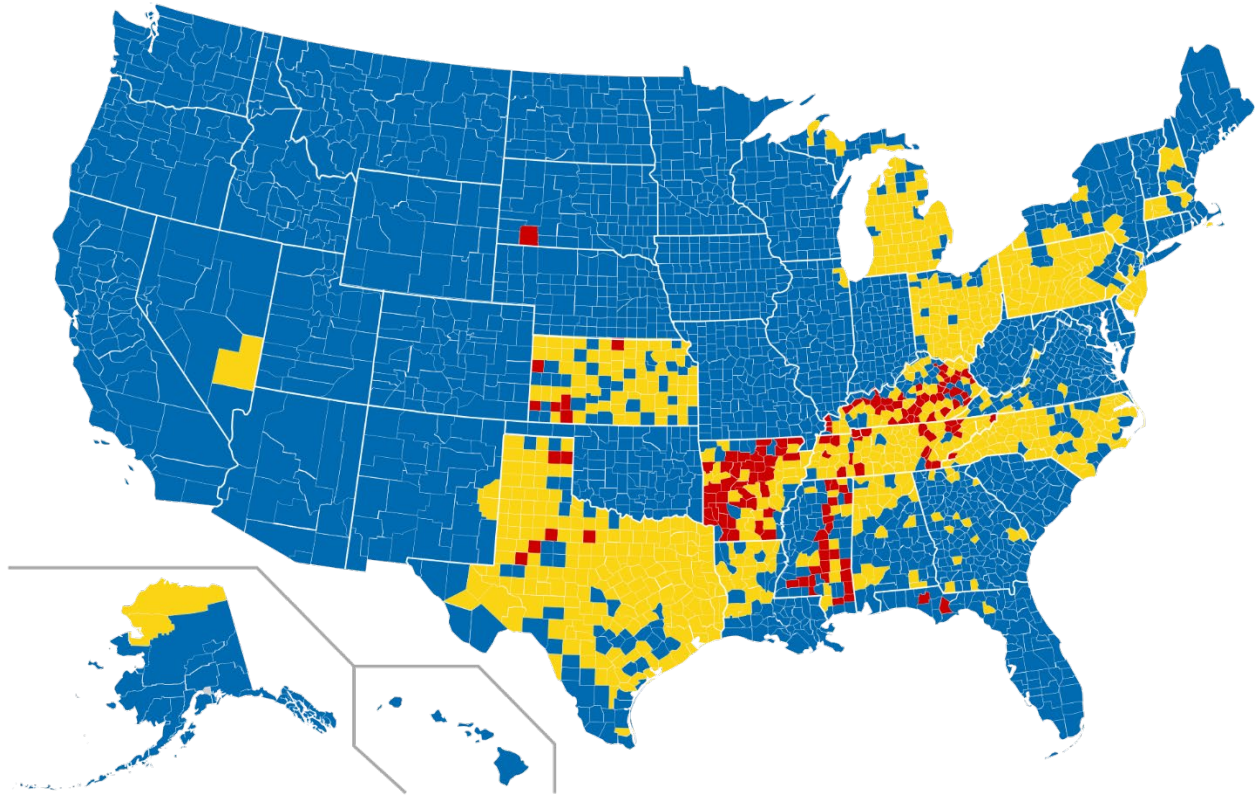
The National Prohibition Act, also known as the “Noble Experiment” or the Volstead Act, was enacted in 1919 with the aim to reduce crime and corruption, solve social problems, reduce the tax burden created by prisons and poorhouses, and improve health and hygiene in America (Thorton, 1991). President Herbert Hoover labeled Prohibition as the Noble Experiment in a letter he wrote to an Idaho senator: “Our country has deliberately undertaken a great social and economic experiment, noble in motive and far-reaching in purpose.” However, the roots of this experiment were long in the making. Such legislation had long been demanded by the Women’s Christian Temperance Union movement and other prohibitionist activists, and earlier legislative attempts had laid the foundation for it.



*Figure 3.1.* The Women’s Christian Temperance Union.

The first of these was the Wilson Act, enacted in 1890, which prohibited the sale, manufacturing, and transportation of alcohol nationally (“Intoxicating Liquors. ‘Wilson Act.’ Ex Parte Edgerton, 59 Fed. Rep. 115”, 1894). The Wilson Act is still in force today and allows states to regulate alcoholic beverages according to their own laws (Willoughby, 2010). For example, Tennessee, Kansas, and Mississippi are, by default, “dry” states (the only three remaining in the 21<sup>st</sup> century). In a dry state, counties, not the state, must authorize the legal sale of alcohol, which is also subject to state liquor control laws. The state is the “enabling” level of government, but the local government must still determine its own policies.

- Wet counties
- Moist or semi-dry counties (mixed according to city or alcohol type, for instance)
- Dry counties
- No data



*Figure 3.2. Map of wet, dry, or moist US counties.*

Leading up to the National Prohibition Act, President Woodrow Wilson was in a bind. The United States was soon to be involved in World War I, and the vote for the Presidency was driven largely by the campaign for dry states. President Wilson tried to be diplomatic about Prohibition and saw alcohol use as a “social and moral” issue that he did not believe was appropriate for the federal government to regulate. In early 1917,

the Sheppard Bone-Dry Act banned alcohol beverages in Washington, DC. The Sheppard Bone-Dry Act encouraged the implementation of the National Prohibition Act.

The 18<sup>th</sup> Amendment was proposed late in 1917. The 18<sup>th</sup> Amendment to the US Constitution prohibited the “manufacture, sale, or transportation of intoxicating liquors for consumption purposes” and was ratified by Congress on January 16, 1919. However, the amendment did not prohibit the consumption of alcohol, which roused the ire of dry supporters, the Women’s Christian Temperance Union, and the Anti-Saloon League. Approximately a year after the 18<sup>th</sup> Amendment was enacted, the Volstead Act went into effect. This act defined and regulated “intoxicating liquor,” enabling the enforcement of the 18<sup>th</sup> Amendment. Although lawmakers were convinced that the law would satisfy the agenda of anti-alcohol activist groups, who sought to reduce alcohol-associated crime and violence, Prohibition actually achieved the opposite.

Towne (1923), discussing a study of 30 major U.S. cities, noted the number of crimes had actually increased by 24% between 1920 and 1921. This period also saw more money spent on police (an increase of approximately 11.4%) and more people arrested for violating Prohibition laws (an increase of approximately 102%). Despite increased funding and law enforcement to police drinking, such efforts did little to reduce it: according to Towne (1923), arrests for drunkenness and disorderly conduct increased by 41%, and drunk driving arrests increased by 81%. Nor was Prohibition effective against violent or property crimes: Towne (1923) notes that, during this period, thefts and burglaries increased by 9%, while homicides and assault and battery incidents increased by 13%.

Table 3.1

*Historic Timeline of Laws Surrounding Prohibition*

<b>YEAR</b>	<b>Act/Event</b>	<b>Purpose</b>
1874	Women's Christian Temperance Union	Founded in November 1874. WCTU's goal was to combat the influence of alcohol on families and society.
1890	Wilson Act of 1890	Prohibited the sale, manufacturing, and transportation of alcohol.
1914	World War I Begins	
1917	Sheppard Bone-Dry Act	Ban on alcoholic beverages in Washington, DC.
1918	World War I Ends	
1919	18 <sup>th</sup> Amendment is Ratified	The 18 <sup>th</sup> Amendment was ratified on January 16, 1919.
	Volstead Act	Defined and regulated "intoxicating liquor," laying the groundwork for the enforcement of the 18 <sup>th</sup> Amendment. Took effect in 1920.
1920	18 <sup>th</sup> Amendment Takes Effect	The 18 <sup>th</sup> Amendment took effect one year after its ratification, on January 17, 1920.
	19 <sup>th</sup> Amendment is Ratified	Women gained the right to vote on August 26 <sup>th</sup> , 1920.
1933	21 <sup>st</sup> Amendment	Repealed the 18 <sup>th</sup> Amendment.

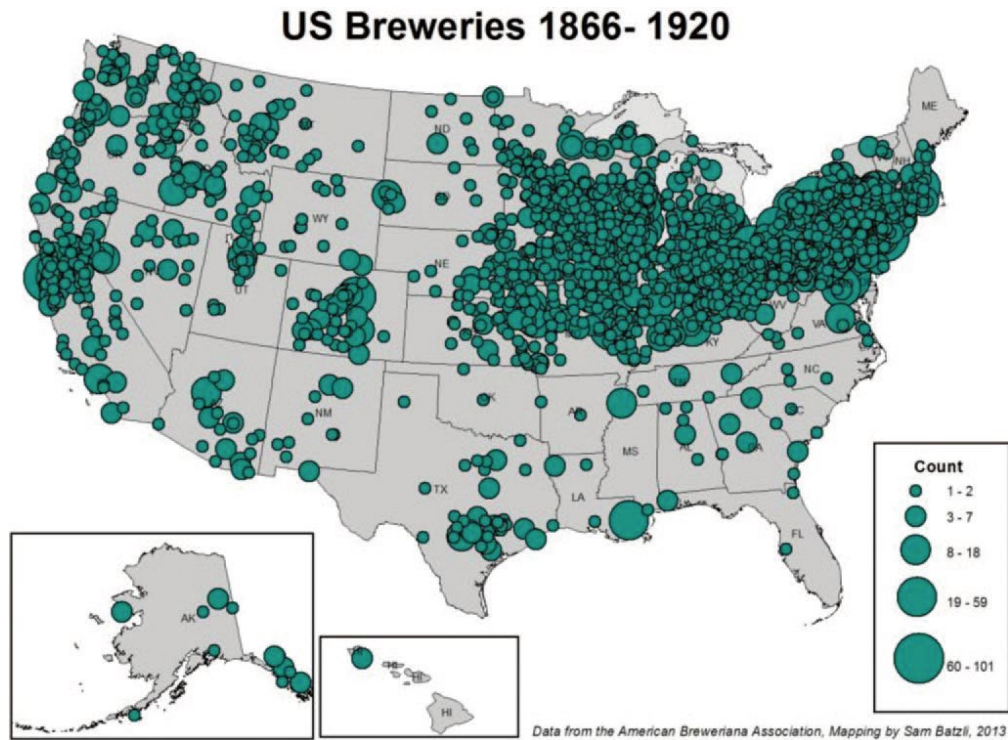


Figure 3.3. Map illustrating brewery locations from 1866-1920.

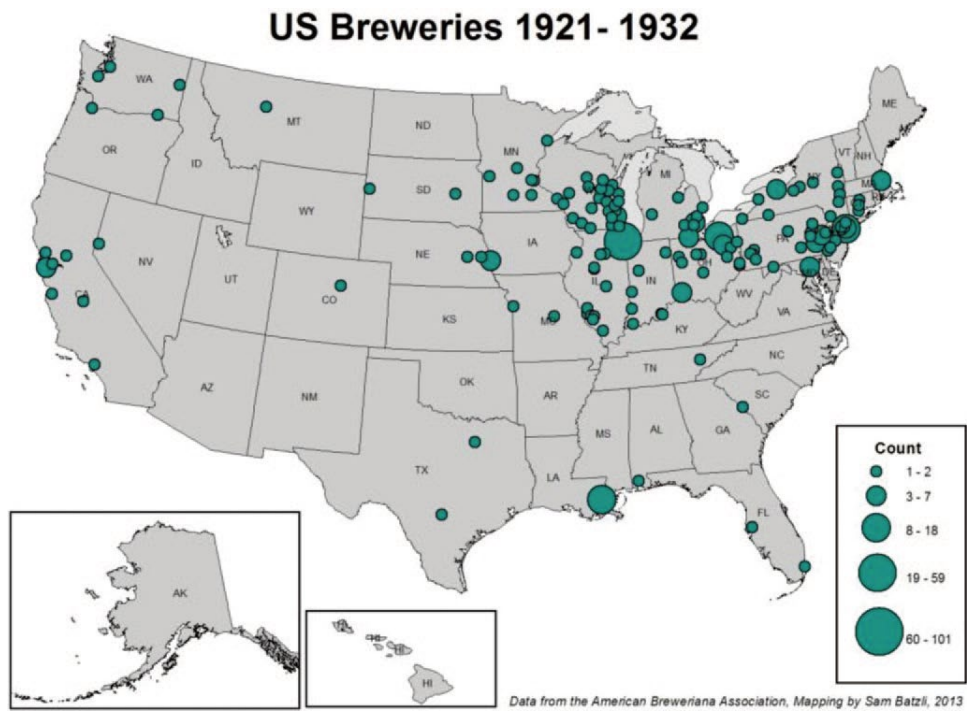


Figure 3.4. Map illustrating brewery locations from 1921-1932.

During Prohibition, most ways to obtain alcohol were entirely illegal, but initially, there was one legal way to access it without getting in trouble: medicinal liquor. Alcohol, which does have certain antiseptic properties, had been widely used in medicine throughout human history to treat many medical conditions. With the advent of more modern medicine, however, alcohol prescription eventually fell out of favor with doctors, and by 1917, the American Medical Association (AMA) publicly supported the prohibition of alcohol across the country. Nevertheless, in 1922, just two years after the Volstead Act went into effect, the AMA published a national survey of over 53,000 American physicians called the “Referendum on the Use of Alcohol in the Medical Profession,” in which many doctors expressed their belief that the prescription of alcohol was a valid treatment for 27 different medical conditions (Konstantinovskiy, 2017). In 1933, H.R. bill 14395, which limited doctors’ ability to prescribe alcohol, was passed by a narrow margin.

**TO PASS H. R. 14395, RELATING TO THE PRESCRIBING OF MEDICINAL LIQUORS.**

Feb 25, 1933 .

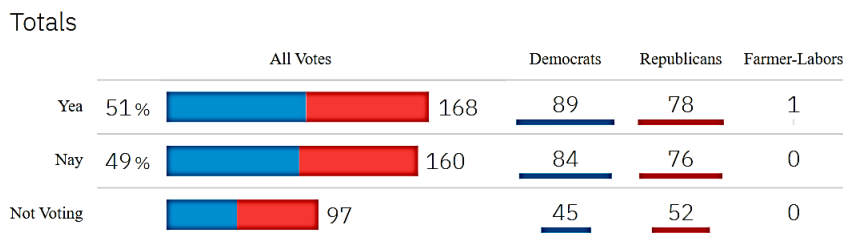


Figure 3.5. Votes to pass H.R. 14395 in 1933 (72<sup>nd</sup> Congress).

**Psst...Password: *Graduation***

Although Prohibition ceased all alcohol sales, production, and consumption, it did not stop anyone from consuming alcohol in an underground speakeasy. Speakeasies

were illicit underground social gathering spots (similar, in function, to taverns) that required a password to enter the hidden establishment. Secretive *wildcat breweries* continued to produce alcohol and provide their illegal products to speakeasies. In addition to banning alcohol, Prohibition also changed the nature of the public services provided by taverns, which had been community-focused places that involved not only beer but also conversation, activism, and involvement. The 18th Amendment was written to address the demands of the anti-alcohol lobby, but it backfired and instead encouraged the rampant spread of criminal organizations involving alcohol and corruption.

### **Twenty-One is the New Eighteen(th Amendment)**

The 13 years of Prohibition ended during President Franklin D. Roosevelt's presidency with the passing of the 21<sup>st</sup> Amendment, which repealed the 18<sup>th</sup> amendment, in December 1933. Mississippi (one of the three remaining dry states in the 21<sup>st</sup> century) was the first state to ratify the 18<sup>th</sup> Amendment and was also the last state to repeal Prohibition – in 1966. The second section of the 21<sup>st</sup> Amendment gives each state the authority to delegate within the state, by the municipalities, counties, or both, the ability to regulate alcohol. Difficulties resulting because of this shaped the regulatory three-tier system that governs alcohol production and sale to this day.

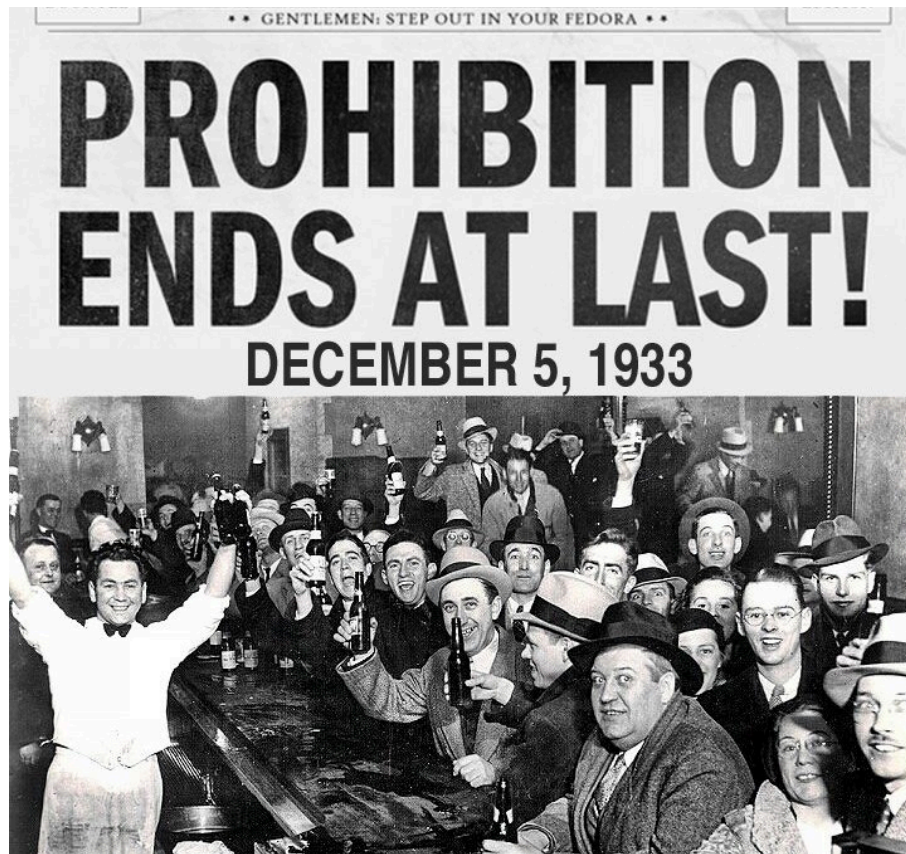


Figure 3.6. Newspaper headline noting the ratification of the 18<sup>th</sup> Amendment.

### Survival of Breweries

Between 1900 and 1913, beer production in the United States rose from 1.2 billion gallons to 2 billion gallons. By 1916, there were approximately 1,300 breweries in the country; unfortunately, four years later, the nationwide ban on alcohol imposed by Prohibition went into effect (Carter-Lome, 2019). As a result, right as WWI was beginning, alcohol also became illegal in the US. Throughout the Prohibition era, there was more violence and illicit and criminal business – the opposite of the temperance groups’ belief that banning alcohol would save the country. Ultimately, both the presidency and the nation concluded that alcohol-related crime was out of control and that alcohol needed to be regulated rather than suppressed.

Of the over 1,300 brewers in operation in 1915, fewer than 100 survived to the repealing of Prohibition 1933. While, during Prohibition, it was illegal to sell beer, it was perfectly legal to sell the ingredients for brewing it, allowing breweries to not-so-subtly offer their customers the option of home-brewing (Taylor, 2020). Brewers and breweries that managed to stay in business during the 13 years of Prohibition often converted their breweries into manufacturing facilities for other products during that era (Baker, n.d.). Table 3.2 illustrates several large brewing companies and the products and services they sold during Prohibition.

Table 3.2

*Prohibition-Era Product Sales by Major Brewing Companies*

<b>Brewing Company</b>	<b>Products</b>
Anheuser-Busch	Soda, ice cream, cereal, Bevo (nonalcoholic “near-beer” beverage)
Coors	Malted milk, laboratory ceramics and pottery (later became CoorsTek)
Miller	Malted milk and syrup, soda, real estate holdings and investments
Pabst	Malt syrup, warehouse space (leased to Harley Davidson), Pabst-Ett cheese (later sold to Kraft)

Source: <https://beerandbrewing.com/industries-that-breweries-turned-to-during-Prohibition/>

After Prohibition, the surviving breweries began to construct larger facilities for mass production to meet soaring public demand. Such construction resulted in modernized breweries, often with automated – and, later, computerized – systems to help them “produce and distribute unthinkably enormous quantities of beer” (Hennessey, Smith, & McConnell, 2015).

## **Canned Beer**

Throughout most of its history, beer had to be poured or drawn by a tavernkeeper or bartender. Early experiments with canned beer largely failed. The American Can Company experimented with canned beer in 1909, but the beer cans were unable to handle the pressure of pasteurization and carbonation and would explode. Pabst and Anheuser-Busch had also experimented with canning beer in the 1920s, but Prohibition quickly ended that project.

The 1930s would see a revolution in the presentation of beer. Just before the end of Prohibition in 1933, the American Can Company developed a “keg-lining” technique for cans that coated their interiors with the same lining as beer kegs (Venton, 2011). The first canned beer was sold on January 24<sup>th</sup>, 1935 in Richmond, Virginia. The 12-ounce keg-lined can, created by the American Can Company, held beer brewed by the Gottfried Krueger Brewing Company located in Newark, New Jersey. Within five months of the beer can’s debut, the American Can Company had increased production by 550 percent (Jurado, 2018). Cans also had several advantages over other methods, as they were easily stackable, more durable than glass or ceramic bottles, and could be chilled in less time. Their popularity continued to grow throughout the 1930s and exploded during World War II, which saw US troops overseas clamoring for millions of cans of American beer (Jurado, 2018).



*Figure 3.7. Krueger's first canned drinks. (Left: cream ale; right: beer)*

## **Origins of Craft Breweries**

The first craft brewery in the United States was the Anchor Brewing Company, which opened in 1896 in San Francisco and is still in operation. Although the brewery fell on hard times during and after Prohibition, Frederick “Fritz” Maytag was ultimately responsible for keeping it afloat. Maytag, who had enjoyed an Anchor beer at the Old Spaghetti Factory in San Francisco, learned that the brewery was to close permanently in a few days due to an impending bankruptcy. Maytag visited Anchor and purchased a majority share in the company in 1965 (Hennessey, Smith, & McConnell, 2015). Maytag was deeply invested in the company and hired a team to refine Anchor's recipes, which would ultimately create a market for future craft breweries. By the early 1970s, Anchor

Brewing was crafting four types of beers: Christmas ale, hoppy ale, barley wine, and porter.

Another early pioneer of craft breweries was former US Navy submarine mechanic Jack McAuliffe. During McAuliffe's time in Scotland, he tasted their beer and realized that there was more to beer than what was being brewed back in America. He began to experiment with home brewing and tested various ingredients to create his own flavorful beer. Once he returned to America, McAuliffe wanted to open his own brewery but faced challenges, the biggest of which was his lack of funds to rent a space or buy new brewing equipment. Using the skills he learned the Navy, McAuliffe built his own brewing equipment from old dairy equipment and soda syrup drums. With a partner, he founded New Albion, America's first microbrewery, in 1976 (Hennessey, Smith, & McConnell, 2015).

Sierra Nevada is another original craft brewery that has remained successful and continues to brew beer. Ken Grossman, its founder, began to home-brew when he was a teenager. He quickly found success and perfected his recipes, and his homemade beer was in high demand from local residents (Sierra Nevada, n.d). However, after President Jimmy Carter signed a bill in 1978 that only permitted home brewing for personal use, Grossman built his own brewhouse using the same methods as Jack McAuliffe.

The more widespread appearance of craft breweries throughout the nation began in the 1980s. By the 1990s, each state would have at least one brewery. Counties and states created their own beer laws, setting the pace for the future of craft breweries. A surge among craft breweries began in 2012 and hit a peak in 2015. The states where these craft breweries opened were influenced by the laws passed after Prohibition.

## CHAPTER 4

### WHAT IS CRAFT BEER?

Beer is an ancient alcoholic beverage created through the fermentation of four ingredients: hops, grains, water, and yeast (pictured in Figure 4.1). It is relatively simple to create, although perfecting it requires both chemistry and artistry. As discussed in earlier chapters, beer has been a consistent presence throughout human history: “In lands from ancient Mesopotamia and Egypt to colonial America, individuals and governments recorded their attempts to brew, drink, and tax beverages fermented from local grain” (Hoverson, 2019, p. 1).



*Figure 4.1.* Ingredients to Make Beer

Beer was originally made in two styles: ales and lagers. Although they share similarities, the difference is the yeast strain that is brewed. Ales are made with top-fermenting yeast. Ale yeasts prefer warmer temperatures (roughly 60-75 °F) and are

considered “top-fermenting” based on the location of the fermentation activity in a fermentation tank. They ferment while sitting on top of the beer in a tank. Lager beer is made with bottom-fermenting yeasts, which prefer cooler temperatures (roughly 42-55 °F) and ferment more slowly. The word lager comes from the German word which means “to store,” as lagers were first stored in cool caves to mature (Allagash Brewing Company, 2019).

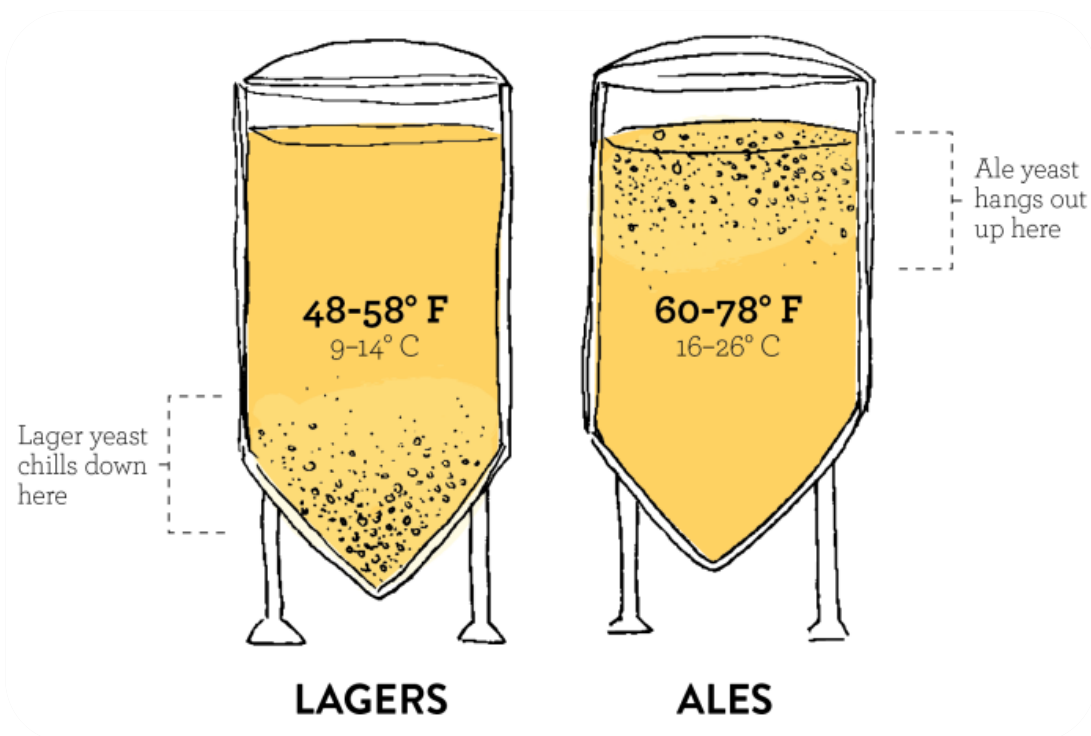


Figure 4.2. Ale vs. lager fermentation styles

Breweries are the industrial facilities where beer is fermented, quality checked, bottled, or canned, and distributed. The brewery’s space needs to be large enough to have multiple kettles, boilers, fermentation vessels, cooling systems, storage tanks, bottling and canning lines, beer-labeling machines, piping and tubing, refrigeration and cleaning equipment, waste treatment systems, and other necessary equipment. These

characteristics, depending on the volume of production, have generally meant that breweries are classified as industrial. However, with on-site sales and consumption, small to mid-sized breweries are suitable for mixed-use urban commercial and even neighborhood areas. This type of brewery and its community role are what this thesis examines.

### **The Brewing Process**

Beer brewing is a long but straightforward process. The first step begins with the ingredients. Water is extremely important as the mixing base in beer, but the quality of water makes a difference. Soft water gives beer a soft, clean body and is good in lighter beer styles, such as a Pilsner (part of the lager family). In contrast, hard water gives a dryness that emphasizes hop and malt bitterness, so it is better for IPAs and stouts (members of the ale family) (Dredge, 2013). Breweries usually have systems for water treatment. The grains used in beer offer options depending on the style and taste of beer. Barley is the most common grain used in beer, although wheat, oats, and rye have been used as well. Macro-breweries use rice and corn in their beers to lighten the color and obtain a cleaner taste.

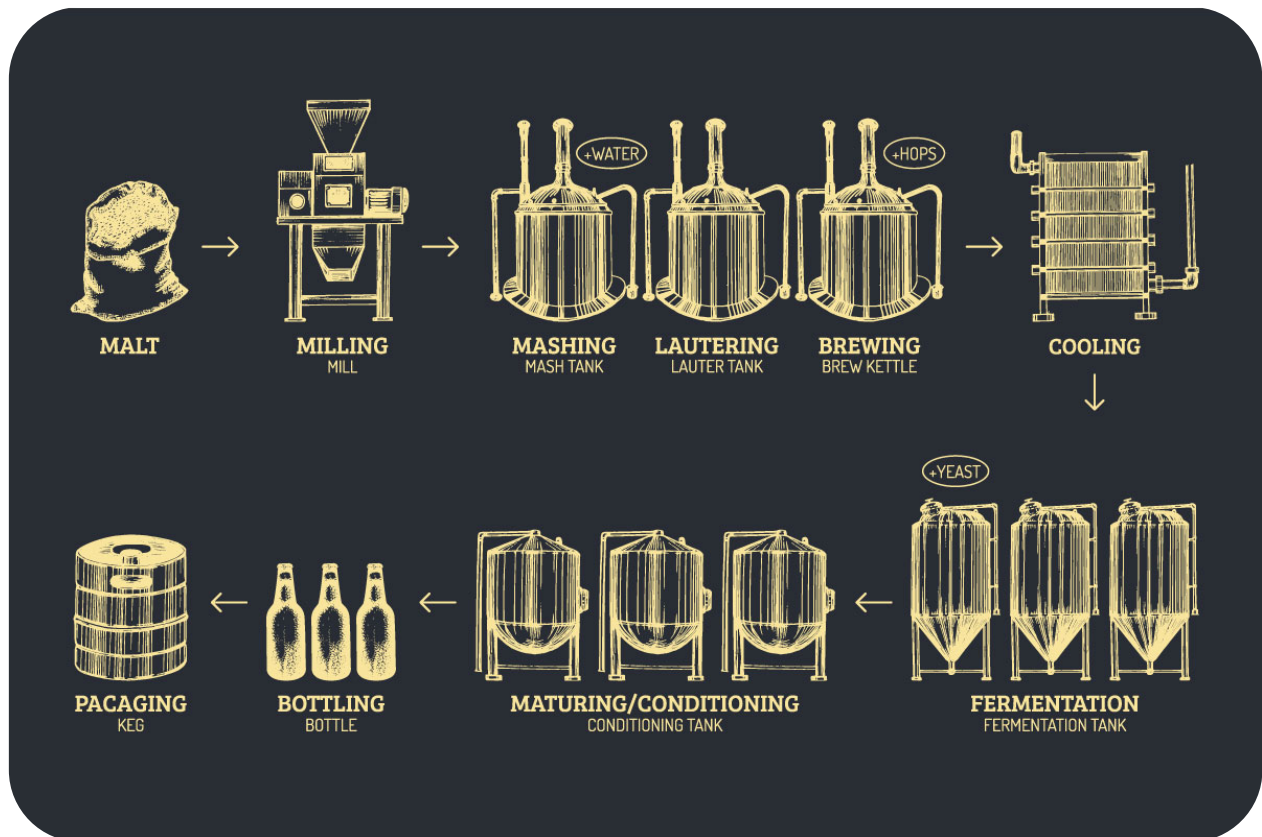


Figure 4.3. Outline of the brewing process

- ➔ **Malting and milling** is the first step of the brewing process. The chosen grains are soaked in water, causing germination. Then, those grains are milled (heated, dried out, and cracked) to separate the fermented starches, producing a product known as grist.
- ➔ **Mashing** The grist is steeped in hot water for about an hour to stimulate enzymes from the grains to break down and release its sugar. This forms a sticky, sweet liquid result from the mashing stage called wort.
- ➔ **Lautering** The wort is treated and rinsed to maximize sugars and remove stray grain husks (TIME, 2018).
- ➔ **Brewing/boiling** For another hour, the wort is boiled for sterilization. This step is when hops and other ingredients are added to the brew. The timing and quantity vary to create a range of tastes and bitterness (TIME, 2018).
- ➔ **Cooling** After the boil, the wort is then passed through a whirlpool to strain and filter out any remaining solids.

- **Fermentation** Yeast is introduced to the wort to convert the sugars into alcohol and carbon dioxide. The brewing process is complete, and fermentation begins at room temperature. Depending on the type of beer, fermentation can take a range of time from days, weeks, to even months.
- **Conditioning** As the yeast finishes its job, the fermented beer is allowed to age (again, the time varies depending on the specific style of beer) in special tanks (TIME, 2018). Conditional vessels and casks are made of stainless steel, but there are specialty beers made in oak barrels like the ones used for whiskey.
- **Packaging** After the beer has aged, it is poured into the different bottling options (cans, bottles, and kegs, etc.). The beer is flat until carbon dioxide is added, giving beer the carbonation.

## **Rules and Regulations for Breweries and General Alcohol**

All operating businesses have guidelines to follow, and breweries are no exception to regulatory requirements. In the alcohol beverage industry, a federal permit (Brewer's Notice) by the Alcohol and Tobacco Tax and Trade Bureau (TTB) must be acquired before opening business. When applying at the TTB, brewers are asked to submit information related to the packaging, labeling, and environmental impact of their operation. The TTB collects federal excise tax on the sale of alcohol and is also the main federal authority when it comes to the requirements for the manufacturing and sale of alcohol (Bryant, 2015). The TTB federal permit allows an alcohol business (in this case, a brewery) to operate and commercially manufacture beer for sale within strict definitions and guidelines (see Figure 4.4).



## Definitions

- **Brewery:** The land and buildings described in the Brewer's Notice...where beer is produced and packaged
- **Brewer:** Any person who brews beer (except [for home brewers] under 26 U.S.C. 5053(e)) and any person who produces beer for sale
- **Brewer's Notice:** the TTB document issued to qualified applicants that authorizes a brewer to produce beer for sale and, optionally, to operate a tavern on the brewery premises

27 CFR 25.11

*Figure 4.4.* Alcohol and Tobacco Tax and Trade Bureau definitions of breweries

### **Food Safety Modernization Act (FSMA)**

On January 4<sup>th</sup>, 2011, President Barack Obama signed the Food Safety Modernization Act (FSMA). The FSMA is under the authority of the Food and Drug Administration (FDA) to regulate the way foods are grown, harvested, and processed. This law placed breweries directly under the authority of the FDA because beer was defined as food. Facilities that manufacture, process, pack, hold or transport FDA-regulated food products (including alcoholic beverages) produced for consumption by humans and animals need to comply with the final rules, though exemptions exist for specific types of businesses, including manufacturers of alcoholic beverages (Brewers Association and Master Brewers Association of the Americas, 2011).

The FDA also has labeling requirements for certain beers. Most beers are regulated as malted beverages under the Alcohol and Tobacco Tax and Trade Bureau

(TTB). However, there are beers that are not classified as malted beverages because they are not made from cereal grains (instead with sorghum, rice, or wheat) or with hops. These nontraditional beers are regulated by the FDA instead of the TTB under the Food, Drug, and Cosmetic Act (FD&C Act). According to the FDA (2014), requirements for beer to comply with the FD&C Act include:

1. A statement of identity
2. Accurate statement of the net quantity of contents in inch/pound units
3. The name and place of business of the manufacturer, packer, or distributor
4. A list of the ingredients contained in the beer, ordered by weight in descending order
5. Nutrition labeling
6. A list of all major food allergens contained in the beer (p. 5)

### **Three-Tier System**

When Prohibition was finally over, the three-tier system was immediately created to regulate the manufacturing and distribution of beer due to concerns that the resurgence of aggressive behavior with violence and alcohol would be more intense post-Prohibition. As discussed in Chapter 3, prior to Prohibition, many bars and pubs were businesses commonly known as “tied houses.” These tied houses would sell only the owning brewery’s beer, guaranteeing the brewery a loyal retail “customer.” An independent pub that was not beholden to any brewery became known as a “free house.” Although this system was more common among urban establishments, especially in cities such as Chicago, it was by no means universal and “was adopted with varying degrees of enthusiasm” (Hornsey, n.d.).

The three-tier system supplies a middleman between the brewery and the retailer: the distributor. The first tier are the producers (breweries), from whom federal excise tax is collected. Producers include all brewing businesses, from the largest to the very smallest. The second tier are the distributors/licensed importers, who pay state excise tax. The third and final tier are the retailers, from whom state sales tax are collected. Retailers are typically split into two groups: locations where alcohol is consumed on the premises (e.g., bars and pubs, restaurants) and locations where alcohol is consumed off the premises (e.g., liquor or package stores, supermarkets). This system was meant to limit the possibility for alcohol manufacturers to form monopolies (Sorini, 2017).



*Figure 4.5.* The three-tier system.

Instead of creating a single federal system, Congress stated in the second section of the 21<sup>st</sup> Amendment that it would be up to each individual state to use the three-tier system how they deemed fit. Due to the individual state laws, there is no uniformity outside of the structure of the three-tier system, which can make distribution across regions complicated. There are both benefits and detriments to the three-tier system.

Each tier is responsible for ensuring that the laws and regulations set forward by the government are executed. This transparent regulatory scheme is intended to increase consumer confidence because only licensed distributors and retailers are able to deal in alcoholic beverages, and they are held accountable for any tainted or unsafe products. This system also generates tens of billions in tax revenue for federal, state, and local governments (NABCA, n.d.). As of April 2021, the system is 87 years old and has been untouched, with its primary goal remaining the regulation of alcohol use to reduce reckless drinking and violence.

Not all breweries view the three-tier system positively. For one thing, each tier is taxed, making the beer more expensive for the consumer after going through the system. According to *The Brew Enthusiast* (2019), the system is viewed by some as “controlled by the largest domestic producers of beer,” making it more difficult for small craft breweries to obtain a level playing field. It can also be difficult for smaller breweries to get the attention of distributors within this system, since they are much smaller sources of revenue and profit (*The Brew Enthusiast*, 2019).

### **The Spectrum of Breweries**

The Brewers Association defines craft breweries as small and independent. The size is based on the number of barrels produced. An annual production of no more than 6 million barrels of beer (approximately 3 percent of U.S. annual sales) is the maximum amount that a craft brewery can brew. Beer production is attributed to a brewer according to the rules of alternating proprietorships. The brewery must also be independent, meaning less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by a beverage alcohol industry member that is not a craft brewer itself (Brewers Association, n.d.).

Craft breweries are thus small-scale, independently owned artisanal breweries that can make a positive local impression on the community surrounding the facility. Craft breweries may serve as family-friendly, neighborhood gathering places with an extremely strong social component that macro-breweries lack due to their corporate structure and sheer size. Craft breweries are welcomed in many cities throughout the United States. They have a unique relationship with locals and more support in comparison to the macro breweries. Craft brewers do not necessarily compete against other craft breweries, but instead collaborate, creating a “unique” third place for their local communities and business culture.

The word *craft* defines the style of the industry: manual labor. Unlike the larger, mass-produced breweries that use automated assembly lines, craft breweries have fewer automatic machines and are more hands-on in their approach. Some ingredients used in craft beers are also out of the norm, such as ghost peppers, bacon, cereal marshmallow, etc. Such distinctiveness separates microbreweries and craft breweries from traditional breweries. Craft brewers successfully push the conventional beer-making boundaries and go full-fledged to brew the next hit beer. Experimenting with different ingredients and pouring a “new” drink is what the craft beer crowd is fueled by. Thus, craft brewers could be considered as the researchers and experimenters of the industry.

As organized by the Brewers Association, there are **six** distinct craft beer industry market segments:

- *Microbrewery/Nanobrewery*. These produce less than 15,000 barrels of beer per year and sell 75% or more of their beer off-premises. Microbreweries can sell their products through three routes: the traditional three-tier system (brewery/wholesaler → retailer → consumer); the two-tier system (brewery acting as wholesaler →

- retailer); and directly to the consumer through on-premises taproom or restaurant sales or shop purchases.
- *Brewpub*. These combination restaurant-breweries sell 25% or more of their beer on-premises and also operate food services. These organizations brew beer primarily for sale on the premises and generally dispense beer directly from storage tanks. In areas where it is legal, brewpubs often sell to-go beer and/or distribute to off-premises buyers.
  - *Taproom brewery*. Similar to brewpubs in many respects, except these sell 25% or more of their beer on-premises but do not have their own food services.
  - *Regional brewery*. These larger breweries generally create an annual beer production of between 15,000 and 6,000,000 barrels.
  - *Contract brewing company*. These are businesses that hire another brewery to produce beer for them under their own brand. Alternatively, they may provide other breweries with their recipe to augment their own beer production. Usually, such companies focus on retailing, marketing, and distribution of another brewery's beer products under their own branding.
  - *Alternating proprietor*. These share brewery space with other brewing companies. Unlike contract brewing companies, alternating proprietors are the "brewery of record" for the space when they are occupying it to brew beer and are responsible for all legal operations and obligations of a licensed brewery.

In addition to these segments of the craft beer industry, there are of course the mainstream breweries, meaning that beer manufactured by them is more widely available not only throughout the United States, but also internationally. These operations are usually known as macro-breweries or mass producers. In the United States, brewers such as Anheuser-Busch and Molson Coors, formerly MillerCoors, are representative operations. On average, these beers tend to be milder and simpler tasting. Focus is less on flavor and more on mass production and consumption, often leading to cutting flavor and sometimes costs with adjunct cereal grains, like rice and

corn. As a result, this beer is cheaper and more readily available to a broader audience than craft beers.

### **Ownership and Seal**

As craft breweries became increasingly popular, macro-breweries began to seek out ownership of smaller but successful competitors. According to the Brewers Association (2020), to be labeled a true craft brewery, a craft brewery cannot sell more than 25% of its stake or operations to a non-craft brewer (such as a macro-brewery). Two major macro-breweries (Anheuser-Busch and MolsonCoors) have bought either partial or complete ownership of various craft brewers since the craft brewery industry took off. The market for specialty beers continues to expand.

Besides drinking good craft beer, consumers who are fond of craft breweries usually want to support their local businesses. As fast as craft breweries have been opening, it is also easy to not be aware of ownership change. The local craft breweries that have flourished in the community may have, unbeknownst to customers, been bought out by a national company like MolsonCoors. To address this problem, the Brewers Association created a seal for craft breweries to place on their beer labels. The seal helps identify true craft breweries that fit the definition of the Brewers Association: small and independent. To qualify for the seal, the brewery must meet the standards and definitions of a craft brewery by the Brewers Association. The seal is designed like an upside-down beer bottle to symbolize “how the U.S. craft beer movement has turned beer on its head worldwide” (Craftbeer.com, n.d.) (see Figure 4.6).



Figure 4.6. Brewers Association independent craft brewery seal.

## CHAPTER 5

### THE LOCAL TAPROOMS

Craft breweries are local drinking establishments that welcome everyone who is an enthusiast of tasteful, flavored beer. They differ from the familiar bars found in downtowns and other entertainment hubs. Such taprooms exclusively sell their own brewery's beer and not that of other competing breweries unless they collaborate or have a special agreement. Craft breweries make their own line of unconventional beers, which allows them to experiment to make limited and exclusive batches for their taprooms. To fulfill the community's desire for more product outside of their taproom, some breweries expand to other locations, which allows them to better distribute throughout the community.

#### **From Tavern to Taproom: What Was Old is New Again**

As mentioned in the history chapter, in colonial America and into the 19<sup>th</sup> century, taverns provided a universal hub for people to gather, rest, and socialize while selling beer and other alcohol. They were ubiquitous amongst communities and travel routes. Taverns would serve as meeting places for Superior and Lower court sessions, as well as public meetings. In addition, the tavern was the place where business was conducted between farmers, artisans, and town merchants (Struzinski, 2002). The services that taverns provided (often serving as hotels, postal offices, and community centers) were not yet specialized, making taverns an asset to communities. Beginning in the 19<sup>th</sup> century in America, many taverns (taprooms) were “tied houses” contracted by a mass-producing brewery to sell only their products. The larger breweries were more

focused on marketing and selling their beer, and less on the human interaction between brewery and community.

The community role of a social gathering center that taverns provided in colonial America is now performed by neighborhood taprooms. Taprooms focus on facilitating the social interaction between the brewery and the community. Taprooms, unlike historic taverns, are an extension of a brewery. They serve as a public face for their breweries. Depending on the breweries' organization, some beers may only be experienced at their taproom. The taproom space is not limited to only inside seating but outside too, often offering entertainment with TVs, live bands, and lawn games. The entertainment offered is welcoming to all demographics and usually welcomes families as well as individuals.

### **Quality of Life in the Third Place**

Ray Oldenburg is sociologist who studies public gathering places. His philosophy is focused on how people who are engaged with others in their “third place” display a healthy life within community. There are three places in Oldenburg’s theory. The first place is home. The second place is work-related. “The third place is a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work” (Oldenburg, 2001, p. 16). Third places are essential for a functional society. These are the places that host conversations between friends, coworkers, and strangers with similar interests.

Breweries can provide people with a third place, a social destination, and still be a part of the service industry. Craft breweries can promote a healthy community through serving as a family-friendly, neighborhood establishment. The taproom can be a venue

for fundraising, in-house promotion events allowing the community to taste the local brewery's newest masterpiece, or celebrating a national holiday. Part of the beer culture and the craft brewing movement are the recreational benefits they provide residents. Holidays are religiously celebrated around alcohol, and some are beer-based, like St. Patrick's Day and its traditional Guinness. Celebratory events for businesses and the brewery itself can be held there. Before the craft brewing movement, beer was only seen as a cheap and acceptable drink at casual gatherings such as family reunions and festivals. In contrast, modern appreciation for artistry and craftsmanship has led to craft beer being acceptable outside of only casual gatherings. Even though the taproom is an extension of the brewery, which wants to sell good beer to their customers, it offers more than just a place for customers to drink beer.

### **Economic Development**

There is a movement of young professionals, usually referred to as the millennial generation, who value walkability and enjoyment of life. A third place to which one may walk allows people to "get out of the house" without getting into a car and contributing to traffic congestion (Oldenburg, 2001). Millennials want to work and play near where they live. According to Bart Watson, the Brewers Association's chief economist, "With 80 percent of 21-plus adults living within 10 miles of a brewery, we've certainly seen many of the more than 5,800 breweries in the United States play a role in their neighborhood or town's economy" (Buss, 2017, n.pag.). Living with a brewery in one's backyard offers great benefits, especially when the brewery employs the residents in that neighborhood. With a craft brewery, the neighborhood has a local spot for young professionals, and the economy is being supported by revitalizing unused spaces and even increasing property values. For example, in Charlotte, NC, when a brewery opened

within a half mile, the sales price of a single-family home increased almost 10% in areas close to the city center, such as NoDa and South End (Perlata, 2019)

Breweries enjoy their taprooms being filled with people, but the heart of the business is still selling beer. Depending on the brewery's business plans, they can sell beer to the customers solely at the taproom, they can distribute beer to the local retail outlets and taproom visitors, or they can distribute their beer solely to reach other markets, gaining traction outside the local area. Most microbreweries only sell their beer within their own state or in a multistate area near the brewery. The number of breweries in a state may be influenced by the ability to self-distribute. In self-distribution states, breweries can, at least within their immediate locale, sell their kegs of beer to restaurants and bars without using a distributor (Gohmann, 2016).

### **Sense of Place/Local Branding**

In order for a city and its neighborhoods to offer the rich and varied communities that are their promise and their potential, there must be neutral ground upon which people may gather. There must be places where individuals may come and go as they please, in which none are required to play host, and in which all feel at home and comfortable (Oldenburg, 2001).

There is a sense of pride that comes with a supportive neighborhood. People have changed the level of quality they accept for a variety of things, beer included. Drinking beer is no longer just about drinking or getting drunk but the craftsmanship. The effort, time, and care that someone has put into a craft product has more value than a cheap, mass-produced product. Beer can be a form of art and play to all the customer's senses: the taste of the unique flavors, the smell of beer and the facility, the sound of glass cups clinking from the taproom, seeing the brewing system, and feeling the effect of the

beer. Much of the appeal of a microbrewed beer is that it is a rejection of national, or even regional, culture in favor of something more local (Flack, 1997).

### **Adaptive Reuse**

It has become a common choice for a craft brewery to rehabilitate and repurpose historic properties that are abandoned warehouses and mills. Historic properties are given another chance to serve a different industry than what the buildings were originally used for and continue to preserve part of the local area's historic fabric. Stewardship of the built environment can foster long-term revitalization of the urban core by rehabilitating existing buildings to re-establish vibrancy in a community district or neighborhood (Young, 2012). It is common for a brewery to be found in a warehouse district or historic district not only because of the historic value but also because of the cost effectiveness. As illustrated by the experiences of earlier craft brewers like Jack McAuliffe, building a brand-new facility from the ground up has its own expenses, like construction costs and new brewing equipment.

The location of a craft brewery can help the brewery create a certain brand image as well. For example, a downtown location might be a great place for city-dwellers to meet up, whereas a more suburban or rural location could be transformed into a family-friendly biergarten (beer garden). The local population or business density appears to be less important, since breweries have been able to drive visitors to remote rural destinations as well as recovering urban neighborhoods (Hoverson, 2019).

### **Challenges**

There are some hindrances that need to be considered when opening a brewery in the Southeast. One of the challenges consumers in the South have is the lack of

breweries in their neighborhood. While most of the United States has seen a continuously growing craft brewing movement, the South has relatively few craft breweries compared to other regions. While this lack is often attributed to legal restrictions stemming from Bible Belt religious taboos, it may also indicate a generally conservative attitude toward any popular cultural trend (Flack, 1997). The South has more religious adherents in the Baptist faith, higher beer taxes, fewer wholesalers, fewer states with self-distribution laws, fewer states with small brewery exemptions, and Southern states legalized brewpubs at a later time than the non-South (Gohmann, 2016). Many people in the South have continued to feel, like the pro-Prohibition activists, that alcohol is the root of social problems such as alcoholism, crime, and violence (Ray, 2013). The states that allowed home brewing early on in the craft brewing industry gained an edge on the South, where the laws remained archaic. Most of those homebrewers transitioned into opening microbreweries.

One benefit of small craft breweries is the ability they have to educate customers about their products. Jason Wilson, founder/president of Back Forty and president of the Alabama Brewers Guild, says that “today, you’re seeing more and more people recognizing alcohol can be enjoyed responsibly if you’re educated about what you’re drinking. This is why micro operations are so great. We are small business owners that care about our customers and work hard to be a positive part of the community” (qtd in Ray, 2013).

Of course, the Deep South is culturally infamous for being the last states to change their beer and alcohol laws. Policy makers who are interested in promoting growth and local products would do well to reduce the barriers to breweries by making it easier for breweries to sell their products within their states. However, such action also

requires legislators to ignore certain special interest groups who benefit morally or economically from fewer breweries (Gohmann 2016). As Oldenburg (2001) states, “The best third places are locally owned, independent and small-scale, steady-state business, and both government and incorporated chain operations have wreaked havoc upon them” (p. 4). Even though the state's breweries, municipalities and counties have not caught up with the movement, some cities have modified their zoning regulations and offered financial incentives that have allowed intrepid entrepreneurs to become first movers into economically uncertain locations (Barajas, Boeing, & Wartell, 2017).

## CHAPTER 6

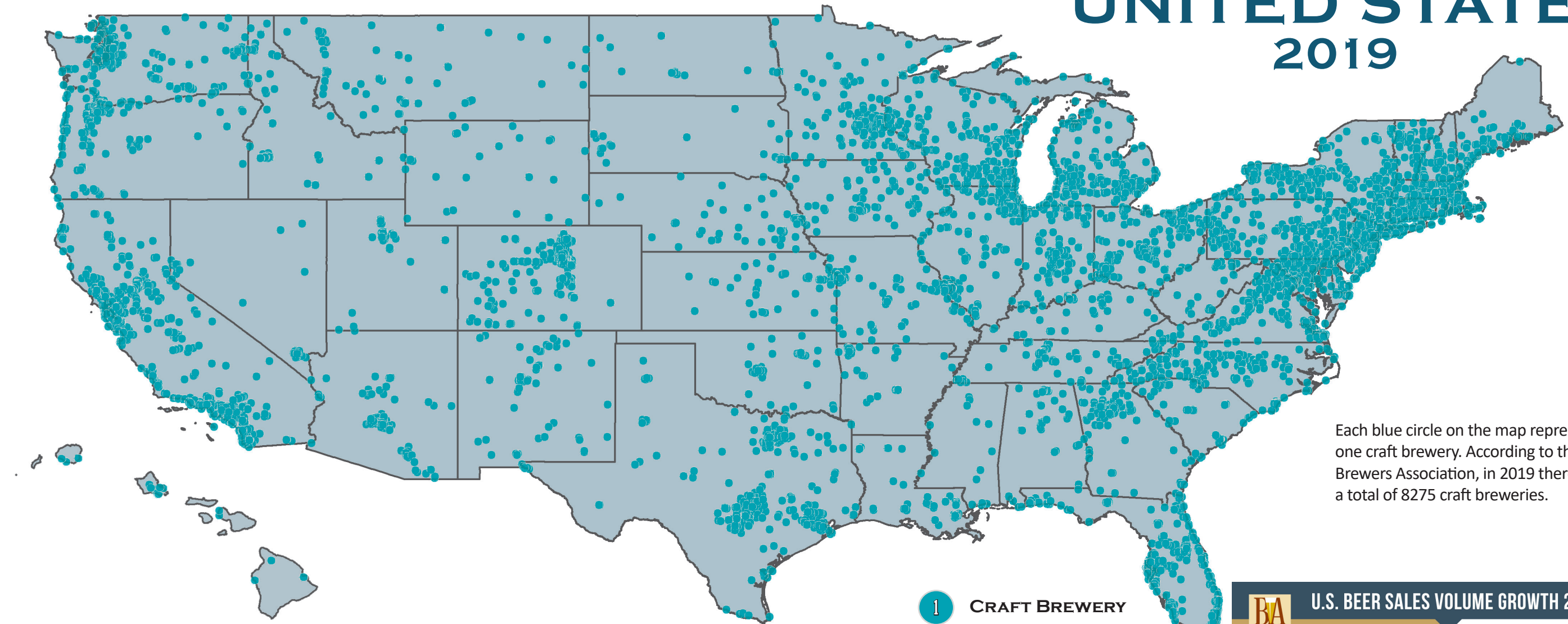
### CASE STUDIES

This chapter presents examples of craft breweries with at least two facilities and an active taproom. These six case studies examine taprooms of craft breweries in communities and their mutual influence on each other. Each brewery was selected based on the following criteria: they fit at least one of the Brewers Association's definitions, they have a uniqueness factor, and they have at least two locations per craft brewery company. Of the Southeast states, the only two states that did not fit the criteria for the case study were Louisiana and Mississippi.

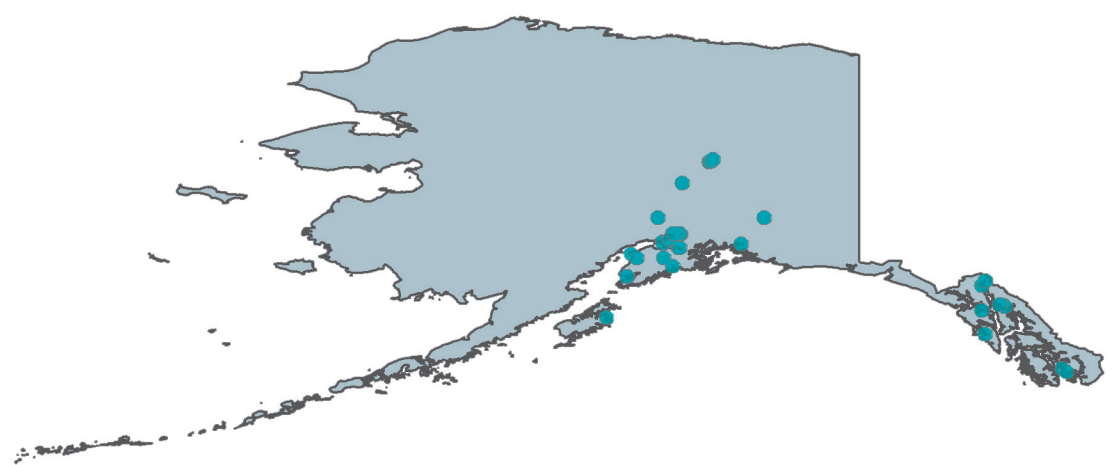
The maps created begin with all the breweries in the United States from 2019, zooming into the study area of the Southeast region. I created a map for each individual state with the logo of the state's craft brewery guild, the independent seal, and economic points. The multicolored points on all the maps stand for the main types of craft breweries, separated by color and size. The table is divided into two sections: brewery information and building information. After the maps, an explanation to how they represent a certain taproom value. It does not mean the brewery is exclusively to that one contribution. The ABV % = Alcohol by Volume % on the information pages.

Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera.  
 Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.  
 U.S. Beer Sales Vol. Growth 2019 Graphic from Brewers Association.

# CRAFT BREWERIES IN THE UNITED STATES 2019



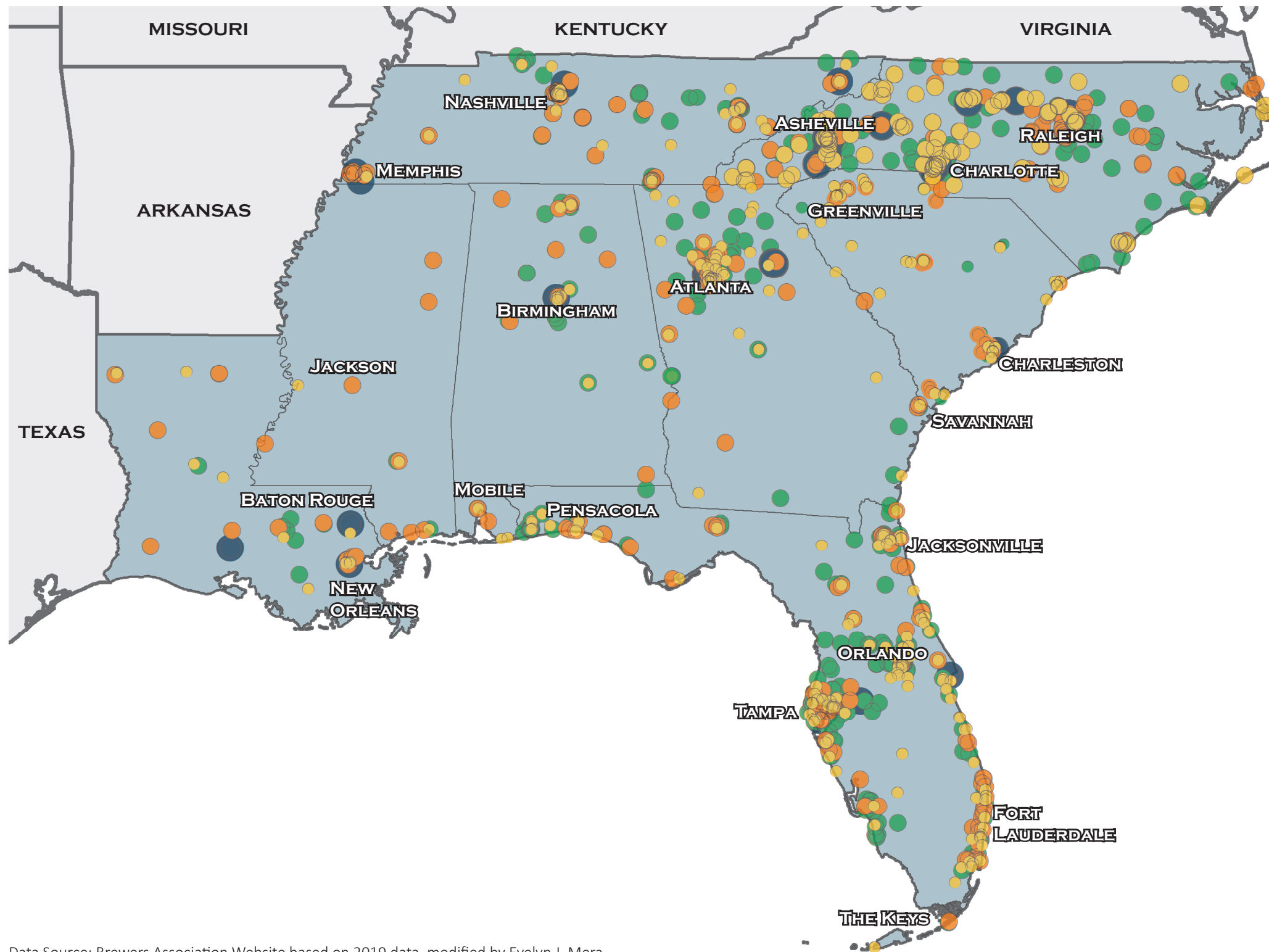
Each blue circle on the map represents one craft brewery. According to the Brewers Association, in 2019 there were a total of 8275 craft breweries.



- 1 CRAFT BREWERY
- 2085 MICROBREWERY
- 3011 BREWPUB
- 2966 TAPROOM
- 240 REGIONAL
- 8275 2019 U.S. TOTAL



# CRAFT BREWERIES IN THE SOUTHEAST



- 299 MICROBREWERY
- 345 BREWPUB
- 471 TAPROOM
- 33 REGIONAL
- 1148 SOUTHEAST TOTAL

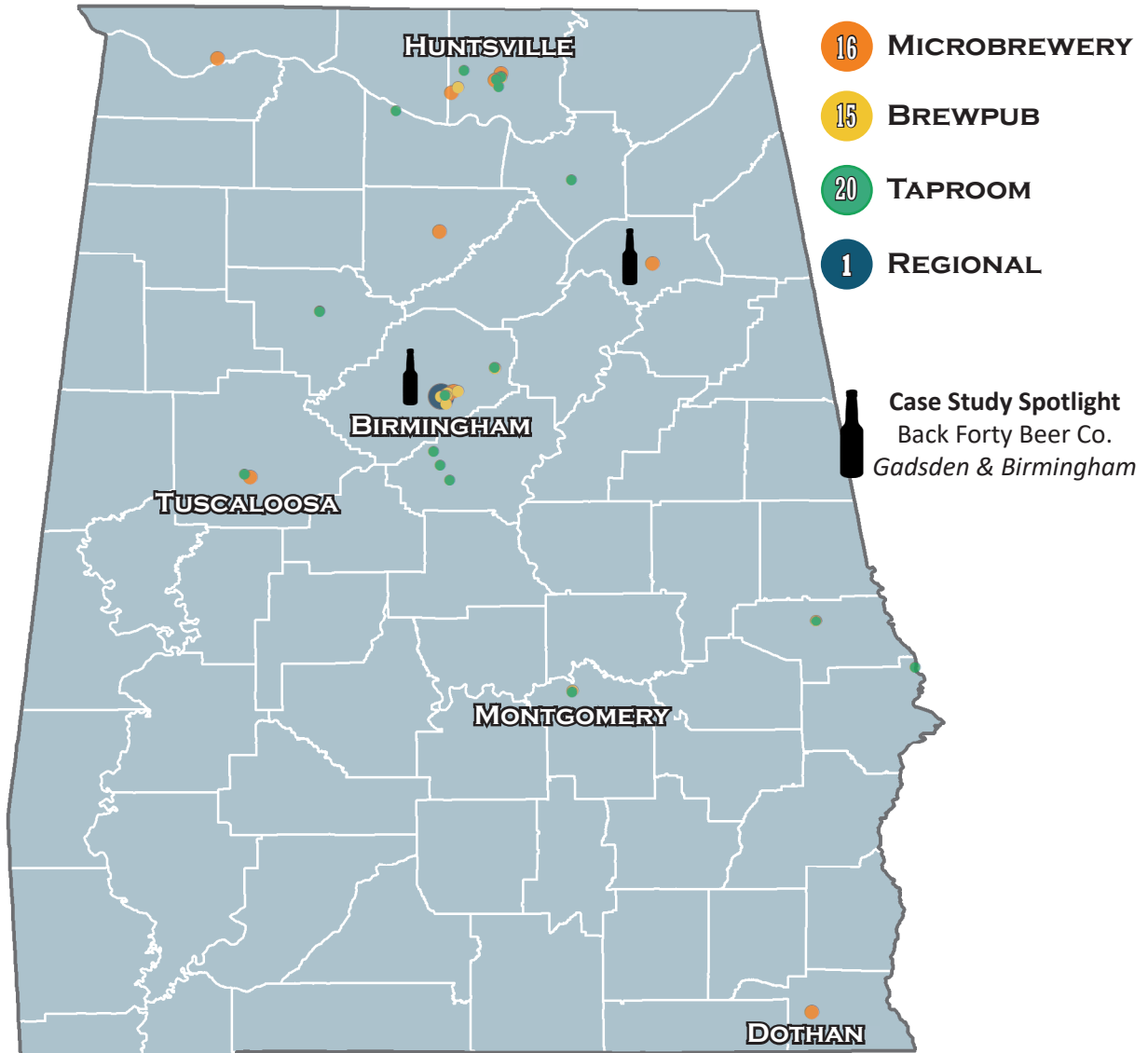
Each circle on the map represents one craft brewery. The colors on the map represent different types of craft breweries.




The maps in the following pages focus on each state and the case studies.

Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera.  
Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.



# CRAFT BREWERIES IN ALABAMA

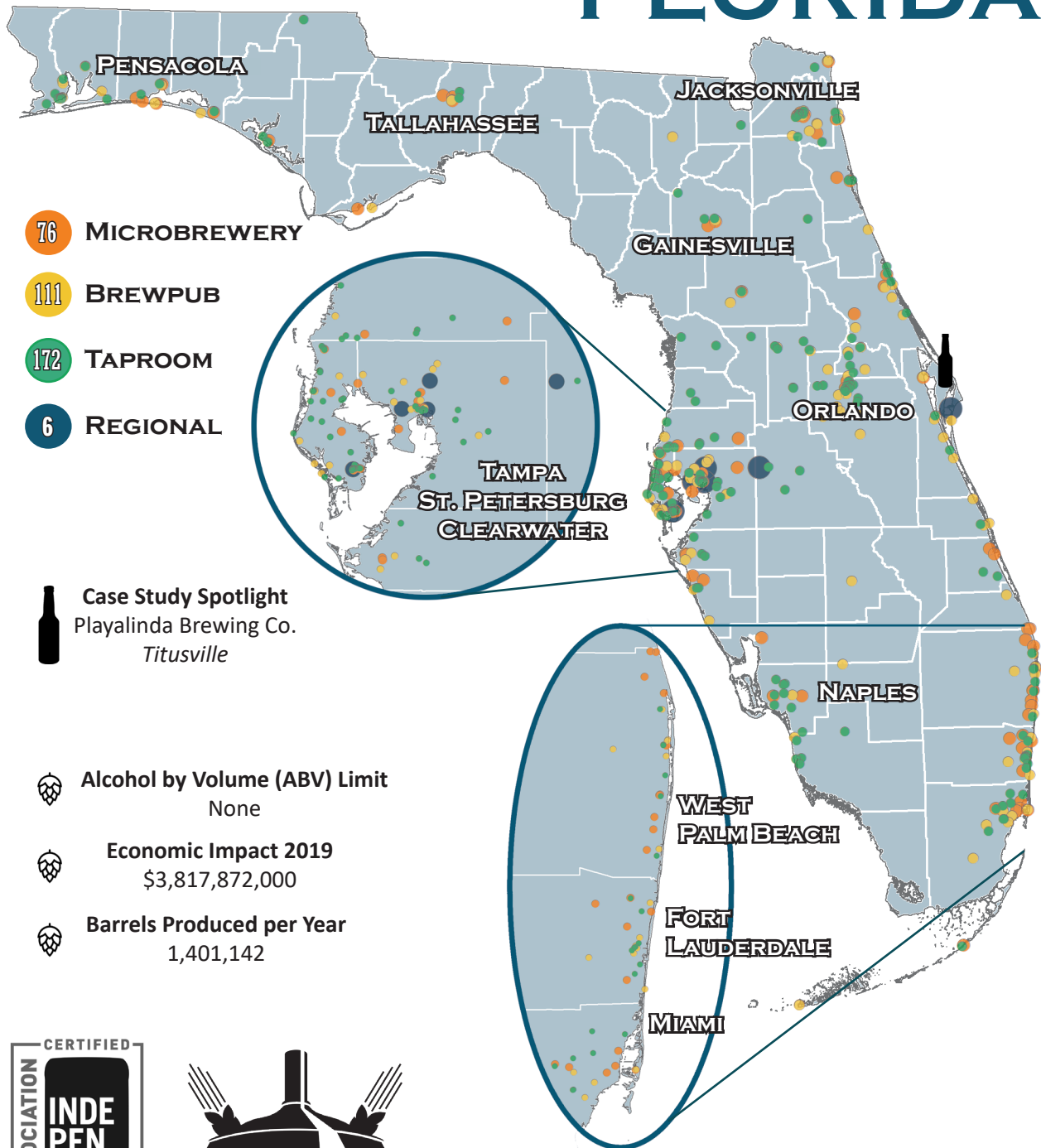


-  **Alcohol by Volume (ABV) Limit**  
13.9%
-  **Economic Impact 2019**  
\$858,168,000
-  **Barrels Produced per Year**  
84,013



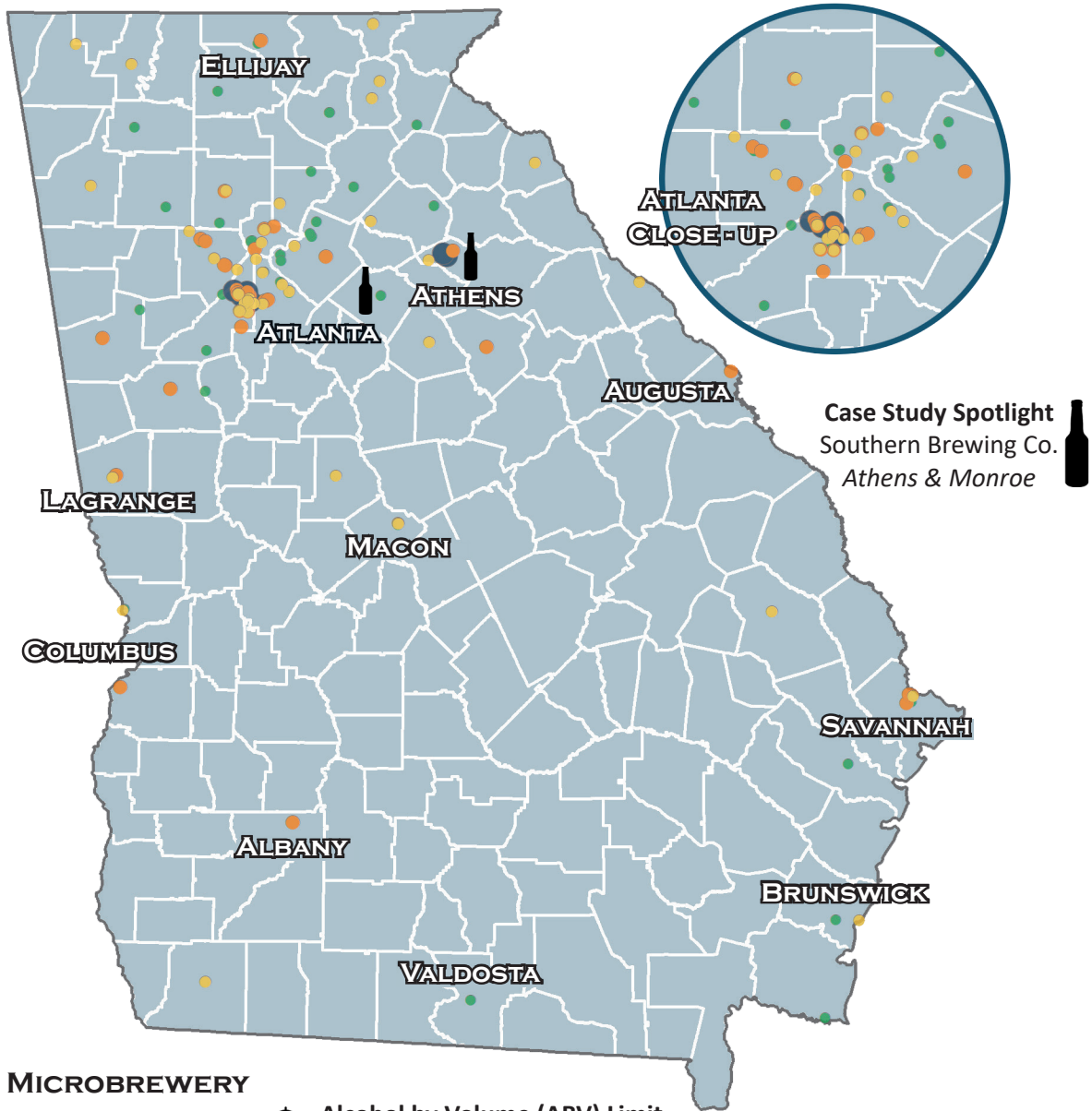
Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.

# CRAFT BREWERIES IN FLORIDA




Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.


# CRAFT BREWERIES IN GEORGIA




Case Study Spotlight  
Southern Brewing Co.  
Athens & Monroe

- 32** MICROBREWERY
- 43** BREWPUB
- 44** TAPROOM
- 6** REGIONAL

 Alcohol by Volume (ABV) Limit  
14%

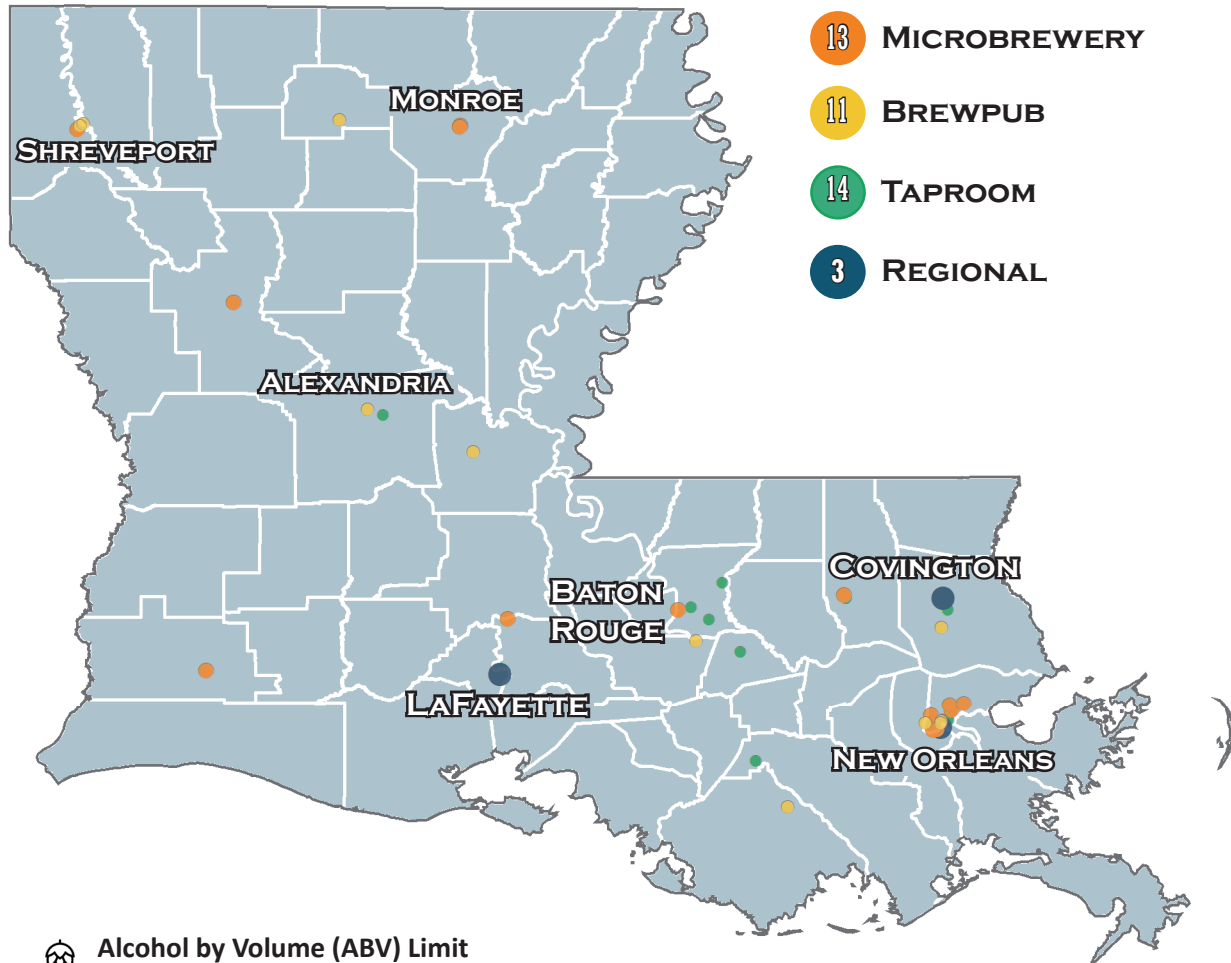
 Economic Impact 2019  
\$2,035,411,000




 Barrels Produced per Year  
514,414

Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.



# CRAFT BREWERIES IN LOUISIANA



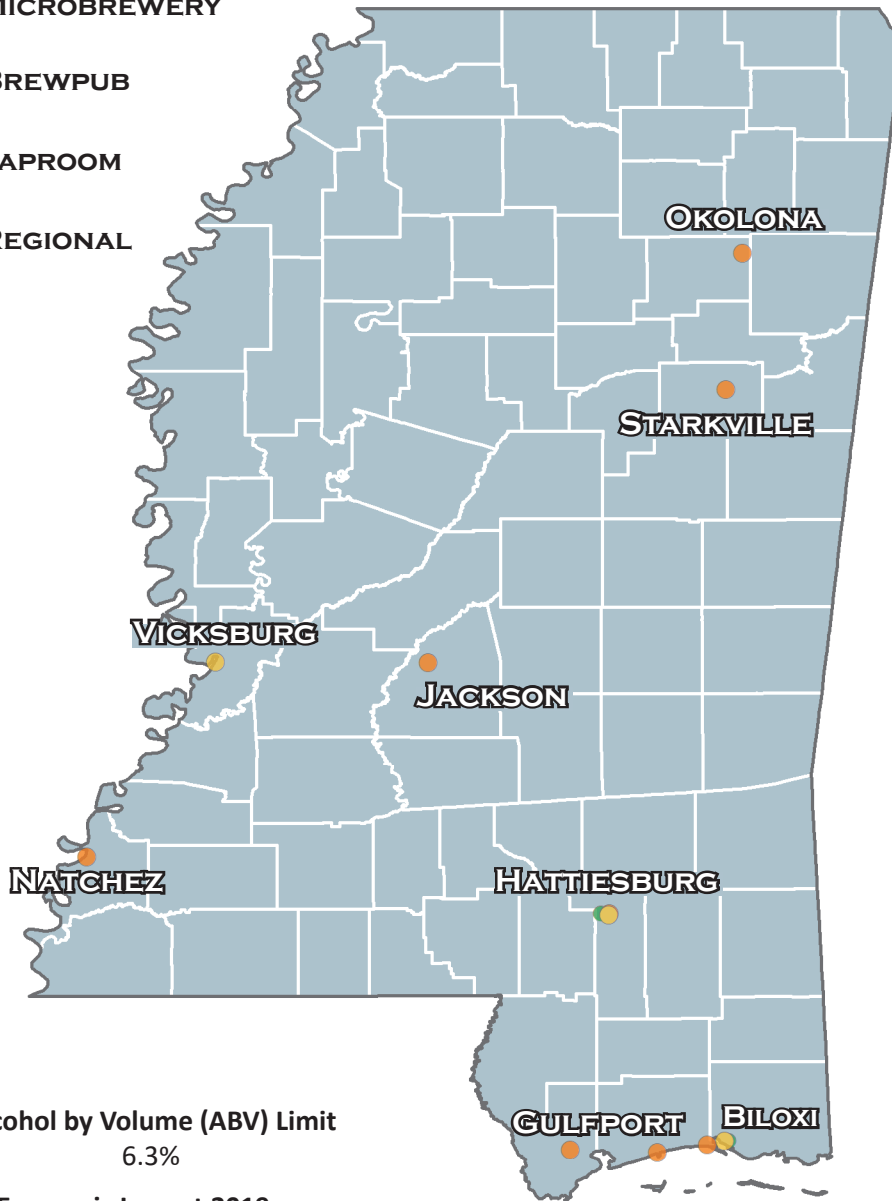
-  **Alcohol by Volume (ABV) Limit**  
None
-  **Economic Impact 2019**  
\$969,110,000
-  **Barrels Produced per Year**  
237,721




Data Source: Brewers Association Website based on 2019 data, modified by Evelyn Mera. Map and graphics created by Evelyn Mera based on GIS data from data.gov.

# CRAFT BREWERIES IN MISSISSIPPI

- 7** MICROBREWERY
- 3** BREWPUB
- 2** TAPROOM
- 0** REGIONAL



 **Alcohol by Volume (ABV) Limit**  
6.3%

 **Economic Impact 2019**  
\$343,856,000

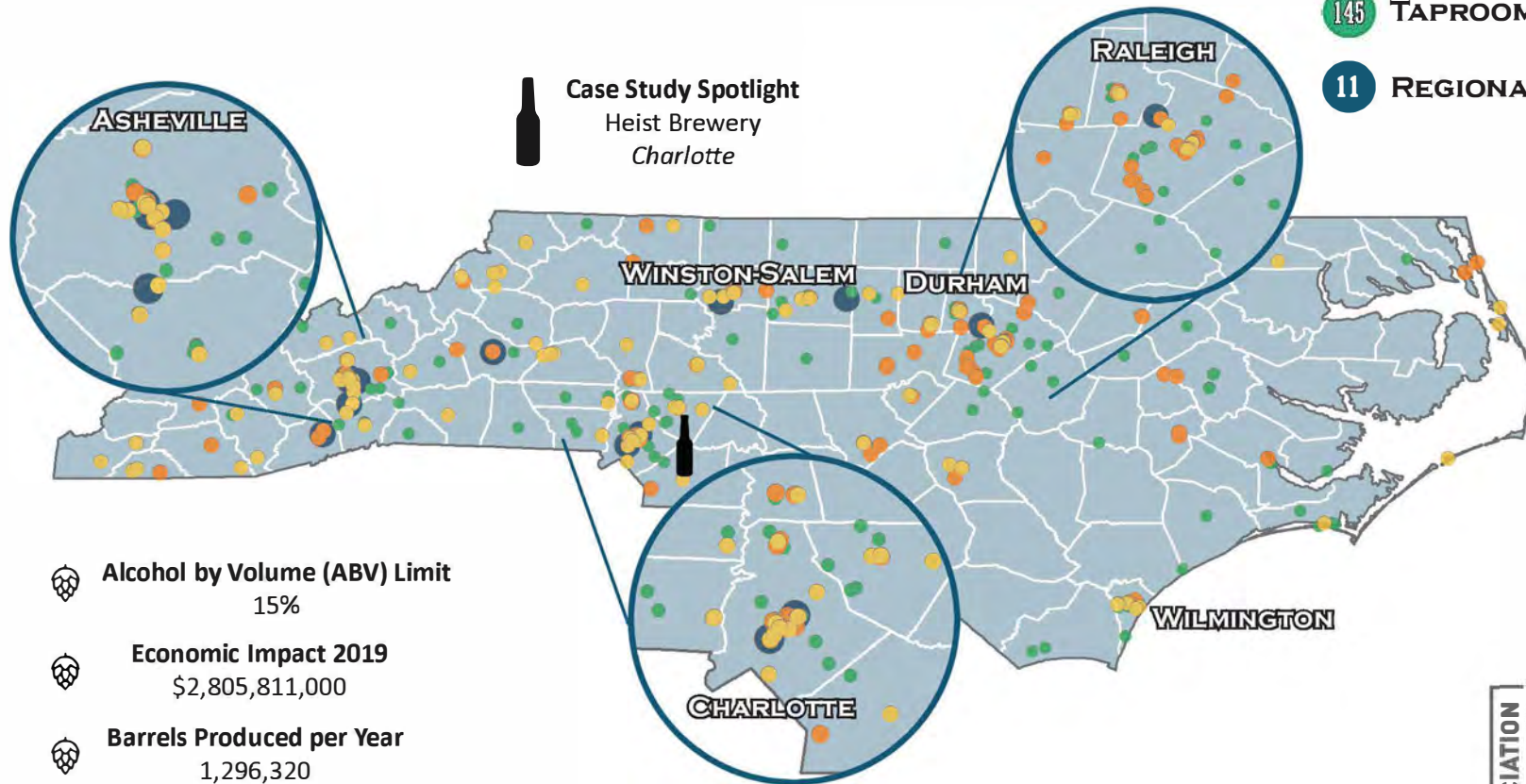
 **Barrels Produced per Year**  
25,257



Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.

# CRAFT BREWERIES IN NORTH CAROLINA

- 90 MICROBREWERY
- 98 BREWPUB
- 145 TAPROOM
- 11 REGIONAL

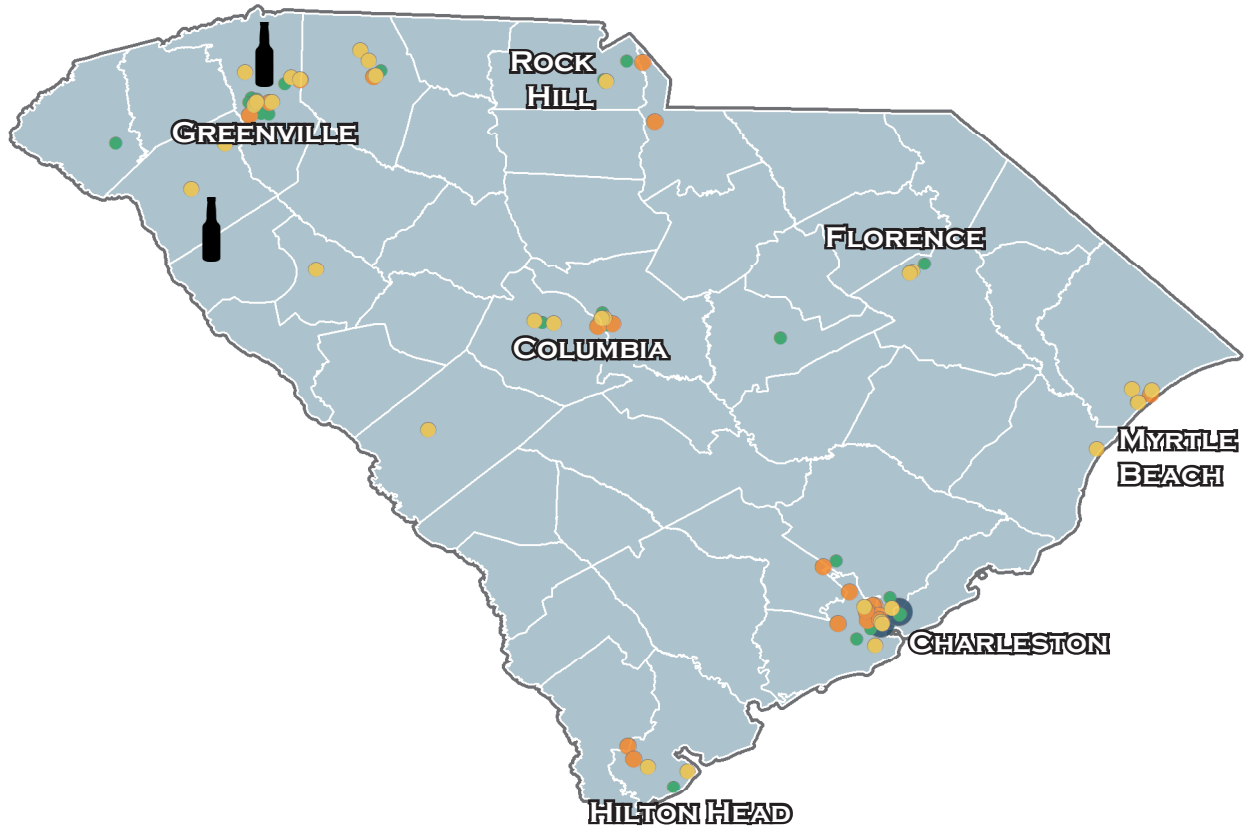


- Alcohol by Volume (ABV) Limit**  
15%
- Economic Impact 2019**  
\$2,805,811,000
- Barrels Produced per Year**  
1,296,320







Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.

# CRAFT BREWERIES IN SOUTH CAROLINA



- 27** MICROBREWERY
- 33** BREWPUB
- 32** TAPROOM
- 2** REGIONAL

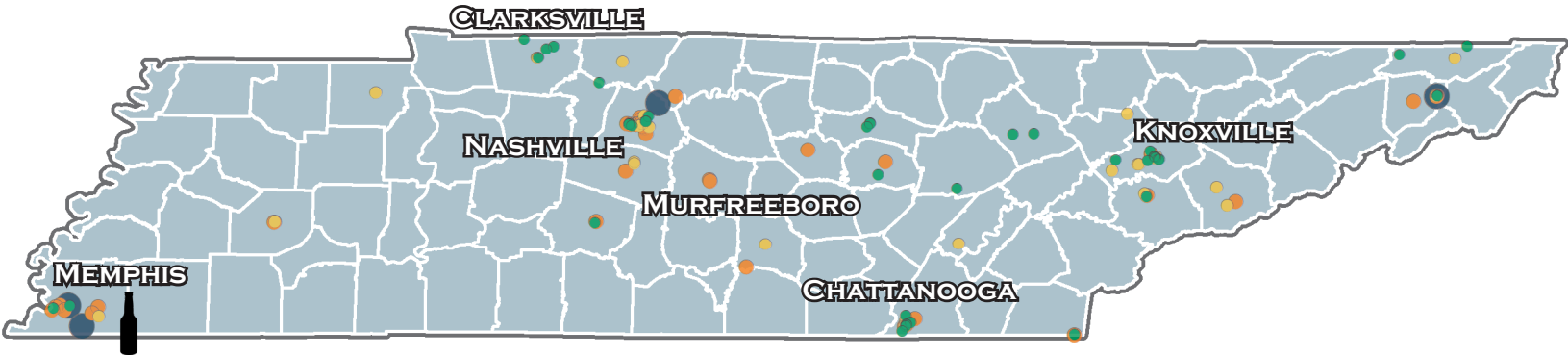
-  Alcohol by Volume (ABV) Limit  
17.5%
-  Economic Impact 2019  
\$905,161,000
-  Barrels Produced per Year  
109,987

 Case Study Spotlight  
Carolina Bauernhaus  
Anderson & Greenville

Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera. Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.



# CRAFT BREWERIES IN TENNESSEE



- 38** MICROBREWERY
- 31** BREWPUB
- 42** TAPROOM
- 4** REGIONAL

- Alcohol by Volume (ABV) Limit  
10%
- Economic Impact 2019  
\$1,383,581,000
- Barrels Produced per Year  
194,669

Case Study Spotlight  
Wiseacre Brewing Co.  
*Memphis*



Data Source: Brewers Association Website based on 2019 data, modified by Evelyn J. Mera.  
Map and graphics created by Evelyn J. Mera based on GIS data from data.gov.

## Heist Brewery

Charlotte, NC

Est. 2012

North Carolina ABV: 15%



Heist Brewery opened in the NoDa neighborhood as the only craft brewpub in Charlotte in 2012. Originally brewing on a 10HL German brewhouse, they expanded in 2017, adding a 30-barrel production facility. According to their website, Heist’s “original focus was on small batch beer in the traditional Belgian and German style brews (“About | Heist Brewery”, n.d.). Their connection to the community is through their use of produce and meats from local farms for their restaurant, their use of the leftover ingredients and byproducts from the brewing process for other products, and their repurposing of historic buildings.

Heist found a home in a historic mill on the National Register of Historic Places, The Highland Park Manufacturing Company No. 3. It was built in 1900 and was originally a gingham textile mill, which was special because other mills at the time were processing cotton. Production stopped in 1969 and was left unused until the mixed-use development project. Highland Park has three buildings on the property: two are residential with a range of square footage, and the other building housing the brewery is retail.

Heist's second location is a 26,000 ft<sup>2</sup> production brewery and taproom. It is located across an adaptive reuse development called Camp North End. The original building on the property was a heavy-machine shop and had an addition built to the brewery. The building has separate ageing rooms dedicated to stouts and sours, two

kitchens, an outdoor beer garden and two upstairs event spaces — one of which will serve as a future taproom-within-a-taproom for its Barrel Arts (Oyler, 2019).

Heist Breweries are an example of an adaptive reuse project, as they repurposed a standalone building. Their pilot facility, the brewpub, was housed in a mixed-use development, using one of the mill buildings on the property. The brewpub has been in full operation since the beginning. With the demand for their beer and space growing beyond the capacity of a limited facility, Heist Brewery began expansion plans in 2017 and opened their production facility about 2.5 miles away from Highland Park. The HB & Barrel Arts production facility is different from their NoDa neighborhood brewpub. The single standing building will be able to have a multifunctional ability to serve Charlotte locals and the other businesses on site.

### ***Repurposing Buildings***

Repurposing buildings, especially historic buildings, is a financial decision that saves money and creates a deep sense of ownership of the brewery's story. Historic preservation offers a better choice for craft breweries to be sustainable. This case study looked at their first location in a historic landmark and as part of an adaptive reuse development and their second location in a repurposed building.



## **Southern Brewing Company**

Athens & Monroe, GA  
Est. 2015  
Georgia ABV: 14%

Southern Brewing company opened its first brewing facility in Athens in 2015. Co-owners Brian Roth and Rick Goddard were searching for locations in one of Georgia's counties, where microbreweries did not have the zoning ready for a brewery. Looking at other options, Roth and Goddard spoke with Athens officials, who also did not have the zoning for breweries defined just yet. The difference was that Athens-Clarke County worked with Southern to zone them as a “bottling and canning plant.” Southern’s co-owners bought a large piece of land and built their building from the ground up.

A few years after Southern opened their first facility, city officials from Monroe, GA went to Southern Brewing Company. The City of Monroe knows well that the city is at the halfway point between the Atlanta Metro area and Athens, where the University of Georgia’s main campus is. The residents of Monroe are young, working professionals, and craft breweries are attractive for the demographic. In 2018, Monroe updated their zoning to include codes for brewpubs, breweries, and distilleries. The doors to Southern Brew Company’s newest taproom opened in 2019. The taproom is located in the heart of downtown. Monroe also created a new “Monroe Historic Downtown Entertainment District,” which included the new taproom and plans for other alcohol establishments to open in the coming years. The Entertainment District allows residents to buy a clear,

reusable “Monroe” cup that can be taken outside the taproom (in this case) and allows customers to walk with an open container within the seven-block perimeter.



Figure 6.11. Monroe Historic Entertainment District to-go cups.

### ***Policy Changes for the Better***

This case study looked at a microbrewery that had a unique zoning situation. A city in Georgia sought out a microbrewery to expand in their town, which is not as common as a brewery looking for a town with brewery-friendly zoning. A progressive move on the city’s end recognized that craft breweries are a fantastic addition to the community and promote quality of life for the locals to enjoy. The zoning was updated not only for the beer brewing industry but other artisanal drink makers.

## **Playalinda Brewing Company**

Titusville, FL  
Est. 2012  
Florida ABV: N/A



Titusville is on the East Central coast of Florida, neighboring NASA and the Kennedy Space Center in the Space Coast Region, the nearby busy Port

Canaveral, and wildlife management and state forests on the west side of the city.

Playalinda Brewing has paved the way for other breweries to open. Titusville's mayor, Jim Tulley, said in 2014 that he was "happy to see a business pop up that could be a destination for those visiting Titusville" (Saggio, 2014). Playalinda, which is named after a local beach across the intercoastal waterway, also has the claim of being the first microbrewery opened in Titusville in a historic building downtown, and the first in North Brevard County.

Bryan and Donna Scott (two of Playalinda's co-owners) turned their hobby of refurbishing antique lights into their first business, Barn Light Electric, in a historic hardware store. This business occupied the building from 2009 to 2011. Building on their experience renovating historic buildings, in late 2014, Playalinda Brewing Company opened its 2,550 ft<sup>2</sup> brewhouse to the eager anticipation of the Titusville community. The brewery is housed in a century-old building. The first business to occupy the building was a hardware store, which was there until the early 1980s, followed by a children's consignment store and then an antique store. A small local business construction company was hired to renovate the hardware store for the

brewery. It had its challenges of preserving the historic elements and maintaining the originality of the century-old building while creating space for the brewery's needs. For example, "the cabinets that were part of the hardware store will remain as well as the antique tin ceiling, the storefront, entrance and doors" (*Space Coast Business Magazine*, 2014). Opening a microbrewery in one of Titusville's historic buildings in its modern-day downtown was desired by the community. After two years of successful continuous support, the demand for Playalinda-brewed beer was regularly exceeding production capacity.

The brewery built a second location with 16,000 ft<sup>2</sup> to host more guests. The Brix Project is an ambitious testing ground as a distillery for Raike, another co-owner, to experiment with small-batch gin, vodka and whiskey. The production brewery, part distillery, part restaurant and tasting room, is the first of its kind in Brevard County. It is slated to fill holes in these nascent craft industries and "supplement the market with better branding, better products and better service to the people of Florida," according to Raike (Serres, 2016).

### ***Local Identity***

This case study looked at a successful microbrewery that opened in an area that did not have a brewery serving the area. In a brief time, the microbrewery expanded to meet the local's demand for beer and to offer space for craft distilling. Playalinda Brewing Company made a small city, located next to the popular tourist area of the mideastern coast of Florida and Orlando, an area that will draw those tourists to visit the brewery. The Titusville community can identify with Playalinda Brewing Co. instead of simply becoming absorbed into Florida's Space Coast region. It is an achievement for Playalinda to operate a second location and make a name for itself in Florida.



## **Back Forty Beer Company**

Gadsden & Birmingham, AL

Est. 2008

Alabama ABV: 13.9%

Back Forty Beer Company's name is inspired by an old agricultural term referring to the 40 acres of land situated furthest from the barn. The back 40 acres are historically the most challenging land

to maintain and are often overlooked due to their remote location (Back Forty Beer Company, n.d.). Initially, Back Forty was a contract brewery with Lazy Magnolia Brewing Company in Kiln, Mississippi.

In 2011, Jason Wilson opened his own brewing facility, located in what was originally the Sears and Roebuck's Southeastern regional repair center. The 27,000 ft<sup>2</sup> brewery is bigger than most pilot breweries start off with. While it was not required by law, Wilson was determined to be a part of downtown Gadsden's historic district and set out to have the building rezoned by the Gadsden City Council. With assistance from the Gadsden Commercial Development Authority and Downtown Gadsden Inc., this goal was accomplished. (Savage, 2016)

Back Forty's second location opened at the Sloss Docks warehouse, part of a 122,000 ft<sup>2</sup> warehouse property, with 6,230 ft<sup>2</sup> allocated for the taproom brewery. The warehouses sit across the from the Sloss Furnaces, which are a National Historic Landmark. Back Forty chose this location due to the views of this historic Sloss Furnaces and the nearby active railway. The venue is the "perfect spot for customers to drink a beer or two in the tap room or vast outdoor garden, do a little train watching,

and enjoy the occasional live band” (Back Forty Beer Company, n.d.). The brewery is not the only business to occupy the space. Sloss Docks also offers workshop and office space near Birmingham’s city center that is easily accessible for the city’s thriving neighborhoods of Avondale, Forest Park, Crestwood, and Woodlawn (Sloss Real Estate, n.d.).

Opening a craft brewery was not easy in the early 2000s, and, even today, meeting the regulations is challenging. Granted, it is much easier now after pushes from the craft beer movement. The first change was the raising of the state’s maximum alcohol level for beer from 6% to 13.9% ABV in 2009. This high-gravity evolution was followed by what was called the “Gourmet Bottle Law” in 2012. This regulation finally allowed beer to be sold in containers larger than 16 ounces for the first time, opening the door to craft breweries to bring in their 750-millileter “bomber” bottles, the preferred size for their packaging (Back Forty Brewing Company, n.d.). In 2013, Alabama was the final state to legalize homebrewing since it was banned in Prohibition, allowing homebrewers to make 15 gallons of beer or wine every three months. Operating a taproom was illegal until 2011 when the Brewery Modernization Act passed.

### ***Legal Challenges***

With roots deeply connected to Prohibition and its location in the Deep South, Alabama was one of the last states (Mississippi is right behind it) to update some of their beer laws. Although stricter laws keep things in line, they also limit progress and promote the familiar status quo. Through limiting the ABV limit for beer to under 6%, Alabama was more supportive of the national brewers like Anheuser-Busch and Miller than of independent craft breweries. Alabama’s beer laws were basically written

specifically to allow low-alcohol, less flavorful beers to dominate the state (Back Forty Brewing Company, n.d.).

This case study looked at the challenges of the legal struggle with operating a brewery and at one point, the extension into taprooms. Back Forty continued to brew beer as the law would allow them to. As the laws slowly changed, so did the business progress.

## **Carolina Bauernhaus**

Anderson & Greenville, SC  
Est. 2019  
South Carolina ABV: 17.5%



Carolina Bauernhaus is a hybrid farmhouse brewery creating handcrafted ales, meads and ciders utilizing the rich agricultural resources of upstate South Carolina. Their first location was in Anderson, SC, where they ran their business out of an old mechanics shop. Carolina Bauernhaus opened a second location in Greenville as part of a 60,000 ft<sup>2</sup> mixed-use development project. Bauernhaus uses 3,000 ft<sup>2</sup> of the new space for their beer garden, outdoor and entertainment space (Ramsay, 2019).

The South has farmlands supplying their local area with a variety of agricultural products, including grains, fruits, and flowers. Because it does not have to worry about harsh winters destroying crops, the Southeast is a great region for breweries to take advantage of its fertile soil and agriculture. A farmhouse brewery, in distinction from a farm brewery, roots its beer production in Belgian and French history, while farm breweries do not employ a specific style but do source ingredients from local farms (Food Republic, 2015).

Carolina Bauernhaus is devoted to using local ingredients, and, luckily for them, they have access to a company that can give them a key ingredient to beer itself. SouthYeast Labs is growing to serve breweries in Greenville, Asheville and elsewhere in the Southeast with their unique yeasts. They use local strands of yeast found in upstate South Carolina. Carolina Bauernhaus is not the only brewery that supports local farms and the use of local ingredients. Other South Carolina breweries have joined together to

push for a bill that would benefit breweries even more by giving them the ability to self-distribute their beer in some way. As explained by the *Free Times*,

Currently, there is no incentive for breweries to use South Carolina-grown products like grains, fruits, vegetables and honey in their beers, other than personal preference. However, there is an incentive for wineries in the state to use South Carolina-grown products — they have the ability to self-distribute if more than 60 percent of their finished product is comprised of South Carolina-grown items. (Blake, 2018, n.pag.)

### ***Local Sources***

This case study looked at the dedication of this South Carolina brewery to using local ingredients. South Carolina has numerous farms and orchards that can provide a rich variety of agricultural products. Brewers can even find local yeast, which is one of the main ingredients to make beer itself. Unlike macro-breweries, craft brewers tend to be locally based and as supportive of their local community as they can, as illustrated by Carolina Bauernhaus.



## **Wiseacre Brewing Company**

Memphis, TN  
Est. 2012  
TN ABV: 10.1%

Wiseacre had outgrown their original microbrewery. The 12,000 ft<sup>2</sup> microbrewery was producing the beer for the local taproom and for distribution, shipping their beers across seven different states. The taproom accounts for only about 3% of sales volume. Their newest facility, allows production up to 100,000 barrels of beer. Memphis-based Wiseacre has grown across the Southeast and is currently sold in Alabama, Arkansas, Florida, Georgia, Illinois, Louisiana, Pennsylvania, Mississippi and Tennessee. The expansion will mean that Wiseacre will be available in 14 states (Chandler, 2021) The new production facility will create a minimum of 40 jobs for local residents. Wiseacre currently employs 20 people full-time and up to 50 people, counting part-time workers. Once the new brewery opens, the company will employ 40 people full-time and about 70 people in total (Bailey, 2018). The large facility is designed to produce enough beer to distribute throughout the Southeast and as far away as Colorado.

### ***Economic Development***

This case study looked at a production facility designed to handle multistate distribution. Wiseacre is an example of a microbrewery that started small and grew into a much larger facility. Wiseacre largely sells its beer to retailers, but this nonetheless helps with economic development. Wiseacre contributes to the local, state, and national economies through the amount of beer they sell outside the taproom.

# CASE STUDIES SUMMARY CHART

Brewery Information							Building Information				
	Brewery Name	Location	Neighborhood	2019 Pop.	Year Est.	Brewery Type	Zoning Classification	Year Built	Original Purpose or Previous Tenant	Building Material	Square Footage (SQFT)
1	Heist Brewery	Charlotte, NC	NoDa (North Davidson)	857,425	2012	Brewpub	MUDD-O (Mixed Use Development District - Optional)	1900	Highland Park Manufacturing Company Textile = Gingham	Foundation SLAB-COMMMERCIAL	Finished Area 12,302 Total (SqFt) 15,689
	Heist Brewery & Barrel Arts		Druid Hills South		2019	Brewery & Taproom	Commercial	1954	Machine Shop	Foundation SLAB-COMMMERCIAL External Wall FACE BRICK	Finished Area 18,202 Total (SqFt) 25,687
2	Southern Brewing Company	Athens, GA	Athena Industrial Area (No Official Neighborhood)	124,719	2015	Microbrewery	Class: C-5 Commercial Zoned: E-1 Employment-Industrial Sec. 9-11	2016	Production, Taproom	New Construction	11,000 SqFt
	Southern Brewing Company	Monroe, GA	Downtown (No Official Neighborhood)	13,418	2019	Taproom	Commercial	1940s	Sanders Furniture Company	Brick	N/A
3	Playalinda Brewing Company Hardware Store	Titusville, FL	Le Barons of Titusville	45,932	2012	Microbrewery	1210 Mixed Use Commercial Property	1900's (1910/ 1915)	Retail; Titusville-based lighting manufacturer Barn Light Electric Company	Brick, Masonry Concrete	Base Area 1st = 2,515 Base Area 2nd = 2,550 Open Porch = 35 Total Base Area = 5,065 Total Sub Area = 5,100
	Playalinda Brewing Company Brix Project		Industrial Area (No Official Neighborhood)		2016	Regional	4500 Canneries, Fruit & Vegetable, Bottlers & Brewers Distilleries, Wineries	1979 2016	Lumberyard - (Site, not building) Brewpub - (New Construction)	Warehouse (Sheet Metal) New Construction (Sheet Metal)	1979 - 5242 SqFt 2016 - 15,108 SqFt 16,000 SqFt
4	Carolina Bauernhaus Brewery & Winery	Anderson, SC	Downtown (No Official Neighborhood)	27,289	2015	Brewpub	Downtown Historic District Commercial	N/A	Family Ran Mechanics Shop	Brick	N/A
	Carolina Bauernhaus Greenville	Greenville, SC	West Greenville	67,737	2020	Taproom	Industrial S1 - Services District	1940	Hardware & Supply Company	Metal	Taproom = 3,000 SqFt
5	Back Forty Beer Company	Gadsden, AL	Downtown (No Official Neighborhood)	35,486	2009	Microbrewery	Light Manufacturing Downtown District	1950	Roebuck Warehouse	Brick	27,000 SqFt
	Back Forty Beer Company	Birmingham, AL	North Avondale	212,297	2018	Brewpub	M1 - Light Manufacturing District	1880s	Sloss Furnaces	Warehouse & Shipping Center	120,000 Sqft = Property 6230 SqFt = T
6	Wisacre Brewing Company OG	Memphis, TN	Binghampton	651,932	2013	Taproom	LU = Industrial EMP = Employment District	1967	N/A	N/A	N/A
	Wisacre Brewing Company Downtown		Downtown (No Official Neighborhood)		2020	Regional	Special Purpose SM = South Main District	2020	Production, Taproom	New Construction	40,000 SqFt

## CHAPTER 7

### ATHENS, GEORGIA: LET THE BREW TIMES FLOW

The case studies in the previous chapter were examples of craft breweries in the Southeast and how the taproom values identified contribute to different scales of neighborhoods and mixed-use communities. In this chapter, the taproom values are identified with each brewery and listing how it was applied to the five taprooms found within Athens-Clarke County. A 15- minute radius map via ArcGIS shows the neighborhood coverage of each taproom. Athens exemplifies how a municipality can have different scales of craft breweries serve different urban areas of the county.

Athens-Clarke County (ACC) is, geographically, the smallest county in Georgia, with a total land area of approximately 122 square miles (ACC Unified Government, n.d.). Despite its small size, Athens is becoming home to different types of breweries within the county boundaries: nanobrewery, microbrewery, brewpub, and regional brewery. Athens has five taprooms, providing Oldenburg's third place for everyone (especially those of legal drinking age). This chapter seeks to demonstrate the different taproom values mentioned in the case studies and to briefly discuss the extension of the taproom: adding value to their quality of life, sense of place, economic revenue, and overall neighborhood perks. Residents benefit from the presence of craft breweries (especially those with taprooms, which provide vital social gathering space), as do their neighborhoods.

Of course, residents are not the only ones who can experience some of the themes mentioned in the case studies chapter. In 2016, Athens-Clarke County reviewed a report

by APD Solutions Consulting based in Atlanta. The report cited that of the 66,160 people who work in Athens-Clarke County, just 59 percent – approximately 39,009 people – actually live in the county proper (Thompson, 2016). While this research is not focused on housing, there is a connection to be made regarding the economic value of having craft breweries as third places for the other 41 percent of workers who commute to Athens. Breweries with associated taprooms contribute to a mix of neighborhoods and offer a community gathering place not only for local residents but also for people who work but do not reside in the area. This is especially true for Athens-Clarke County, as the surrounding counties are dry or do not have a nearby craft brewery to allow locals to experience the industry. While Athens-Clarke County could be viewed as semi-rural in comparison to the Atlanta metropolitan area, it is classified as an urbanized area of its own. According to Georgia’s Department of Transportation (GADOT, 2012), Athens is designated as an urbanized area, together with Jackson, Madison, and Oconee Counties in its cluster.

There are two honorable mentions in Athens that have contributed to the craft beer culture over the decades. While one brewery was closed to the Athens community in 2017, the other remains operating in the Newton Bridge Industrial Area of Athens under new ownership.

**Redesignated In 2010 As Georgia Urbanized Areas**

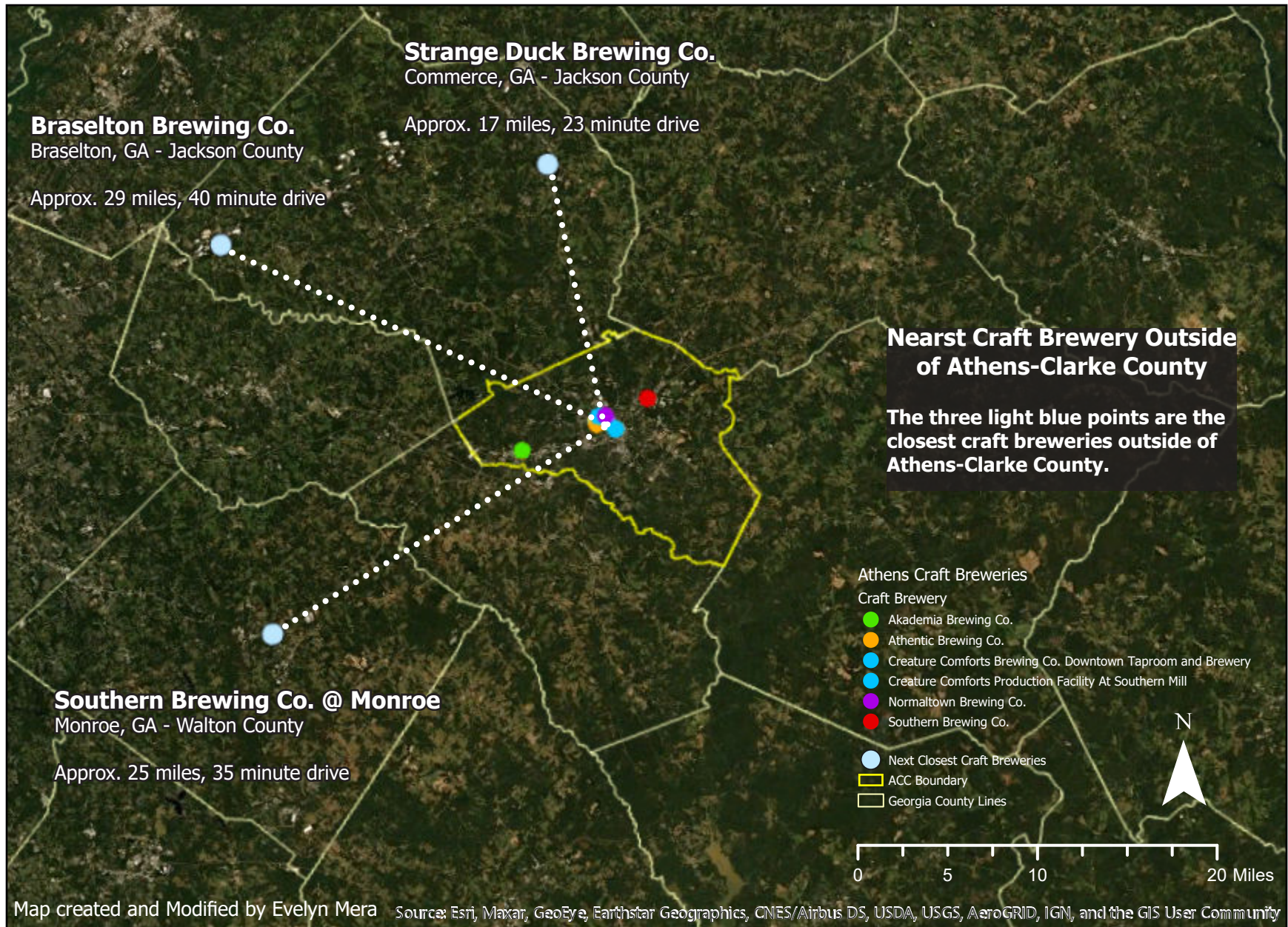
Based on the 2010 census, the Census Bureau has redesignated the following areas as urbanized areas in Georgia. These designated areas have a population of more than 49,000.

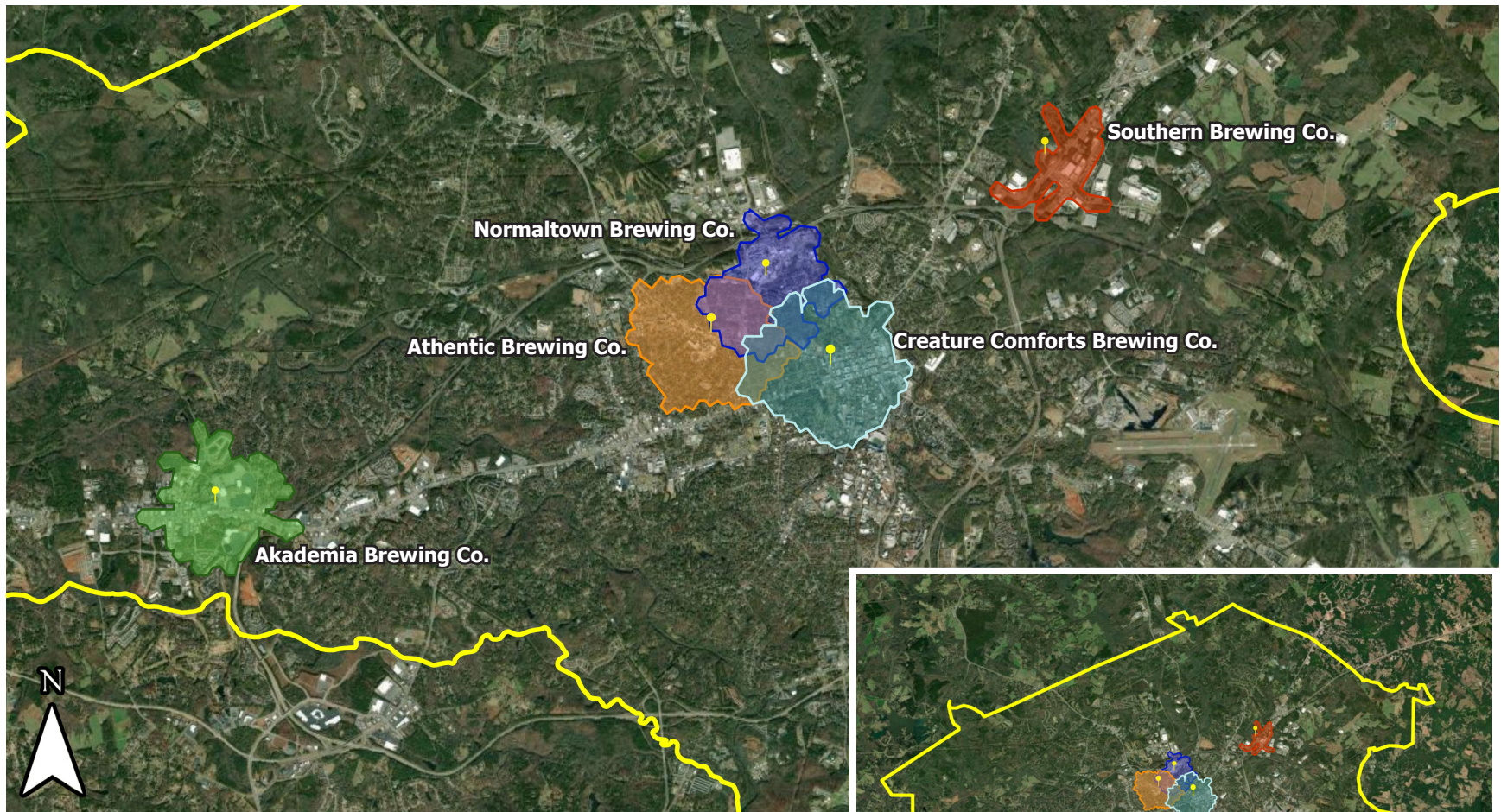
**Note:**

- The Atlanta Urbanized Area includes Newman.
- The Warner Robins Urbanized Area includes Perry.
- The Cartersville Urbanized Area is not a 2012 Georgia Metropolitan Planning Organization (MPO).

2010 Georgia Urbanized Area	Georgia County	2000 Georgia Urbanized Area	2010 Georgia Metropolitan Planning Organization	2010 Population
Albany	Dougherty and Lee	yes	yes	95,779
Athens	Clarke, Jackson, Madison, and Oconee	yes	yes	128,754
Atlanta	Barrow, Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton	yes	yes	4,515,419

*Fig. 7.1.* Athens-Clarke County area designation as urbanized area.



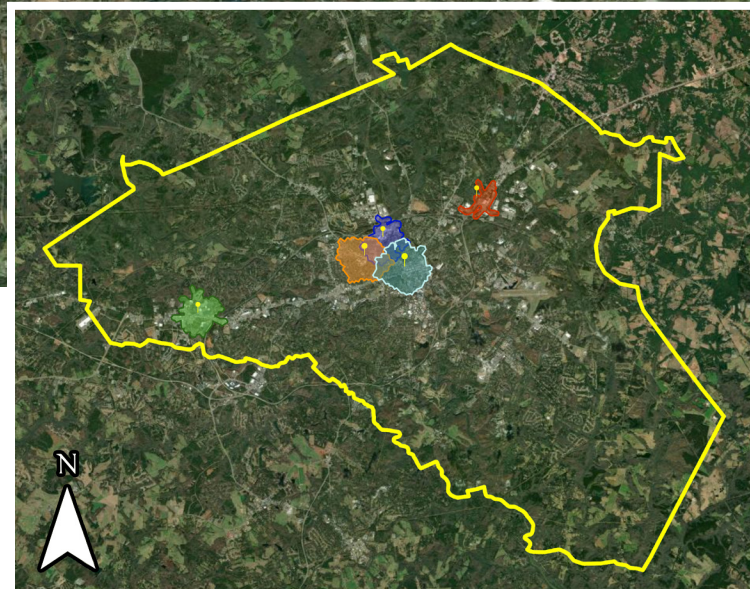


**Athens-Clarke County Craft Breweries With Taprooms**

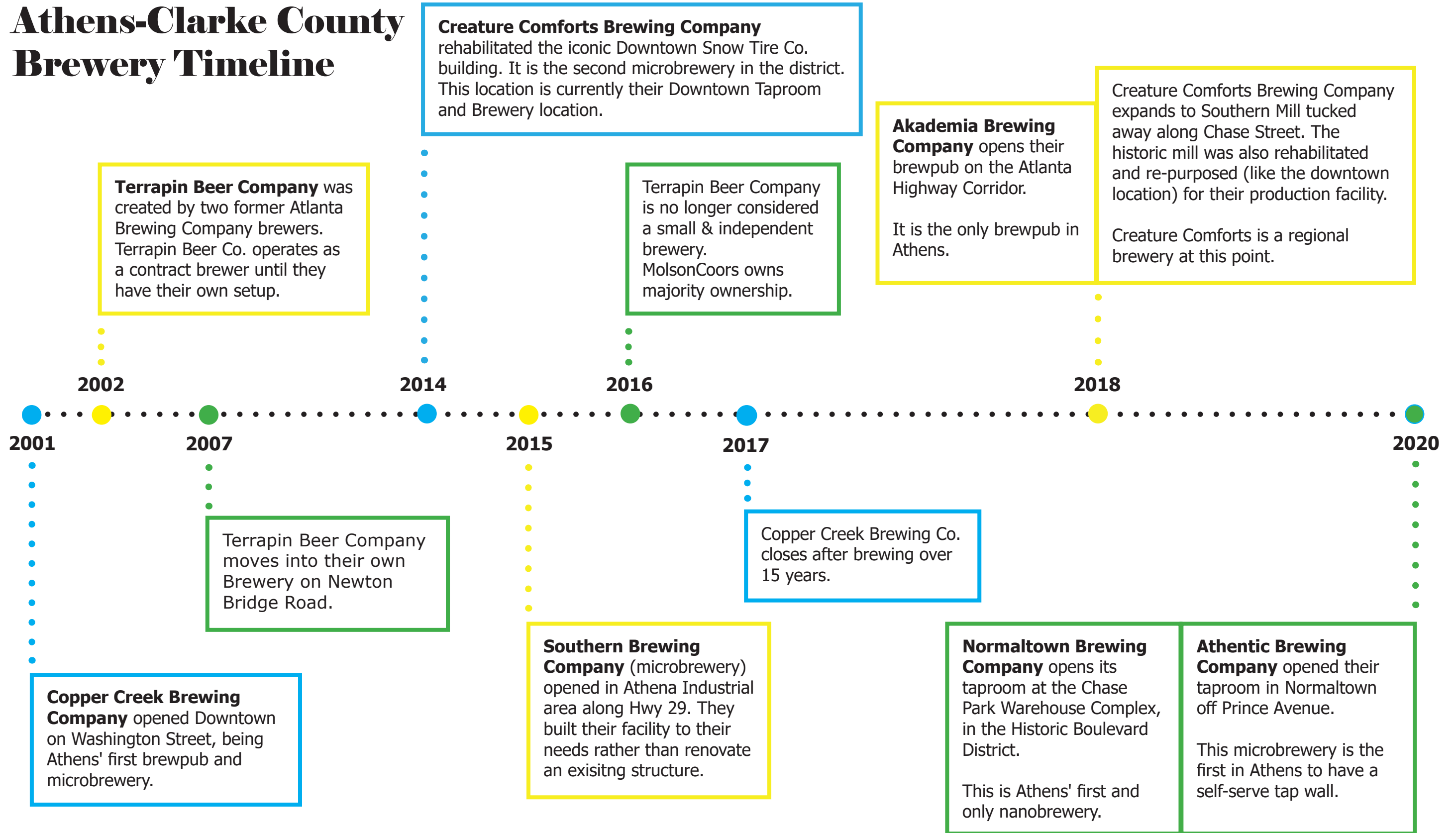
Athens uniquely has each type of craft brewery from small to large production. The breweries are individualized by different colors.

Not Included: Creature Comforts Production Facility at Southern Mill and Terrapin Beer Company.

Radius Maps Created by Evelyn Mera



# Athens-Clarke County Brewery Timeline



Timeline Created by Kelly Bui, Modified by Evelyn Mera

## **Normaltown Brewing Company**

The smallest brewer in Athens is Normaltown Brewing Company, which opened in February 2020 and is located in the Chase Park Warehouse Complex. A nanobrewery is so small that there is no defined beer quantity that establishes a brewery as a nanobrewery. A consensus in the industry on its general meaning is “any brewery that produces beer in batches of three barrels or less” (Brew Savor, 2021). Normaltown Brewing offers the residents of the Historic Boulevard District and neighboring, pedestrian-friendly areas a small-scale brewery experience.

Fitting into a small leasing space of 2440 ft<sup>2</sup>, the nanobrewery is in an adaptive reuse project that was formerly a cotton press. The warehouse complex has organically grown into an eclectic mix of artists, businesses, and residents, with diverse uses (Leathers, n.d.). A complex full of businesses offers employees and visitors alike the opportunity to visit Normaltown Brewing Company’s intimate taproom and enjoy their small-batch beer.



Fig. 7.5. Normaltown Brewing Co. taproom.




Fig. 7.6. Entrance of Normaltown Brewing Co. at Chase Park Warehouse

Table 7.1

*Applying taproom values to Normaltown Brewing Co.*

<b>Taproom Values</b>	<b>Specifics</b>	<b>Response</b>
Economic Development	<i>Tourism</i>	Opened in 2020. Not known about as some of the other breweries.
	<i>Consumer Spending</i>	Supplied kegs to local restaurants. Small batch releases, changing through the year. They are licensed to sell growlers
Sense of Place	<i>Physical</i>	A small “hole-in-the-wall,” taproom on the backside of the Chase Park Warehouse. The brewery is in a multi-use complex filled with artists and other independent occupants.
	<i>Image</i>	Small, intimate taproom.
Adaptive Reuse	<i>Building</i>	Existing Building. The brewery is located in a warehouse building used for manufacturing and now repurposed as studios for artists, businesses.
Quality of Life	<i>Third Place</i>	Taproom for neighboring businesses and industrial park.
Challenges	<i>Beer Production</i>	Nanobreweries produce a very small amount of beer, they have less restrictions.

# 15-Minute Walking Radius Map

Origin Point: 



# HISTORIC BOULEVARD DISTRICT



Radius Map Created by Evelyn Mera

## **Athentic Brewing Company**

The next-smallest craft brewery in Athens is one of two Athens microbreweries. Approximately a mile from Normaltown Brewing Company, Authentic Brewing Company opened in August 2020 off Prince Avenue. The building was previously leased to a medical office. Authentic moved into the building as part of the Park and Prince redevelopment project. The microbrewery serves the Normaltown and Historic Boulevard Neighborhoods and a concentrated medical area, all within an easy 15-minute walk from Authentic. Across Prince Avenue is one of Athens' main hospitals, which serves the Athens metropolitan area (including the surrounding counties). Piedmont Athens Regional has more than 3,300 employees (Piedmont Healthcare, n.d.), and the hospital property continues to grow. Further up the street is the University of Georgia's Health Sciences Campus. Authentic's location provides the medical staff, University of Georgia students, and nearby "townies" a taproom where they can gather and enjoy craft beer. As Authentic says on its website, "with this wonderful location, we are within walking and biking distance to many neighborhoods, restaurants, businesses, and parks. Therefore, we work every day to bring the community together through events and service" (Authentic Brewing Company, n.d.).




Fig. 7.8. Authentic Brewing Co.

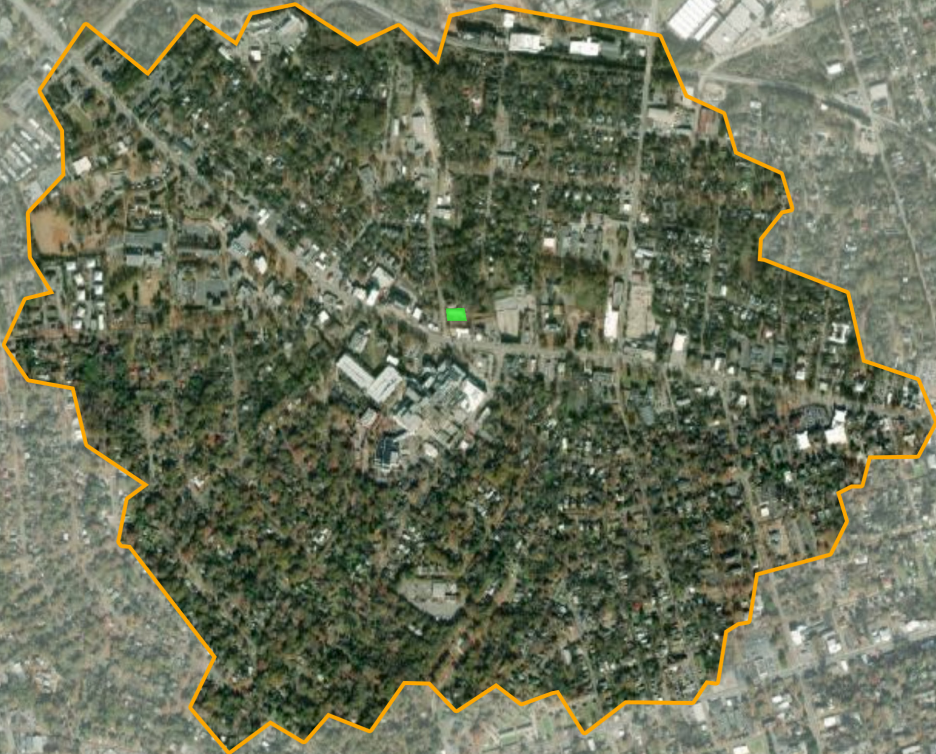
A unique feature of this microbrewery is the self-serve taproom, which features a wall of 24 self-serve taps.

Table 7.2  
*Applying taproom values to Athentic Brewing Co.*

<b>Taproom Values</b>	<b>Specifics</b>	<b>Response</b>
Economic Development	<i>Consumer Demographic</i>	Opened in 2020. Still unknown.
	<i>Consumer Spending</i>	Across from a major hospital, the consumers can be a mix of medical staff. Hosts events such as trivia night and live entertainment. Part of the Prince Park development project with restaurants.
	<i>Employment</i>	Standard employment. Has a Beer Ambassador promoting and educating about beer.
Sense of Place	<i>Physical</i>	Behind a mid-century iconic building, the building has the impression of having one story from Park Ave level. Further down in the parking lot, there is a garage door for the second level.
	<i>Image</i>	The inside has a 24 tap self-serve wall, unique to Athens.
Adaptive Reuse	<i>Building</i>	The building was used as offices before converting into a brewery.
Quality of Life	<i>Neighborhood</i>	On Prince Ave corridor, the brewery is located in Normaltown.
Challenges	<i>Branding</i>	Created legal business as Kudzu Brewing Company in 2015. To avoid conflict with Back Forty Beer Company, AL, the brewery continued to search for a name resulting with Athentic (Authentic and Athens) (Athentic Brewing, 2018)

# 15-Minute Walking Radius Map

Origin Point: 



**NORMALTOWN**



Radius Map Created by Evelyn Mera

## **Southern Brewing Company**

In the North Athens industrial area, across the intersection from the McLane Company Inc. warehouse, is the driveway entrance to The Southern Brewing Company. In the same area, Athens Technical College and other industrial businesses are within a 15-minute walk to the brewery. Unlike most breweries, which typically find a vacant warehouse or facility and renovate it to their needs, cofounders Rick Goddard and Brian Roth bought the 15-acre property on which Southern sits and built their brewhouse facility from the ground up to their specifications in 2014.



*Fig. 7.10.* Southern Brewing Company Production and Taproom Facility

Southern's brewery opened May 2015. The site has a brewhouse, a stormwater pond and enough outdoor space to host the public for numerous events, including the ATL cornhole league, concerts, and trivia nights. Southern focuses on local ingredients and flavors; for example, their Cherokee Rose Hefeweizen was made with wild yeast collected from Georgia's state flower and findings on the property.



Fig. 7.11. Outdoor lawn area and entertainment stage.

Southern has gained momentum over the years: Production in its first year was 1,200 barrels and topped 3,500 in its second year. In a 2017 interview, co-owner Rick Goddard stated that “We certainly exceeded our first year expectations...A typical weekend has grown from 70 visitors to 450” (Hester, 2017). With its location just outside of the Outer 10 Loop, Southern Brewing Company brings people to an industrial area that does not have the foot- or tourist traffic of Downtown Athens. Moreover, the considerable space available in the Athens industrial area offers potential for more development in the area.



Fig. 7.12. Southern Brewing Co. outdoor seating and production facility.


Table 7.3

*Applying taproom values to Southern Brewing Co.*

<b>Taproom Values</b>	<b>Specifics</b>	<b>Response</b>
Economic Development	<i>Consumer Spending</i>	Southern’s beer is available in the taproom, local restaurants and bars in Athens and distributed to other areas of the State of Georgia.
Sense of Place	<i>Physical</i>	The building is built as a large warehouse, fittingly like the zoned industrial area. The outdoor seating serves more of the taproom.
	<i>Image</i>	More focused on producing quality beer and the craftsmanship.
Adaptive Reuse	<i>N/A</i>	Only brewery in Athens to build new construction.
Quality of Life	<i>Recreation</i>	Hosts live music, CornholeATL league.
Challenges	<i>Construction</i>	Building on the property, requirement for breweries is storm and waste water management. Figuring out how to construct the stormwater pond on the property.
	<i>State Law</i>	HB 273 allows for transport of liquid between two facilities in the same brewing company. Countering the three tier system.

**SOUTHERN  
BREWING  
·CO·**

**15-Minute Walking Radius Map**

Origin Point: 



**ATHENA INDUSTRIAL AREA**



Radius Map Created by Evelyn Mera

## **Akademia Brewing Company**

Akademia Brewing Company is the only running brewpub in Athens. It opened on October 2017 on the west side of Athens, adjacent to the nearly vacant Georgia Square Mall. The Atlanta Highway Corridor is heavy with commercial businesses and vehicle traffic. Atlanta Highway is used by people commuting to connecting major roads leading to highway 78, city of Bogart and Statham, and the adjacent county of Oconee. The brewpub serves a different community.



Fig. 7.14. Streetview entrance to Akademia Brewing Co.



Fig. 7.15. Main entrance of Akademia brewpub.



Fig. 7.16. Akademia signage and corner view of brewery.

Table 7.4

*Applying taproom values to Akademia Brewing Co.*

<b>Taproom Values</b>	<b>Specifics</b>	<b>Response</b>
Economic Development	<i>Consumer Spending</i>	Attracting people who live on the Westside of Athens, outside the urban core of Athens. A restaurant primarily and brewing own beer.
Sense of Place	<i>Physical</i>	Usual Commercial Building with xeriscape.
	<i>Image</i>	Akademia identifiable with large painted signs and older model school buses.
Adaptive Reuse	<i>N/A</i>	Renovated building.
Quality of Life	<i>Oasis</i>	On a heavy commercial corridor, Akademia, provides a restaurant and local produced beer instead of fast food franchises and domestic beer.

# 15-Minute Walking Radius Map

Origin Point: 



## **Creature Comforts Brewing Company: Downtown Taproom and Brewery**

Creature Comforts Brewing Company is a regional brewery located on the west edge of Downtown Athens. Creature Comforts hosts multiple programs in collaboration with the community and uses its “Get Curious” campaign and beer to connect people. It has even had its beers see screentime in major motion pictures such as *Avengers: Endgame*, which featured its Tropicalia brew. Its taproom and outdoor patio space hosts organizations such as the seasonal Athens Farmers Market, local humane society, and private events.



*Fig. 7.18.* Side view of brewery and original Snow Tire Company signage.

The 13,000 ft<sup>2</sup> building was originally built in the 1940s to house a Chevy dealership and later became Snow Tire Company. The tire company shut its doors on November 30th, 2012. When the remodeling of the building began, they were able to salvage and restore the old wood from the original building from before Snow Tire Company and reuse the materials in the form of bar tops, tables, wall paneling, and ceilings. The preservation work completed during the renovation was extremely impressive. Creature Comforts won the award for Outstanding Rehabilitation from the Athens-Clarke County Heritage Foundation (ACHF) in 2014 (W&A Engineering, 2014). In 2018, they opened their second facility at Southern Mill as their production brewery.



Fig. 7.19. Creature Comforts Brewery.



Fig. 7.20. Classic City Lager signage and pavilion.



Fig. 7.21. People having conversations and utilizing the pavilion.


Table 7.5

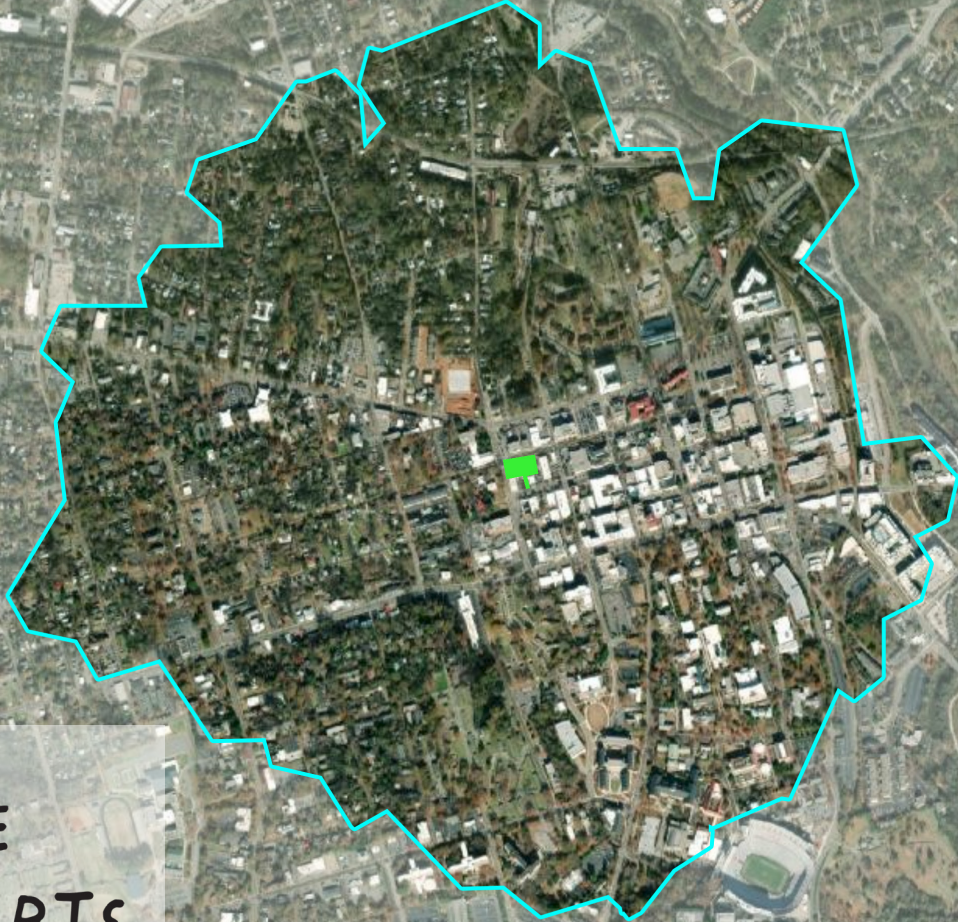
*Applying taproom values to Creature Comforts Brewing Co.*

<b>Taproom Values</b>	<b>Specifics</b>	<b>Response</b>
Economic Development	<i>Consumer Spending</i>	Distributing beer throughout the state of Georgia and other states. According to Brewers Association, Creature Comforts made the Top 50 U.S. Craft Brewing Companies (Scott, 2021).
Sense of Place	<i>Physical</i>	Creature Comforts initially served the downtown area as the second the taproom. Currently, it is the only downtown microbrewery.
	<i>Image</i>	Two popular beers, (Athena, a Berliner Weisse and Tropicalia, an IPA) made its debut in Marvel's Avengers: Endgame Blockbuster Hit.
Adaptive Reuse	<i>Automotive Shop</i>	The Snow Tire Co. building was in the automotive industry, as a dealership and then tire shop.
Quality of Life	<i>Charity &amp; Arts</i>	<p>“Get Comfortable” and “Get Artistic” campaigns</p> <p>Crave Curiosity A curious mind leads to better living.</p> <p>Moderation Matters In life as in beer, being balanced is best.</p> <p>People Over Product Products are expendable. People aren't.</p>
	<i>6 Cores Values</i>	<p>Extend Kindness Start with trust. No gossip. Give grace.</p> <p>Make It Better Whether your work or your community, make it better. The best idea wins.</p> <p>Leave a Legacy Set up your successors for success.</p>
Challenges	<i>State Law</i>	Georgia's laws are still hindering the full capacity craft breweries can make. Creature is opening another location on the west coast allowing more production and serving more communities.

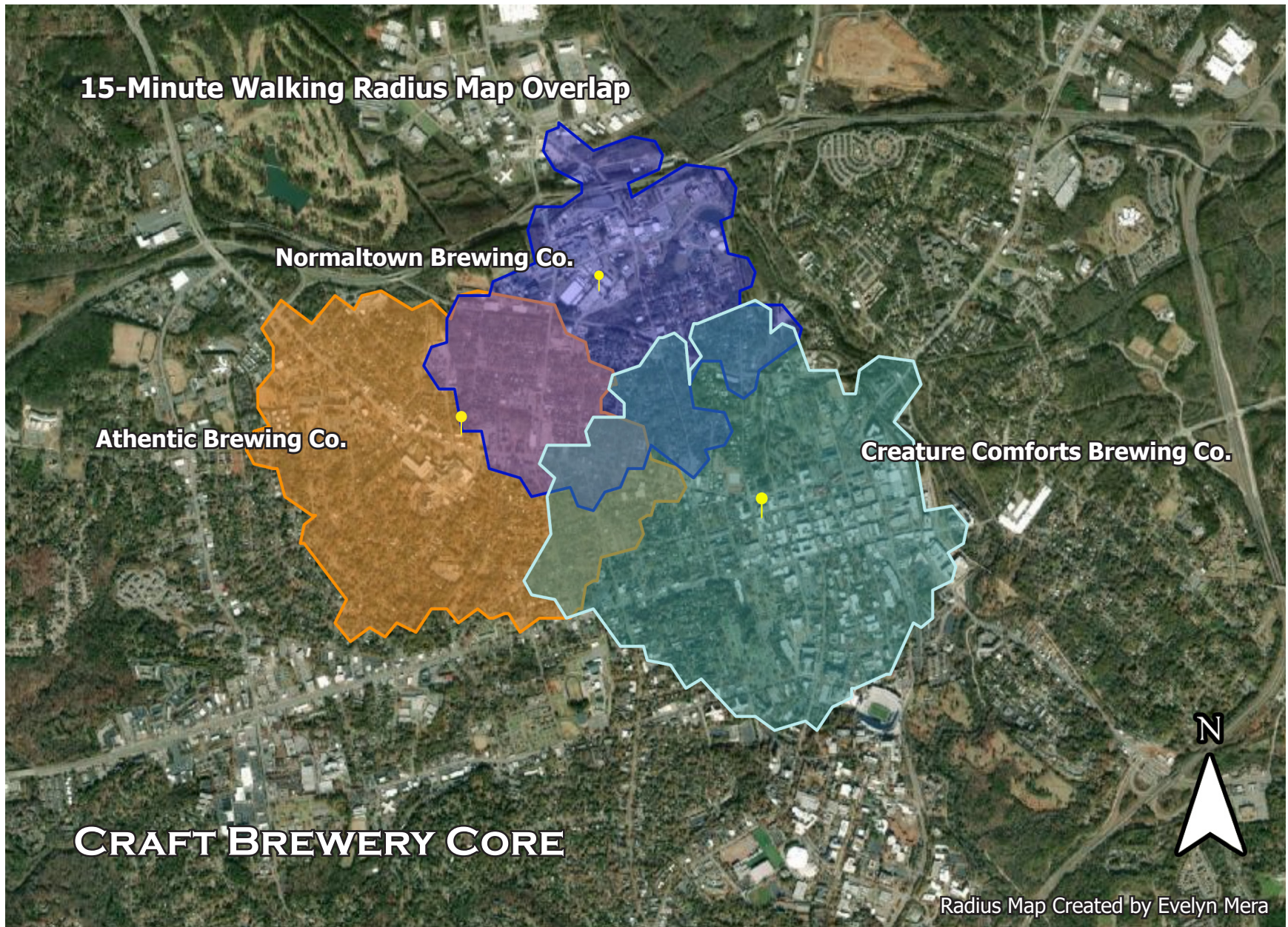
**15-Minute Walking Radius Map**

**DOWNTOWN**

Origin Point: 



Radius Map Created by Evelyn Mera



## **Honorable Mentions**

Before Creature Comforts opened their brewery and taproom downtown, Copper Creek Brewing Company was Athens' only brewpub and, in terms of the previous craft brewer definition, the only microbrewery in the downtown area. The pub on Washington Street was one of the first downtown businesses to brew its own beer on site ("Copper Creek Brewing Co.," 2017). They brewed beer for 16 years, giving the homebrew supporters, University of Georgia students, locals and tourists insight into what has become a thriving community industry. Despite its status as a beloved Athens pub, throughout the years, Copper Creek experienced Georgia's slow acceptance of the craft beer industry from a legal standpoint. Georgia's state laws previously limited the alcohol by volume content (ABV) of beer to 6%, only increasing it to 14% years later in legislation that also legalized Sunday alcohol sales and permitted the sale of growlers (Class-B License, growler tasting permit; ACC Code of ordinance section 6-3-2) (Taylor, 2011). Copper Creek Brewing Company closed its doors in 2017.

The other brewery of note here was originally a craft microbrewery. Terrapin Beer Company was started by Brian "Spike" Buckowski and John Cochran in 2002. They initially contract-brewed their beer until they were able to decide on a facility. In 2007, Terrapin opened a brewery with a taproom, brew house, and eight fermentation tanks (Ogletree, 2008). Terrapin manufactured their first canned beer in 2013. Terrapin Beer Company continues to brew beer regionally, operates a second location in Atlanta, and has accomplished other notable benchmarks. In 2016, they sold majority ownership to what was then MillerCoors (now MolsonCoors) (Notte, 2017), resulting in the loss of their classification as "craft brewers" per the Brewers Association's definition. While Terrapin continues to function similarly to its original format, the MolsonCoors

ownership is bittersweet. Geographically speaking, Terrapin Beer Company is considered local, but the business is no longer a “small, local” business. However, this ownership change means that its beer can reach other states using the MolsonCoors network. For the abovementioned reasons, these breweries are not included in the selection of breweries representing Athens.

# ATHENS-CLARKE COUNTY BREWERIES

BREWERY INFORMATION						BUILDING INFORMATION				
	Brewery Name	Neighborhood	Year Construction Began	Year Est.	Brewery Type	Zoning Classification	Year Built	Original Purpose or Previous Tenant	Building Material	Square Footage (SQFT)
1	Normaltown Brewing Company	Historic Boulevard District <i>Chase Park Warehouse</i>	2017	2020	Nanobrewery	Class: C-3 Commercial Zoned: E-1 Employment-Industrial Sec. 9-11	1940s	Loft → Woodwork Shop	Original Historic Post & Beam, Saw Toothed Roof, and Timber frame	Brewery - 1440 Taproom - 1000 Total = 2,440 sqft
2	Akademia Brewing Company	Atlanta HWY Corridor	2017	2018	Brewpub	Class: C-4 Commercial Zoned: C-G Commercial General Sec. 9-14	1987	Musician's Warehouse	N/A	Total = 17,000 sqft
3	Athentic Brewing Company	Normaltown	2018	2020	Microbrewery	Class: C-4 Commercial Zoned: C-N Commercial Neighborhood Sec. 9-10	1960	Guest Printing Company → The Offices of Physicians Back & Neck Clinic	N/A	Total = 6,062 sqft
4	Southern Brewing Company	Athena Industrial Area (No Official Neighborhood)	2014	2015	Microbrewery	Class: C-5 Commercial Zoned: E-1 Employment-Industrial Sec. 9-11	2016	Craft Brewery: Production/Distribution, Taproom	New Construction	Total = 11,000 SqFt
5	Creature Comforts Brewing Company DOWNTOWN TAPROOM & BREWERY	Downtown (No Official Neighborhood)	2013	2014	Regional	Class: C-3 Commercial Zoned: C-D Commercial Downtown Sec. 9-10	1940	Chevrolet Dealership → Snow Tire Shop	Brick, Historic Post and Beam	Total = 13,154 sqft
6	Creature Comforts Brewing Company SOUTHERN MILL	Historic Boulevard District	2017	2018	Regional	Class: C-4 Industrial Zoned: RM-2 Mixed Density Residential District, I (PD) Planned Development Sec. 9-8, 9-14	1902	Stonewashed Denim Factory	Brick	Total = 36,000 sqft
7	Terrapin Beer Company	Newton Bridge Industrial Area (No Official Neighborhood)	2007	2002	Regional	Class: I-4 Industrial Zoned: I(PD) Planned Development Sec. 9-14	1976	N/A	N/A	Brewery - 32,000 Office - 7,588 Taproom - 7,588 Total = 47,176 sqft

**Terrapin Beer Co.:**

Originally began to brew beer as a craft brewery. In 2016, the main stakeholder became MolsonCoors, losing its "Independence" under the Brewers Association Definition

## CHAPTER 8

### CONCLUSION

This thesis highlights the contributions local taprooms and craft breweries provide for into neighborhoods. For hundreds of years before taprooms entered the scene, taverns were the original public gathering space. They were found on every neighborhood streetcorner. This widespread popularity allowed for the macro-breweries, such as Miller, Coors, and Anheuser-Busch, to take control of taverns to extend their bar space exclusively for their products. Prohibition stifled the alcohol industry for 13 years and did not achieve the goals of reducing violence and alcohol consumption that the temperance and anti-saloon groups had believed would result from this legislation. After the 13-year dry spell, the brewing companies that managed to survive began to brew beer again and sell it to beer-deprived people across America. With the 21<sup>st</sup> Amendment also came a new distribution system to prevent the tied-house monopolization of larger brewing companies from controlling small businesses (taverns).

The craft beer industry entered the beer market as the underdog and gained popularity. Taprooms allow neighborhoods to support a small business, taste quality product, and experience the genuinity behind craft beer culture. As of 2019, there were 8,275 craft breweries in the United States, many of which were both brewing and opening satellite locations in other cities within their state. The dramatic surge of craft breweries and the local taproom has largely occurred over the past two decades. Taprooms are built-in as part of craft breweries and serve the same ideology of

community and giving people a third place for the casual and intimate conversations between family, friends, and businesses as a tavern once did.

The case studies relate to the taproom values and contribution to the community made by a craft brewery and its local taproom. Heist Brewery's initial taproom is located in a mixed-use project and their second facility was repurposed for beer production and business spaces. Southern Brewing Co. opened a satellite taproom with the City of Monroe, GA, which sought the brewery to open a location there after updating their code or ordinances. Playalinda Brewing Co. formed an identity of their own, not related to the touristy Space Coast in Florida. Carolina Bauernhaus supports other South Carolina farming businesses by using their ingredients primarily before outside sources for their beer and ciders. Back Forty Beer Co. persisted through Alabama's outdated laws and worked with a grassroots movement that helped the laws begin to relax for craft breweries. Wiseacre Brewing Co. started with a small taproom and rapidly outgrew their space, which led them to purchase multiple properties to build one enormous production brewery, for regional distribution.

The taproom values explored with the Southeast case studies were shown in a city with each different scale of neighborhood taproom. In Athens-Clarke County, the uniqueness to having craft breweries of different scales within a short traveling distance, gives people different experiences and options to use as their third place. These breweries are in the same industry, but differ with how they use their taproom to interact with the community in Athens. Each brewery fits into the urban fabric of Athens meeting the breweries needs and opportunity. These characteristics, depending on the volume of production, have tended to cause breweries to be classified as industrial. However, with onsite sales and consumption, small to mid-sized breweries are suitable

for mixed use urban commercial and even neighborhood areas. Nonetheless, taprooms that are fully functioning continue to provide the community with better tasting beer, quality of life, pride in local branding, economic influence and the other contributions mentioned previously. Taprooms are neutral places for people to gather, effectively using the space as a third place (Oldenburg, 2001). This is what this thesis examined.

### **Weaknesses and Limitations**

The initial intention of this thesis was to make a stronger connection between taverns and taprooms, proving their existence has always been around (except Prohibition) and is not a new idea. The legal side of the production and distribution of craft beer prevents craft breweries from their true potential. Each state has their own laws related to beer manufacturing, using the ABV limit as an example. Comparing case studies proved to be challenging because some states have stricter laws, while others are more lenient with the industry. As each brewery is unique with their goals to support their immediate community, their core values vary. Retrieving data for individual breweries was very limited due to the public sources generalizing data at the state level. Some sources limit access to data by requiring the purchase of a membership. There is still much to study about the craft beer industry and its influence on communities and where the brewery locates. If more time was available, this thesis would include how the breweries in Athens met the planning department's requirements. It would also include the reason for the brewery's process on how and why they selected the location and building.

## **Recommendations for Future Research**

The connection between taverns and modern taprooms emphasize the contributions it can offer to the neighborhoods in different urban settings. This thesis intended to identify such contributing values. Future research should further develop and could support these initial findings. The Southeast, with its deep ties to Prohibition and religious affiliations, lags behind in the craft beer industry. Further law studies for individual states to improve their beer laws or modify the three tier system to the current beer market. Athens-Clarke County's Economic Development Department ought to organize a study with the purpose of collecting information of all the craft breweries taproom's visitors. The study should aim to report data on where visitors are coming from, general demographic information, and how much revenue Athens-Clarke County profits from its craft breweries. Municipalities and counties in the Southeast should evaluate cities with a high brewery per capita, understanding the benefits of the craft brewery and its taproom to the municipality, neighborhood, and people. Currently this data either does not exist or is not made publicly available. This may require further action than simply rewriting ordinances for breweries. Investigating the radical increase of craft breweries.

## **Last Call**

The return of the taproom has reignited social gathering practices by bringing people outside and giving a place to converse with others. This research is not limited to craft breweries alone. The outcome from this thesis can also be applied to other artisanal beverage industries like distilleries and soda. Welcoming a craft brewery in a community can enhance the neighborhood's quality of life while contributing to the economic revenue and destination for the location

## REFERENCES

- “Ale vs. lager - What’s the difference? Allagash Brewing Company.” 2019. Allagash Brewing Company. December 6, 2019. [https://www.allagash.com/blog/ale-vs-lager-whats-the-difference/?ao\\_confirm](https://www.allagash.com/blog/ale-vs-lager-whats-the-difference/?ao_confirm).
- “About Athentic Brewing Company.” n.d. Athentic Brewing Company. Accessed April 16, 2021. <https://athenticbrewing.com/about>
- Athens Banner-Herald. 2017. “Copper Creek Brewing Co. Will Pour for the Last Time Saturday.” November 16, 2017. <https://www.onlineathens.com/local-news/business/2017-11-16/copper-creek-brewing-co-will-pour-last-time-saturday>.
- “Back Forty Beer Co. Our Story.” n.d. Accessed March 24, 2021. <https://www.backfortybeer.com/about>.
- “Back Forty Brewing Company Has Helped Change the Course of Craft Beer in Alabama.” n.d. Food Republic. Accessed March 23, 2021. <https://www.foodrepublic.com/2014/02/04/back-forty-brewing-company-has-helped-change-the-course-of-craft-beer-in-alabama/>.
- Bailey, Tom. 2018. “Wiseacre to Double Jobs, Expand Distribution with Downtown Brewery.” Daily Memphian. November 28, 2018. <https://dailymemphian.com/article/1465/Wiseacre-to-double-jobs-expand-distribution-with-Downtown-brewery>.
- Baker, Matt. n.d. “Made the Good Old Way.” Beer Nexus: Pre-Prohibition Beer. Accessed November 1, 2020. <http://beernexus.com/pre-prohibitionbeer.html>.

- Barajas, Jesus M., Geoff Boeing, and Julie Wartell. 2017. "Neighborhood Change, One Pint at a Time: The Impact of Local Characteristics on Craft Breweries." In *Untapped: Exploring the Cultural Dimensions of Craft Beer*, 155–76. [https://www.researchgate.net/publication/317570500\\_Neighborhood\\_Change\\_One\\_Pint\\_at\\_a\\_Time\\_The\\_Impact\\_of\\_Local\\_Characteristics\\_on\\_Craft\\_Breweries](https://www.researchgate.net/publication/317570500_Neighborhood_Change_One_Pint_at_a_Time_The_Impact_of_Local_Characteristics_on_Craft_Breweries).
- BeerAdvocate. 2000. "Ninkasi, the Sumerian Goddess of Brewing and Beer | BeerAdvocate." <https://www.beeradvocate.com/archived-articles/304/>.
- Blake, April. 2018. "Chew on This: Bill Would Put More SC-Grown Plants in Beer. Chew on This." *Post and Courier*. July 25, 2018. [https://www.postandcourier.com/free-times/food/chew\\_on\\_this/chew-on-this-bill-would-put-more-sc-grown-plants-in-beer/article\\_ed6f654e-316a-5f93-8081-d596aaeb48bb.html](https://www.postandcourier.com/free-times/food/chew_on_this/chew-on-this-bill-would-put-more-sc-grown-plants-in-beer/article_ed6f654e-316a-5f93-8081-d596aaeb48bb.html).
- Brewers Association, and Master Brewers Association of the Americas. 2011. "Brewers' Responsibilities and Obligations under the U.S. Food Safety Modernization Act (FSMA)" 5 (i): 2–4. [https://www.mbaa.com/brewresources/foodsafety/Documents/FSMA\\_FAQs\\_for\\_Brewers.pdf](https://www.mbaa.com/brewresources/foodsafety/Documents/FSMA_FAQs_for_Brewers.pdf).
- Bryant, Todd. 2015. "Brewery Licensing and Bonding Process Explained." *Craft Brewing Business*. September 15, 2015. <https://www.craftbrewingbusiness.com/business-marketing/brewery-licensing-bonding-process-guidance/>.
- Buss, Kurt. 2017. "Brewing Up A New Use for Old Buildings." *National Association of Realtors*. December 21, 2017. <https://www.nar.realtor/on-common-ground/brewing-up-a-new-use-for-old-buildings>.

- Carter-Lome, Maxine. 2019. "Pabst Blue Ribbon Collectibles." *The Journal of Antiques and Collectibles*, July, 3. <https://journalofantiques.com/features/pabst-blue-ribbon-collectibles/>.
- Chandler, Jennifer. 2021. "Memphis Brewery WISEACRE Brewing Company Expands to 5 More States." *Commercial Appeal*. February 10, 2021. <https://www.commercialappeal.com/story/entertainment/dining/2021/02/10/memphis-brewery-wiseacre-expanding-5-more-states/6707126002/>.
- Cox, Maurice D., Eleanor Gorski, and Kathleen Dickhut. 2020. "Preliminary Summary of Information Submitted to the Commission on Chicago Landmarks in June 2020 (Former) Schlitz Brewery-Tied House 9401 South Ewing Avenue City of Chicago." Chicago.
- "Craft Brewer Definition Brewers Association." 2020. <https://www.brewersassociation.org/statistics-and-data/craft-brewer-definition/>.
- Croxall, Daniel. 2017. "Let's Make Sure We Are Talking About the Same Things: Tied-House Laws and the Three-Tier System | Craft Beer Law Prof." February 6, 2017. <https://www.craftbeerprofessor.com/2017/02/lets-make-sure-talking-things-tied-house-laws-three-tier-system/>.
- "Deciphering Craft Beer Terminology: Farmhouse vs. Farm Brewing - Food Republic." 2015. March 3, 2015. <https://www.foodrepublic.com/2015/03/03/deciphering-craft-beer-terminology-farmhouse-vs-farm-brewing/>.
- Dredge, Mark. 2013. *Craft Beer World: A Guide to Over 350 of the Finest Beers Known to Man*. Dog "n" Bone Books.

- Flack, Wes. 1997. "American Microbreweries and Neolocalism." *Journal of Cultural Geography* 16 (2): 37–53. <https://doi.org/10.1080/08873639709478336>.
- "Georgia's Rural, Urban Cluster, and Urbanized Areas." 2012. Georgia Department of Transportation.
- "Get to Know Sloss Docks – Sloss Real Estate." n.d. Accessed March 23, 2021. <https://slossrealestate.com/get-to-know-sloss-docks/>.
- Gohmann, Stephan F. 2016. "Why Are There so Few Breweries in the South?" *Entrepreneurship: Theory and Practice* 40 (5): 1071–92. <https://doi.org/10.1111/etap.12162>.
- Harper, Taylor. 2013. "What Is This Three-Tier System? What Is Tied-House?" *Georgia Craft Beer Lawyer*. July 25, 2013. <https://georgiacraftbeerlawyer.com/2013/07/25/so-what-is-this-three-tier-system-anyway/>.
- Hennessey, Jonathan, Mike Smith, and Aaron McConnell. 2015. *The Comic Book Story of Beer: The World's Favorite Beverage from 7000 BC to Today's Craft Brewing Revolution*. Ten Speed Press.
- Hester, Allyson. 2017. "The Southern Brewing Company: There's No Taste Like Home" *BeerAdvocate*, January 2017. <https://www.beeradvocate.com/articles/15145/the-southern-brewing-company-theres-no-taste-like-home/>.
- Hoverson, Doug. 2019. *The Drink That Made Wisconsin Famous: Beer and Brewing in the Badger State*. Edited by Doug Hoverson. Minneapolis, MN: University of Minnesota Press. Minneapolis: University of Minnesota Press.

Jurado, Jaime. 2018. "A Brief (and Condensed) History of the Beer Can." Craft Beer & Brewing, July 9, 2018. <https://beerandbrewing.com/a-brief-and-condensed-history-of-the-beer-can/>.

Klein, Christopher. 2019. "How America's Iconic Brewers Survived Prohibition." HISTORY. January 2019. <https://www.history.com/news/brewers-under-prohibition-miller-coors-busch-yuengling-pabst>.

Leathers, Stephanie. n.d. "Chase Park Warehouse." Stephanie Leathers Athens Real Estate. Accessed April 15, 2021. <https://www.stephanieleathers.com/property/chase-park-warehouse-160-tracy-street-for-sale/>.

"Location & Geography." n.d. Athens-Clarke County, GA - Official Website. Accessed April 15, 2021. <https://www.accgov.com/118/Location-Geography>.

Lowe, Miranda Summers. 2018. "How the Army Made Lager America's Beer." December 17, 2018. <https://warontherocks.com/2018/12/how-the-army-made-lager-americas-beer/>.

Notte, Jason. 2017. "How Everything Changed for a Craft Beer Brewer after It Sold Itself to MillerCoors." MarketWatch, August 4, 2017. <https://www.marketwatch.com/story/how-everything-changed-for-a-craft-beer-brewer-after-it-sold-itself-to-millercoors-2017-08-04>.

Ogletree, Owen. 2008. "An Interview with the Owners of Terrapin Beer Company, Athens, Georgia." Classic City Brew. August 2008. <http://www.classiccitybrew.com/terrapin07.html>.

- O’Riordan, Mary. 2016. “Looking into the Long History of Mead.” January 23, 2016.  
<https://www.irisht Examiner.com/property/homeandoutdoors/arid-20377522.html>.
- Oldenburg, Ray. 2001. *Celebrating the Third Place*. New York: Marlowe & Com.
- “Our Story.” N.d. Sierra Nevada Brewing Co. Accessed April 18, 2021.  
<https://sierranevada.com/about/our-story/>
- Oyler, Melissa. 2019. “Heist Opening New Taproom Today near Camp North End—Just in Time to Start Your Weekend.” *The Charlotte Observer*, February 7, 2019.  
<https://www.charlotteobserver.com/charlottefive/c5-food-drink/article236122733.html>.
- Perlata, Katherine. 2019. “Breweries Lift Home Values in Hot Charlotte Neighborhoods.” *Charlotte Observer*. May 9, 2019.  
<https://www.charlotteobserver.com/news/business/article230158624.html>.
- “Piedmont Athens Regional - Athens, GA Hospital.” n.d. Piedmont Healthcare. Accessed April 15, 2021. <https://www.piedmont.org/locations/piedmont-athens/piedmont-athens-home>.
- Ramsay, Reid. 2019. “Carolina Bauernhaus Announces Second Location in Greenville - Beer Street Journal.” *Beer Street Journal*. February 20, 2019.  
<https://beerstreetjournal.com/carolina-baurnhaus-greenville-build/>.
- Ray, Austin. 2013. “Craft Beer in the Bible Belt: How Southern Beer Laws Are Stymying the Industry.” *BeerAdvocate*, April 2013.  
<https://www.beeradvocate.com/articles/8097/craft-beer-in-the-bible-belt-how-southern-beer-laws-are-stymying-the-industry/>.

- Saggio, Jessica. 2014. "Titusville Beer Maker Follows His Dream." Florida Today, September 11, 2014.  
<https://www.floridatoday.com/story/money/2014/09/11/titusville-beer-maker-follows-dream/15454969/>.
- Savage, Lisa. 2016. "25 Under 45: Jason Wilson." Gadsden Times, January 21, 2016.  
<https://www.gadsdentimes.com/article/DA/20160121/News/603239342/GT>.
- Schell, Allison. 2017. "Women and Beer: A Forgotten Pairing | National Women's History Museum." May 11, 2017.  
<https://www.womenshistory.org/articles/women-and-beer-forgotten-pairing>.
- "Seek the Independent Craft Brewer Seal | CraftBeer.Com." n.d. Accessed January 15, 2020. <https://www.craftbeer.com/breweries/independent-craft-brewer-seal>.
- Smith, Gregg. 1998. Beer in America: The Early Years 1587-1840: Beer's Role in the Settling of America and the Birth of a Nation. Brewers Publications.
- Struzinski, Steven. 2002. "The Tavern in Colonial America." The Gettysburg Historical Journal 1 (7). <https://cupola.gettysburg.edu/ghj/vol1/iss1/7>.
- Tanzilo, Bobby. 2017. "Tied Houses Helped Miller Grow and Survive Prohibition." OnMilwaukee, April 2, 2017. <https://onmilwaukee.com/articles/miller-tied-houses>.
- Taylor, Lindsy. 2020. "A Century of Brewing Techniques – Columbia Distributing." February 5, 2020. <https://www.coldist.com/how-brewing-has-changed-since-the-1920s/>.
- Taylor, Zach. 2011. "Buley Looks Toward Future of Beer." Civic Life in Downtown Athens. Athens. <https://downtownathens.wordpress.com/2011/03/10/buley-looks-toward-future-of-beer/>.

- Thompson, Jim. 2016. "Athens-Clarke Facing Workforce Housing Problems, Study Reveals." Athens Banner-Herald, January 16, 2016.  
<https://www.onlineathens.com/article/20160116/NEWS/301169951>.
- "The Three-Tier System: A Modern View" n.d. National Alcohol Beverage Control Association. Accessed January 17, 2021. <https://www.nabca.org/three-tier-system-modern-view-0>.
- "The Tied House System." n.d. Craft Beer & Brewing. Accessed January 19, 2021. <https://beerandbrewing.com/dictionary/x9Kdc4PlhJ/>.
- "Three Tier Distribution." n.d. The Brew Enthusiast. Accessed January 19, 2021. <https://www.thebrewenthusiast.com/three-tier-system>.
- TIME. 2018. Beer: The Story of the World's Most Celebrated Drink. Special. New York: Time Books, an imprint of Time Inc. Books, a division of Meredith Corporation.
- Velasco, Eric. 2019. "How Free the Hops Changed the State of Alabama Beer - Al.Com." Birmingham Magazine, June 10, 2019.  
<https://www.al.com/bhammag/2019/06/how-free-the-hops-changed-the-state-of-alabama-beer.html>.
- Venton, Danielle. 2011. "Jan. 24, 1935: First Canned Beer Sold." Wired, January 24, 2011. <https://www.wired.com/2011/01/0124first-us-canned-beer/>.
- Vidrih, Rajko, and Janez Hribar. 2016. Traditional Foods: General and Consumer Aspects. Edited by J. Oliveira K. Kristbergsson. New York, NY: Springer. New York: Springer Science+Business Media. [https://doi.org/10.1007/978-1-4899-7648-2\\_26](https://doi.org/10.1007/978-1-4899-7648-2_26).

“W&A Projects Win Awards at Heritage Foundation Award Ceremony.” 2014. W&A Engineering. <https://www.waengineering.com/wa-projects-win-awards-heritage-foundation-award-ceremony/>.

“What Is a Nano Brewery?” 2021. Brewsavor. January 14, 2021. <https://brewsavor.com/news/what-is-a-nano-brewery/>.