

Equity in the US Craft Beer Industry

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The Process

The power and influence of storytelling

Interdisciplinary/Cross-industry

Asking “why”, “how”, and “who”

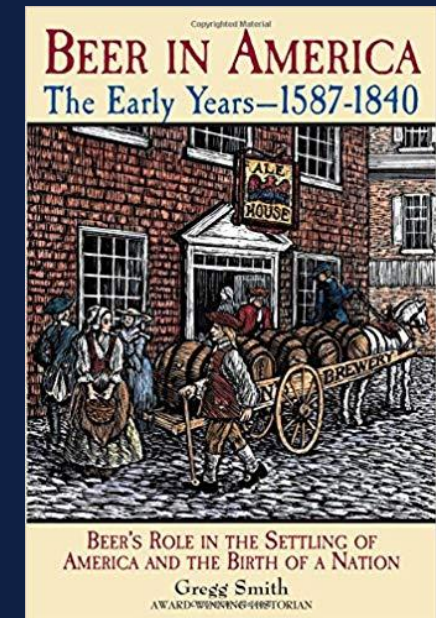
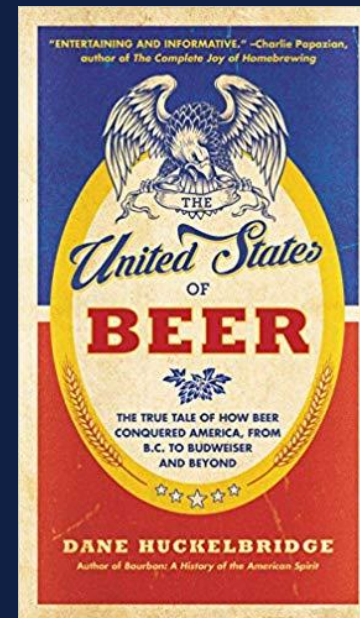
Crafting the industry

First, some of your thoughts...

What do you enjoy most
about participating in
a craft-based industry?

The History

- Two texts that I *continue* to study and unpack
 - Gregg Smith: Beer in America, The Early Years - 1587-1840: Beer's Role in the Settling of America and the Birth of a Nation (1998)
 - Dane Huckelbridge: The United States of Beer (2016)
- The White narrative of beer's journey across the Atlantic and colonial patterns across the US
- Scholar interpretations of the past, present, and future of craft beer



The History

- Scholars and industry participants have a tendency to be selective in the story that should be told
- For the US craft beer industry -
 - Celebration of success
 - Overcame geographic and social challenges
 - A piece of home

...at what cost?

Cross-discipline/industry

- Personal approach
 - Critical scholar, qualitative geographic methods
 - Identify intersectional gaps in the development and praxis of the present industry to forecast growth and potential change
- Collaboration and productivity
 - Craft industry participants are critical to understanding common practices
 - Equitable and receptive marketing - potential shift in focus from market survival to expanding breadth of consumers

The Tough Questions

- As participants in the industry, whether consumers or producers, we must overcome the fear to ask the difficult questions
- At stake -
 - NOT the craft beer movement
 - NOT existing craft/microbrewers
 - YES to businesswomen, small business owners of color, and indigenous groups

The Tough Questions



- How?
 - Supporting initiatives spearheaded by historically marginalized groups
 - i.e. Fresh Fest - first Black brewers festival in the US hosted in Pittsburgh
 - Intentional marketing and community buy-in
 - Training and exposure to craft brewing processes
- Who?
 - The gatekeepers
- Why?
 - Growth of the industry
 - Dissolving informal, unnecessary barriers



Crafting the Industry

The beauty of participating in the craft industry is the ability to craft the industry itself.

- Use the history of craft beer in the US as an opportunity rather than justification
- Create the ideal space rather than wait for a model
 - Trial and error is a common practice in the craft industry

Cheers!

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