



There's Beer Served at This Session - Seriously

A row of five frothy beer mugs on a white surface against a blue background. The mugs are filled with golden beer and topped with thick white foam. The central mug is slightly taller than the others. The text is overlaid on the mugs.

**There's Beer Served
at This Session**

Seriously!













HUFF
BREWING CO.

Outline for Today



- About Craft Beer
- Impacts of Craft Beer
- How Beer is Produced
- Case Studies
- Little Rock Breweries
- **Beer Styles / Tasting**
- Needs of the Industry

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Rules for Today

The background of the slide features five frothy beer mugs arranged in a row. The mugs are filled with a golden beer topped with a thick layer of white foam. They are set against a light blue background with a white surface at the bottom where the mugs are reflected.

Kevin is not the only expert in the room.

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This session is going to get real
awkward real quick without
your participation.

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You like what you like.

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We're not here
to waste beer.

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**This is a judgment-free
conference session.**

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A row of five frothy beer mugs is shown against a light blue background. The mugs are filled with golden beer and topped with a thick layer of white foam. The text is overlaid on the mugs.

**Beer: It's not just for
breakfast anymore.**

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A row of five glass mugs filled with beer, each topped with a thick layer of white foam. The mugs are arranged in a slightly overlapping line against a light blue background. The central mug is the most prominent, with the others receding into the background on either side. The beer has a golden-yellow hue, and the foam is very dense and creamy. The mugs have a classic shape with a handle on the side.

About Craft Beer

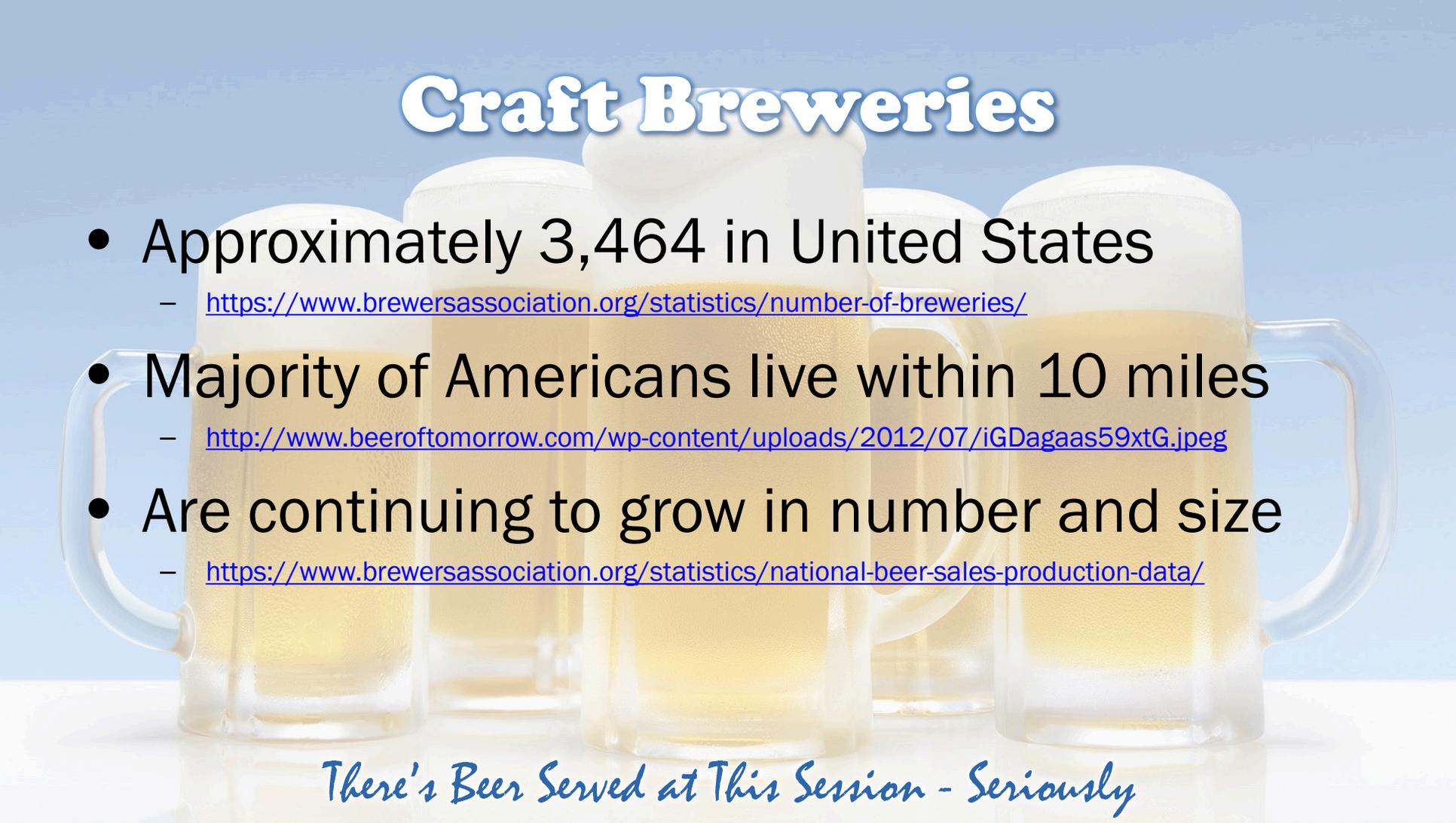
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Craft Beer is:

- Small
 - Annual production less than 6 million barrels
- Independent
 - Less than 25% owned by a big brewery
- Traditional
 - Standard ingredients and methods

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Craft Breweries



- Approximately 3,464 in United States
 - <https://www.brewersassociation.org/statistics/number-of-breweries/>
- Majority of Americans live within 10 miles
 - <http://www.beeroftomorrow.com/wp-content/uploads/2012/07/iGDagaas59xtG.jpeg>
- Are continuing to grow in number and size
 - <https://www.brewersassociation.org/statistics/national-beer-sales-production-data/>

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Craft Beer Production

The background of the slide features four glass mugs filled with golden beer and topped with thick white foam. The mugs are arranged in a row, slightly overlapping, against a light blue background. The lighting is bright, creating highlights on the glass and foam.

- Is becoming increasingly popular
 - <https://www.brewersassociation.org/statistics/national-beer-sales-production-data/>
- Continues to grow
 - https://www.brewersassociation.org/wp-content/uploads/2015/03/growth-infographic_main.png
- Is dominated by some familiar names
 - <https://www.brewersassociation.org/press-releases/brewers-association-lists-top-50-breweries-of-2014/>
- Has some fast-rising stars
 - <http://projects.newyorker.com/story/beer/>

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The image features five glass mugs filled with golden beer and topped with a thick layer of white foam. The mugs are arranged in a slightly overlapping row against a light blue background. The central mug is the most prominent, with the others receding behind it. The lighting is bright, highlighting the texture of the foam and the clarity of the beer.

Impacts of Craft Beer

Social Economic Environmental

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Social Impacts



Economic Impacts



Economic Impacts

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- \$33.9 billion economic impact
- 360,000 jobs
 - <https://www.brewersassociation.org/statistics/economic-impact-data/>
- Important to your state
 - <https://www.brewersassociation.org/statistics/by-state/>

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Environmental Impacts

BLACKWATER DRAW BREWING CO. **OUR BEER**

quest DRAFT beer: (ONE DRINK PER I.D.)

Deep Ellum *Blende*
 New Republic *Skylight*
 Southern Star *B.H.S Natives*
 Karbach *Weisse Vera*
 St. ARNOLD *Elisa IPA*
 Independence *Bootlegger Brown*
 Rahr & Sons *Texas Red*
 Shiner *Cheer*

Contract KILLER Coffee Porter

Galena Keller Kölsch

ASH IPA *Two versions in a can: APOLLO (12oz) & 2 raw Beers*

Seasonal/one-off
Ol' Saint Nippleaus
Peppermint Stout

Not into BEER?
 ask about our *wines*
 or our *Dublin Craft Colds*

quest BOTTLE/CAN beer:

cedar creek *Jawn Flanger*
Rahr *Ugly Pug*
Rahr *de Grange*
 Deep Ellum *Double Brown*
 Deep Ellum *Gourdzilla*
 Deep Ellum *Rye Pig*
 So. Star *Bombshell*
 So. Star *Valkyrie*
 Real Ale *Furrier's 4*

Independence *Convict Hill*
 St. Arnold *Wattle*
 St. Arnold *Lawnmower*
 Karbach *Mother-in-Lager*
 Karbach *Topadillo*
 Karbach *Sympathy Lager*
 Franconia *Dunkle*
 No Label *Black Wit-O*
 Shiner *Red Blonde*

take some BEER with you
 order a **GROWLER** **BW D CO.** *to go!*
 CHOICE OF THE *draft BEERS*
 ALREADY OWN A GROWLER
...we'll fill that too!

GO TEXAN.

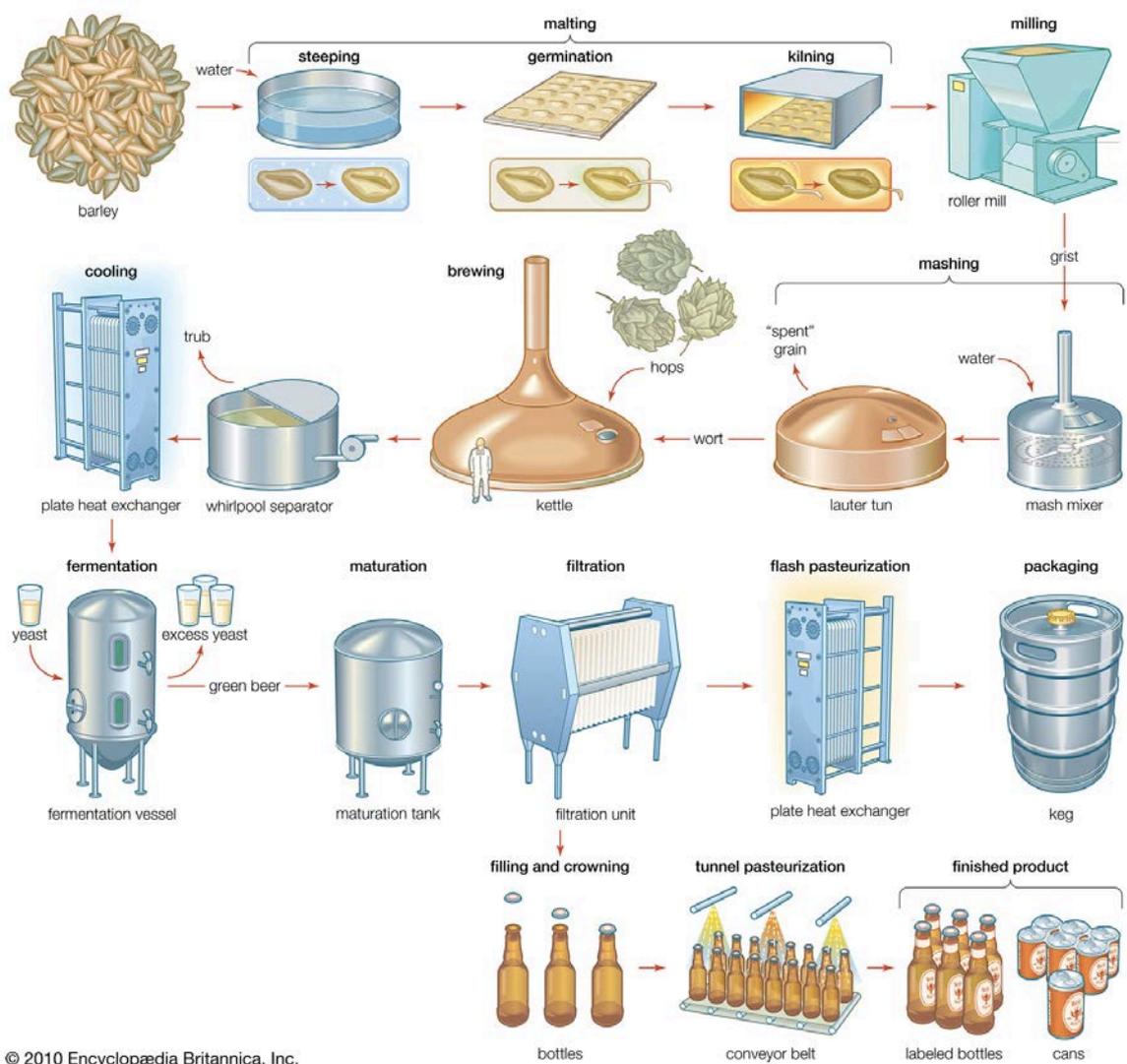
A row of five frothy beer mugs filled with golden beer, set against a light blue background. The mugs are arranged in a slightly overlapping line, with the central mug being the most prominent. The beer has a thick, white head of foam. The mugs are clear glass with handles on the left and right sides.

How Beer is Made

At a Brewery At Home

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Sanitization

FIVE STAR FIVE STAR CHEMICALS & SUPPLY INC.



STAR SAN

ACID SANITIZER FOR SURFACE SANITATION

ACTIVE INGREDIENT:

Dodecylbenzenesulfonic Acid	15.0%
Phosphoric Acid	50.0%
INERT INGREDIENTS	35.0%
Total	100.0%

Phosphate content by weight percent as expressed as %P .. 15.8%
Phosphate content expressed as grams P per ounce .. 6.5 gm/oz.

DANGER
KEEP OUT OF REACH OF CHILDREN

FIRST AID

If in Eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing. Call a Poison Control Center or doctor for treatment advice.

If Swallowed: Call a Poison Control Center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the Poison Control Center or doctor. Do not give anything by mouth to an unconscious person.

If on Skin or Clothing: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a Poison Control Center or doctor for treatment advice.

If Inhaled: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth, if possible. Call a Poison Control Center or doctor for treatment advice.

Have the product container or label with you when calling to Poison Control Center or a doctor or going for treatment. You may also contact 1-800-535-5053 for emergency treatment information.

NOTE TO PHYSICIAN:
Probable mucosal damage may contraindicate the use of gastric lavage.

Five Star Chemicals & Supply Inc. • 6731 E. 50th Ave., Commerce City, CO 80022
(800) 782-7019 • www.fivestarchemicals.com

NET 16 oz



FIVE STAR

PBW™

Not just for beer...
many more household uses!
(see side panel)

A safe, environmentally friendly cleaner

- Removes Stubborn Stains
- Wide Temperature
- Hard Water Tolerant
- Easy Rinsing
- Multiple Uses

DIRECTIONS: The concentrate is for use on single basin sinks, tubs, showers, and toilets. For Pennwoods, calloway, and other materials, see side panel. OTHER USES: Kitchen sinks, fryers, grills, silverware, soldering irons, and other household items. **CAUTION:** NON-FLAMMABLE. May irritate eyes. Avoid contact with eyes. Wash thoroughly after use. Do not use on marble or stone.

Malting



Milling



50 LBS. NET (22.68 kg)
PREMIUM TWO ROW
PACIFIC NORTHWEST
BREWING CO.
THE COUNTRY MALT CO.
VANCOUVER, WA 98561

STOUT

enql
PACIFIC NORTHWEST BREWING CO.

Milled Malted Barley

The image displays a dense field of milled malted barley grains. The grains are a warm, golden-brown color, indicating they have been malted. They have a distinct, elongated, and slightly flattened shape with a textured surface. The lighting is even, highlighting the natural color and texture of the grains. The text 'Milled Malted Barley' is superimposed in the upper center in a bold, white, sans-serif font with a thin black outline.

Mashing



Spent Grain



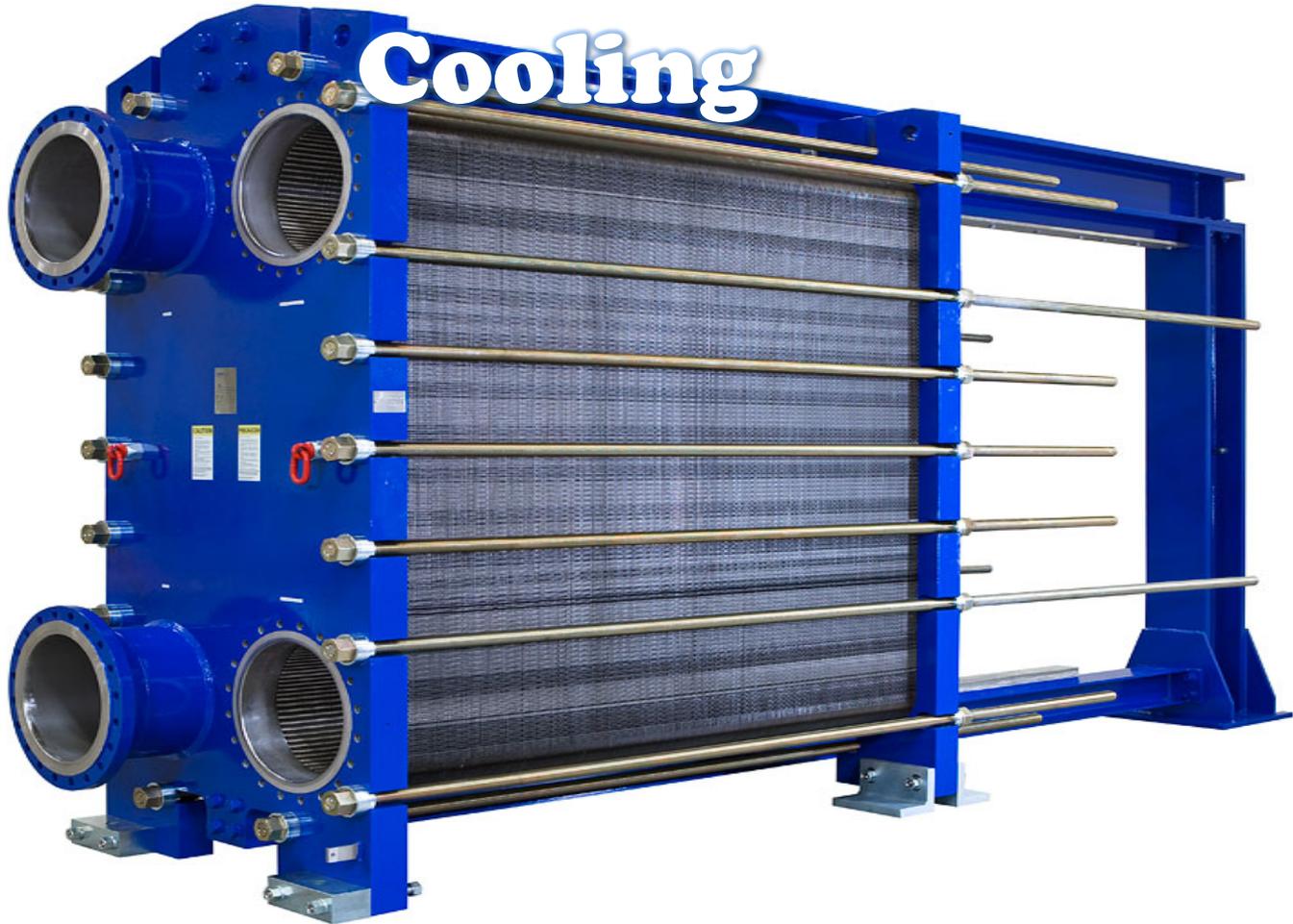
Brewing



Wort



Cooling



Fermentation

DANGER
PERMIT REQUIRED
FOR CONFINED SPACE
DO NOT ENTER

10
25 BBLs

DANGER
PERMIT REQUIRED
FOR CONFINED SPACE
DO NOT ENTER

9
25 BBLs

DANGER
PERMIT REQUIRED
FOR CONFINED SPACE
DO NOT ENTER

8
25 BBLs

DANGER
PERMIT REQUIRED
FOR CONFINED SPACE
DO NOT ENTER

7
25 BBLs



Fermentation



Yeast Cake



Maturation

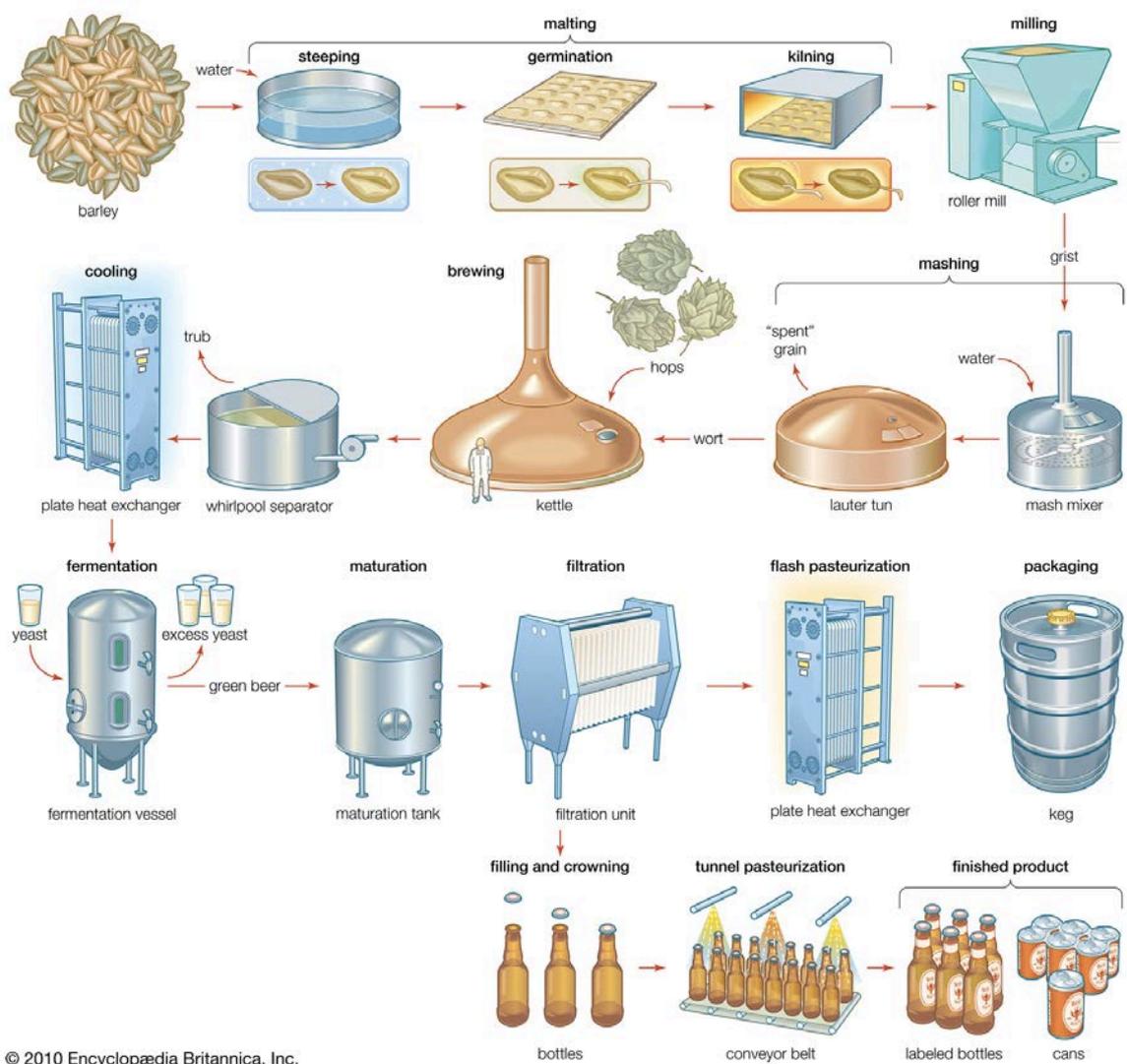
A large cellar filled with rows of wooden barrels, used for maturation. The barrels are stacked in rows, and the cellar has a wooden ceiling and a concrete floor. The word "Maturation" is written in large, white, bold letters across the top of the image.

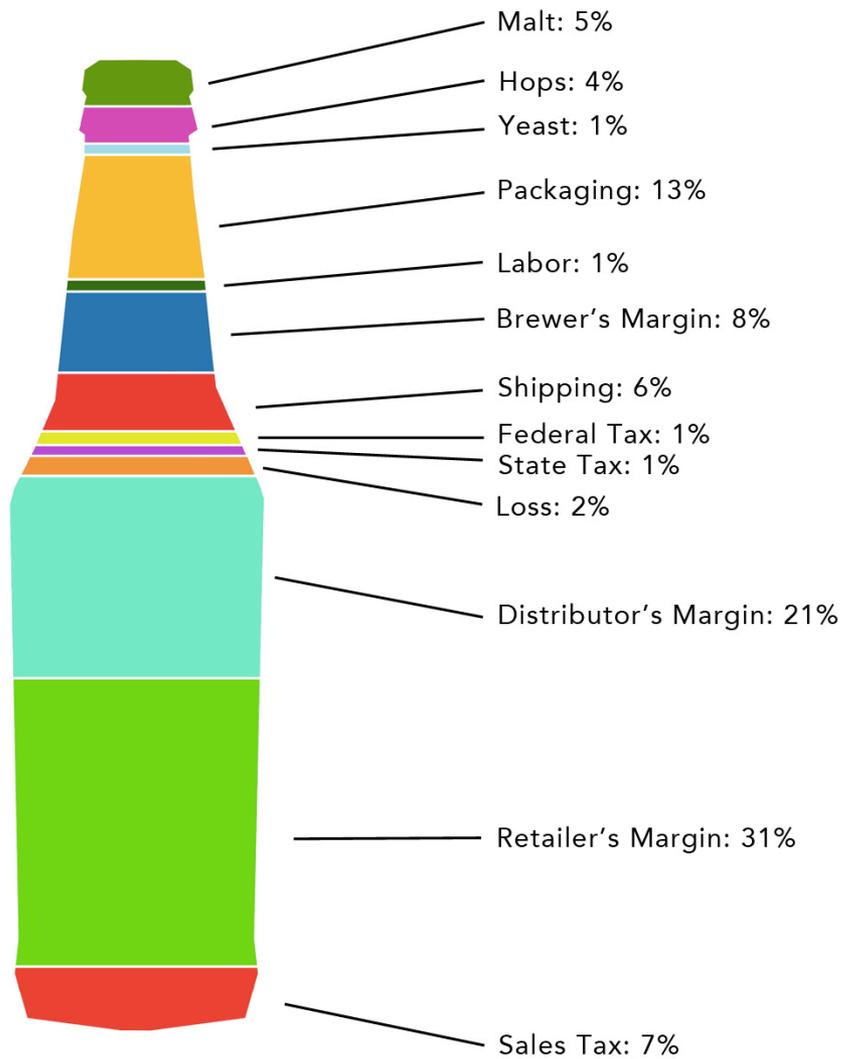
Packaging



A close-up photograph of several people's hands holding and clinking beer glasses. The glasses are filled with golden beer and have a white head of foam. The background is slightly blurred, showing the faces of people in a social setting. The word "Drinking" is overlaid in a white, bold, serif font with a blue outline.

Drinking





The image features five clear glass beer mugs with handles, arranged in a slightly overlapping row on a white reflective surface. Each mug is filled with a golden beer topped with a thick, white head of foam. The background is a solid, light blue color. The text 'Case Studies Texas Breweries' is centered over the mugs in a bold, black, serif font.

Case Studies

Texas Breweries

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Karbach



Peticolas



Bearded Eel



Jester King



Black Star Coop



A row of five frothy mugs of beer, each filled with a golden beer topped with a thick head of white foam. The mugs are arranged in a slightly overlapping line against a light blue background. The central mug is the most prominent.

Rock Solid Beer
Little Rock Breweries

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Little Rock Breweries

- Diamond Bear
- Stone's Throw
- Lost 40
- Blue Canoe
- Vino's
- Damgoode Pies
- Refined Ales



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Beer Styles

Try a Sample!

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Beer Styles

The background of the slide features four glass mugs filled with beer, each topped with a different amount of white foam. The mugs are arranged in a row, with the central mug being the most prominent. The background is a light blue gradient.

- Ale vs. Lager
 - Top vs. bottom fermenting yeast
- Complex Style Guide
 - <http://img.gawkerassets.com/img/191vmuhn4hhyljpg/original.jpg>
- Moderate Style Guide
 - <https://aleheads.files.wordpress.com/2010/09/variety-of-beer.jpg>
- Simple Style Guide
 - http://static5.businessinsider.com/image/54948bf3eab8ea5d6d0f398f-1200-1895/bi_graphics_beertaxonomy.png

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Beer Styles

- Easiest Style Guide

- <https://sprbrewcrew.files.wordpress.com/2014/02/beerguide.jpg>

- Color Guide

- <http://www.fortcollinshabitat.org/wp-content/uploads/2014/04/Brew-Appetit-Beer-Style-Guide-A-B-2014-web.jpg>

- Glasses

- <http://media-cache-ak1.pinimg.com/originals/61/7e/20/617e20e0d68d1f3bd82667b44f2e98be.jpg>

- ABV? IBU?



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What's On Tap?



- [5 Stones – Aloha Pina](#)
- [Buffalo Bayou – Black Raz](#)
- [Jester King – Le Petit Prince](#)
- [Jester King – Hibernial](#)
- [Dichotomous 2015](#)
- [Real Ale – Devil's Backbone](#)
- [Saint Arnold – Boiler Room](#)
- [Saint Arnold – Lawnmower](#)
- [Shiner – Prickly Pear](#)
- [Shiner – Ruby Redbird](#)
- [Clown Shoes – The Good, The Bad, and the Unidragon](#)
- [Diamond Bear – Paradise Porter](#)
- [Karbach – Weisse Versa](#)
- [Karbach – Weekend Warrior](#)
- [Karbach – Hopadillo](#)
- [Karbach – Sympathy for the Lager](#)
- [Real Ale – Hans' Pils](#)
- [Saddlebock – Chocolate Stout](#)

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The image features five frothy beer mugs arranged in a row on a white surface against a blue background. The mugs are filled with golden beer and topped with thick white foam. The central mug is slightly taller than the others. Overlaid on the mugs is the main title text.

Needs of the Industry Extension's Possible Response

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Public Awareness



Employee Development



Tourism & Hospitality



Business Development & Marketing



Sourcing Local Products

A vibrant market stall displaying a wide variety of fresh local produce. The stall is filled with baskets and crates of vegetables, including large piles of potatoes, red onions, green bell peppers, purple eggplants, yellow onions, and bright orange carrots. In the foreground, there are baskets of green tomatoes, a blue crate of red tomatoes, and a pink basket of green beans. The background shows more produce, including leafy greens and more onions, creating a colorful and abundant scene. The text "Sourcing Local Products" is overlaid in a white, bold, sans-serif font at the top center of the image.

Cooperatives



Advances in Brewing



Uses of Byproducts



Legal & Political



A row of five frothy beer mugs filled with golden beer and topped with thick white foam, set against a light blue background. The mugs are arranged in a slightly overlapping line, with the central mug being the most prominent. The text "In Conclusion" is overlaid in the center of the image.

In Conclusion

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Where to Go from Here

The background of the slide features five clear glass mugs filled with golden beer and topped with a thick layer of white foam. The mugs are arranged in a slightly overlapping row against a light blue background. The lighting is bright, creating highlights on the glass and foam.

- Use Online Resources
- Visit Your Local Breweries
- Partner with ANR/FCS Educators
- Generate Ideas

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Next Steps

Grow a Beard



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Kevin Andrews

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