



HOW HIP HOP + CRAFT BREWERIES ARE BRIDGING THE CULTURAL DIVIDES
2017 CRAFT BREWERS CONFERENCE

KATIE WALLACE

New Belgium Brewing

JASON SPAULDING

Brewery Vivant

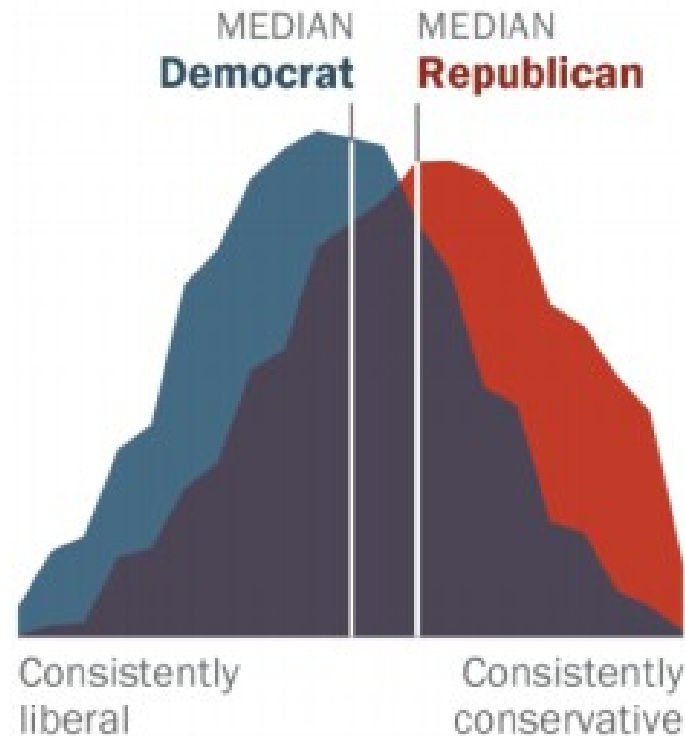
LENOX MERCEDES

High Gravity Hip Hop

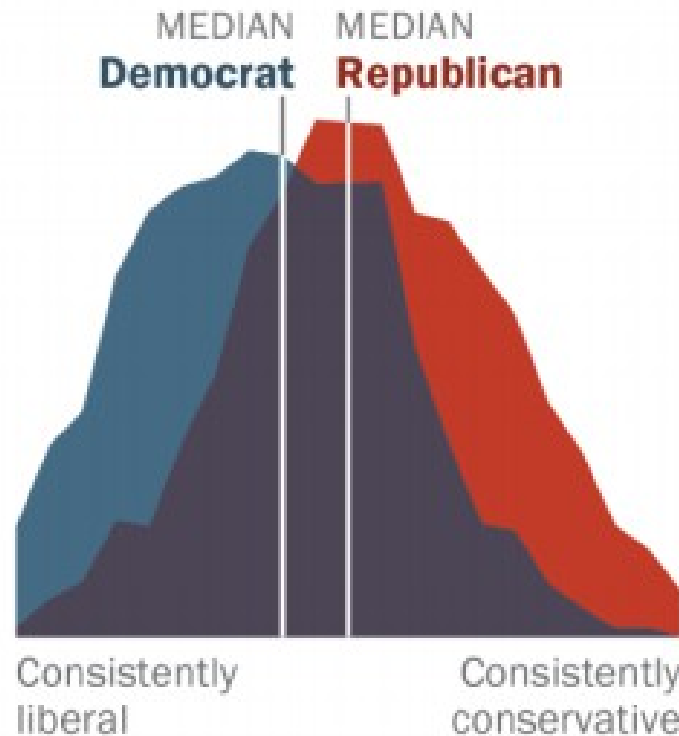
Democrats and Republicans More Ideologically Divided than in the Past

Distribution of Democrats and Republicans on a 10-item scale of political values

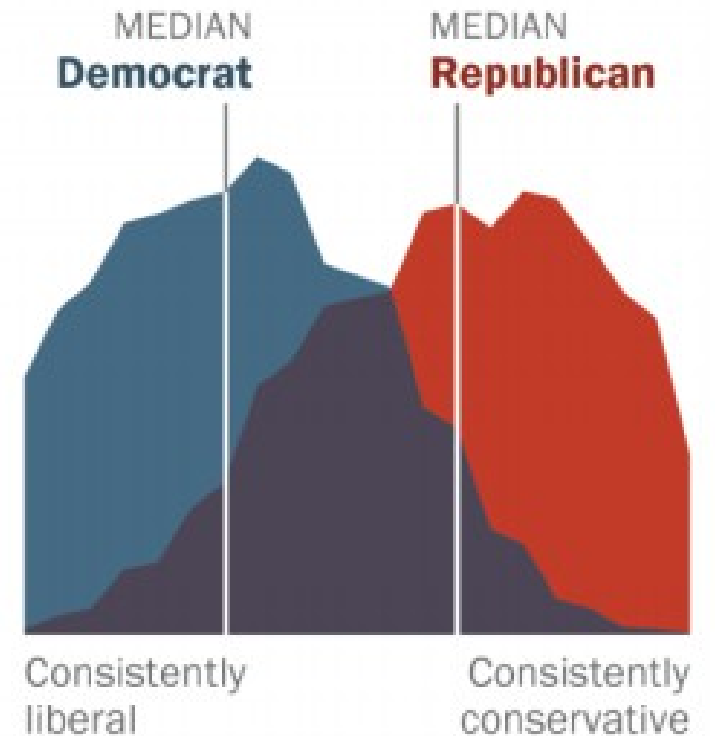
1994



2004



2014



Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B). See the online edition of this report for an [animated version](#) of this graphic.



**SOCIAL MEDIA
IS CREATING A NEW KIND OF
POLITICAL DIVIDE**

HOUSE CAUCUS MEMBERS

HOUSE SMALL BREWERS CAUCUS

187 Members In 41 States and the District of Columbia* Represented as of March 31, 2017



Craft
brewers,
**HELP US
SAVE OUR
COUNTRY.**

Nearly ½ of all
representatives.

Almost even split between
republican and democrat.

**BEER
BRIDGES
THE AISLE**



**BEER
BRINGS
PEOPLE
TOGETHER**





A sense of belonging moves us from having faith in professionals and those in positions of authority to having faith in our neighbors. It takes us into a context of hospitality, wherein we welcome strangers rather than believing we need to protect ourselves from



\$4.5million
raised for
local bicycle
nonprofits

FAT TIRE
PRESENTS

TOUR
de **FAT**



\$42,196 USD

raised by 1,301 people in 4 months

2,813% of \$1,500 goal

FUNDRAISER ENDED

Share on Facebook 5.2k

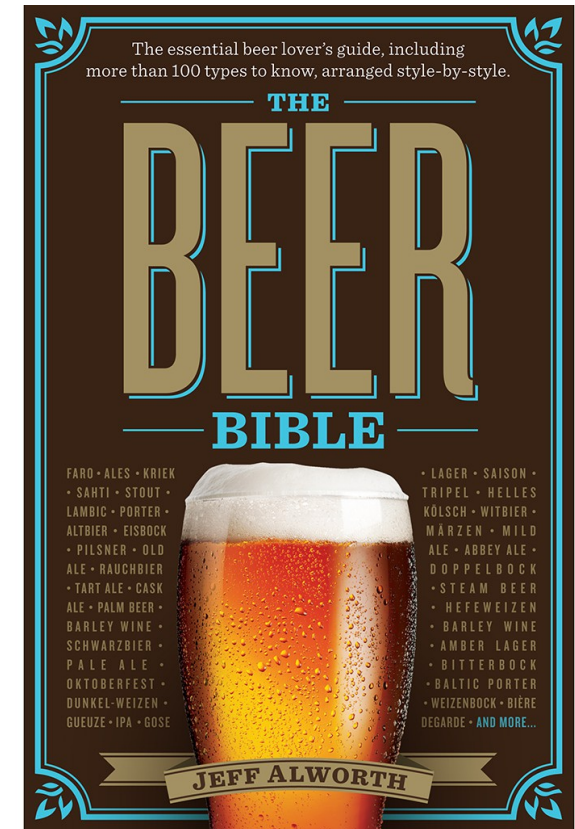
43

CRAFT
BREWERIES
IN NORTH
CAROLINA
SUPPORTED

00000001

**DON'T BE
MEAN TO
PEOPLE.**

A GOLDEN RULE SAISON.



...The appearance of a craft brewery is at least in part the *cause* of a community's vitality.
- Jeff Alworth



V. Brewery
Vivant



Grand Rapids, Michigan



Brewery Vivant is “a project that will bring a new micro brewery and other shops to a black hole in the otherwise vibrant Cherry Street business district.”

-Feb 18, 2010 by Chris Knappe at Grand Rapids Press



Working with Congress Elementary School – being a good neighbor



- “Community tables” bring people together



Monk Club social gatherings, cool people meeting each other




- Find ways to be involved in the community
- Sit on local boards
- Have your key people sit on neighborhood committees



- We have Company driven volunteer goals
- 250 hours volunteer time (4 hrs per employee)
- 8/16 hrs of paid time.



- So I know you have not opened yet, but can you donate to...



FEB 27 GLCL Fundraiser at Brewery Vivant
Public · Hosted by Great Lakes Commonwealth of Letters

✓ Going ▾

Monday, February 27 at 6 PM - 10 PM EST
about 1 month ago

Great Lakes Commonwealth of Letters
758 Wealthy St SE, Grand Rapids, Michigan 49503

Show Map







zachthomasphoto.com



est. 2011
HIGH GRAVITY HIP HOP
MASTER YOUR CRAFT



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Zach





LENOX MERCEDES

FOUNDER/PRESIDENT HGHH

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