

**CRAFT
BREWERS
CONFERENCE**
& BrewExpo America®

Crafting Cultural Appreciation in the Alcohol Industry

A Workshop for Change



#CraftBrewersCon



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Beer is for Everyone

Beer is for Everyone is a small non-profit media publications organization born from the need for more diverse bodies, spaces, and voices within the craft beer community. We look to encourage the inclusion of all people who love craft beer through education and advocacy.

Land Acknowledgement



Beer is for Everyone extends respect to the 23 sovereign Indigenous nations and acknowledges that the land on which we attend this conference in Minneapolis, Minnesota is the ancestral land of the Očhéthi Šakówin (or Seven Council Fires) Dakhóta People, specifically the Wahpekute Nation.

Synopsis

In a world full of cultural appropriation, the alcohol industry has become cognizant of the need for cultural appreciation within its products and establishments. From beer naming to ingredient utilization, there are many examples of cultural appropriation in which an element of another's culture is used in a way that does not respect the origin culture. This seminar will address the need for cultural appreciation within the industry, as well as strategies to implement it in a respectful, meaningful, and just way.

**“The truth about stories is that
that’s all we are”
-Thomas King**



What is Culture?

“Culture can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Culture has been called 'the way of life for an entire society.' As such, it includes codes of manners, dress, language, religion, rituals, art. norms of behavior, such as law and morality, and systems of belief” (BUSPH, 2016).

What is cultural appropriation?

TAKE A MOMENT

POLL:

What do you know
about cultural
appropriation?

List an example of
cultural appropriation.



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Cultural Appropriation

“Taking intellectual property, traditional knowledge, cultural expressions, or artifacts from someone else’s culture without permission... especially when the source community is a minority group that has been oppressed or exploited in other ways” (Scafidi, 2005).



Cultural appropriation happens when a dominant culture takes things from another culture that is experiencing oppression.



But, what is it really?









Why is cultural appropriation problematic?



**Continues
the
oppression of
the
non-dominant
culture**



**Neglects to
give people
credit for
their own
culture**



**Creates
stereotypes**



**Falsely
captures
(living,
dynamic)
cultures in a
standstill
perspective**



**Produces a
shallow
representation
without an
understanding
of the culture**



**Harms the
people who
belong to the
culture**

What is Cultural Exchange?

Cultural exchange implies a **mutual** and **beneficial** sharing of cultures and beliefs. It is viewed as inevitable and contributing to diversity and free expression. It is seen as something which is usually done out of admiration of the cultures being imitated, with no intent to harm them.

What is Cultural Appreciation?

Cultural appreciation is when you earnestly seek to learn about or explore a different culture.

You **learn**. You **listen**. You strive to understand. You seek to honor its beliefs and traditions. Not for your own personal gain—money, fame, or the Instagram photo. But to simply honor the culture and its people.

**How does
this relate
to the beer
and alcohol
industry?**

TAKE A MOMENT

POLL:

Write down how this can relate to your brewery or the beer industry, as a whole.



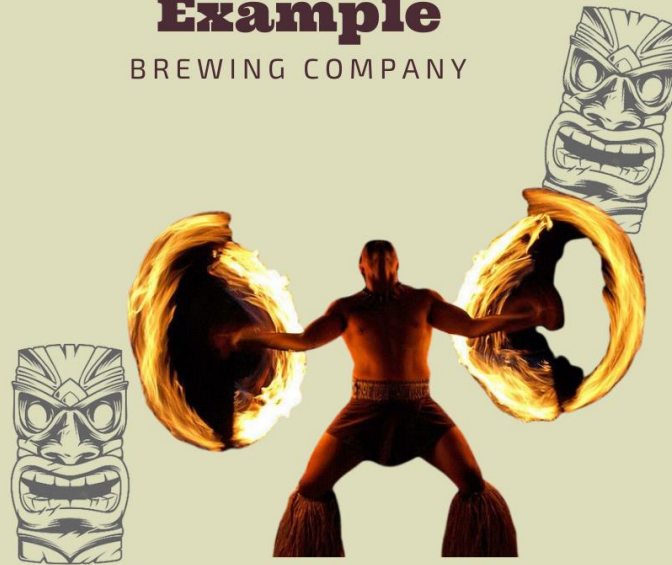
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Case Study

EXAMPLE BREWING COMPANY • SOMEWHERE, USA

At Example Brewery, we pride ourselves on hand crafting innovative beers full of flavor and character. We are a small batch craft brewery, really just a bunch of guys and gals who love a good beer and want to share it with the local community.

Example
BREWING COMPANY



**Angry Red
Hawaiian**
PINEAPPLE AND JALAPEÑO
RED ALE

7.5% ALC/VOL • 500 ML

**keep
cold**

**avoid
sunlight**

**ages
well**

GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

What to do when we've wronged?

“Do the stories we tell reflect the world as it truly is, or did we simply start off with the wrong story?”

-Thomas King

Ways to promote cultural appreciation

- Use of ingredients
- Can art, names, and labels
- Workplace culture and atmosphere
- Community integration, partnerships, and relationships

Long List of Cultural Appreciation Strategies

- Develop genuine and conscious relationships
- Identify and set your intentions
- Create, adapt, and maintain a mission and value system for your brewery
- Educate yourself and your staff
- Ask questions and check your own bias
- Be aware of power differentials
- Be humble, accept correction
- Check your sources
- Seek multiple perspectives
- Consider your setting
- Accept the whole
- Honor individuals
- Consider who is benefiting and profiting
- Gain consent, give credit, and compensate
- Share others and yourself, but don't center yourself

(Adapted from Preethi, 2020)

**-Greater diversity
(socially and
economically)**

**-Promoting
representation**

**-Stronger relationships
with current and future
consumers**

**Why does this
matter?**



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**“If we change the stories we live
by, quite possibly we change our
lives”
-Ben Okri**

Any questions?

THANK YOU!

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Follow us on Instagram, @BeerisforEveryone

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