Crafting Cultural Appreciation in the Alcohol Industry

A Workshop for Change
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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 Šakówiŋ (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.
“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?

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

#CraftBrewersCon
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?
“If we change the stories we live by, quite possibly we change our lives”
-Ben Okri
Any questions?
THANK YOU!

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