

**CRAFT
BREWERS
CONFERENCE**
& BrewExpo America®

ONE PINT AT A TIME
Roundtable

Is the Pint Half Full or Half Empty?



#CraftBrewersCon



J. Jackson-Beckham
Equity & Inclusion Partner
Brewers Association (*moderator*)



Alisa Bowens-Mercado
Owner & Brewmaster
Rhythm Brewing Co.



Ale Sharpton
Journalist & Entrepreneur
Ale Sharpton



Jon Renthrope
CEO & Brewmaster
Cajun Fire Brewing Co.



Mickey Bryant
Founder/President
Black and Brew Chicago



For the film's brewers, what progress has been made since the completion of the documentary?

What types of challenges still exist for you in the industry?



Access to funding opportunities and securing a brewery location are two of the most common hurdles for Black brewers.

What is your experience in dealing with these, and what can be done to change this?



What steps can breweries take to create career opportunities for BIPOC and other minorities?

Why do you think it has been difficult for the craft beer industry to create an effective DEI strategy?



How can the industry as a whole market craft beer to a broader and more diverse consumer base?

What role does educating the consumer play in growing a more diverse craft beer community with or without a brick and mortar?

What is the best way to engage breweries in the conversation?



How do you go about building a base and educating new demographics on your products without having a brick and mortar?

What advice do you have for BIPOC brewers and industry workers who are at the start of their careers?



What is next for
you?

...Any questions?



#CraftBrewersCon

THANK YOU!

Film social media (FB, IG, TW) | [@onepintfilm](#)

Film website | [onepintfilm.com](#)

Alisa Bowens-Mercado | alisa@rhythmbrewingco.com | [@rhythmbrewingco](#) (IG)

Jon Renthrope | jon@drinkcajunfire.com | [@drinkcajunfire](#) (IG)

Ale Sharpton | alesharpton@gmail.com | [@realalesharpton](#) (IG)

Mickey Bryant | mickey@babchicago.com | [@blackandbrewchicago](#) (IG)

**CRAFT
BREWERS
CONFERENCE**
& BrewExpo America®

