

**Ducks In A Row Entertainment Corporation
Presents**

BEER WARS

A Film by Anat Baron

**Feature length documentary
90 minutes
2009**

Press Kit

Ducks In A Row Entertainment Corporation
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For more information:
<http://beerwarsmovie.com>



WHAT THEY'RE SAYING....

BEER WARS: Brewed in America, is an eye-opening, funny and righteously infuriating documentary by first-time filmmaker Anat Baron. Her film (think of it as *Suds: A Love Story*) is also a pretty damning indictment of not just the beer industry but contemporary unfettered unregulated capitalism's disturbing excesses. Given our current economic climate this is a film with all sorts of resonances beyond its immediate subject.

Boxoffice Magazine

Oenophiles have *SIDEWAYS* and *BOTTLE SHOCK*; now their beer-loving counterparts can claim a film as their own. This truly American tale looks at the struggle between big breweries (Coors, Miller, and Budweiser) and their smaller competition (such as Dogfish Head) as the companies fight for shelf space and bar orders. Directed by Anat Baron, this documentary not only looks at the beer industry, but also examines the plight of small businesses in America.

Rotten Tomatoes

BEER WARS is the perfect kind of documentary, one that is both informative and enjoyable to watch in every sense the filmmaker intended. Not only that, it gives the viewer a new-found appreciation for the smaller companies that are attempting to make any kind of headway in a world dominated by only a few. *BEER WARS* is a triumphant mixture of style, information, and storytelling. Let's just hope Baron's interests do not stop at the world of alcohol.

We Are Movie Geeks

Beer Wars is thick with insight into one of the favorite adult beverages in the world. But filmmaker Anat Baron smartly gives us an American story—one with ironic bite and wit. Check out what you're drinking. After watching *Beer Wars*, I'll study more closely that paper label soaking up condensation on my favorite beer. Smaller just might be better....

Insiders

For those who are keeping the American dream alive, this spirited documentary raises a toast.

St Louis Post Dispatch



MORE OF WHAT THEY'RE SAYING....

A David and Goliath story pitting the country's smallest brewers against the largest.
CNN

In BEER WARS, entrepreneurialism and opportunity go awry when tainted by greed and a thirst for power.

Los Angeles Times

BEER WARS certainly raises some interesting questions, the most potent of which is, is this what capitalism was meant to be?

New Times

BEER WARS has opened up a conversation that's long been going on behind industry doors. An important step in changing some of the real issues independent brewers face in America today... Thanks to Baron and her film subjects, the biases, angles and facts are out on the table. Decide for yourself.

Mutineer Magazine

This feature-length independent documentary goes behind the scenes of the U.S. beer industry, revealing the struggles of independent brewers and their battles against the corporate beer giants. Director and producer Anat Baron comes through with one of the most interesting and revealing films of the year. Pour a cold one and chug down some knowledge.

uncrate

A trenchant analysis unapologetic in its rebuke of Big Beer, *Beer Wars* is heartily recommended for patrons already inclined to opt for the local brew at every tap. It will also appeal to patrons interested in craft foods as well as homebrewed beer and wine and others particular about quality.

Library Journal

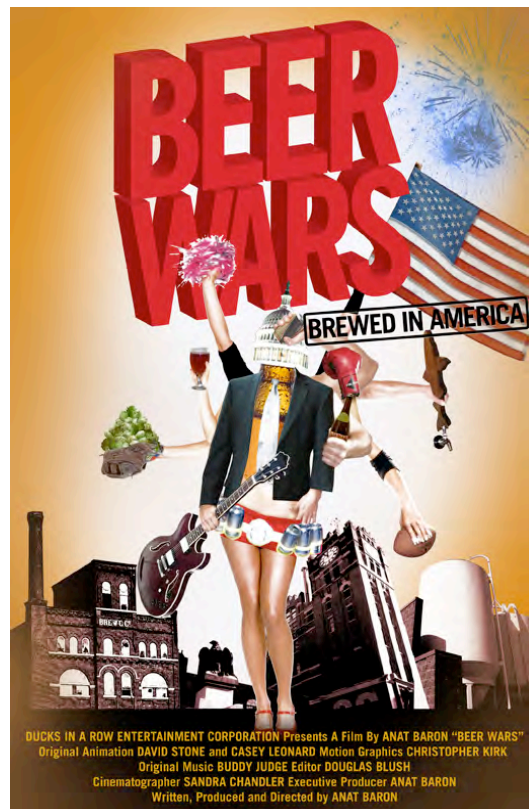
BEER WARS

SYNOPSIS

In America, size matters. The bigger you are, the more power you have, especially in the business world. Director Anat Baron takes you on a no holds barred exploration of the U.S. beer industry that ultimately reveals the truth behind the label of your favorite beer. Told from an insider's perspective, the film goes behind the scenes of the daily battles and all out wars that dominate one of America's favorite industries.

Beer Wars begins as the corporate behemoths are being challenged by small, independent brewers who are shunning the status quo and creating innovative new beers. The story is told through 2 of these entrepreneurs - Sam and Rhonda - battling the might and tactics of Corporate America. We witness their struggle to achieve their American Dream in an industry dominated by powerful corporations unwilling to cede an inch.

This contemporary David and Goliath story is ultimately about keeping your integrity (and your family's home) in the face of temptation. Beer Wars is a revealing and entertaining journey that provides unexpected and surprising turns and promises to change the world's opinion on those infamous 99 bottles of beer on the wall.





FILMMAKER BIO

Anat Baron: Director /Producer/Writer

Anat Baron brings a unique point of view to the documentary world merging her eclectic business background with entertainment industry experience. Before plunging (head first) into independent filmmaking, she was General Manager of Mike's Hard Lemonade where she created over 50 television and radio commercials while growing this entrepreneurial company to \$200 million in annual sales. Prior to her stint in the beer industry, she was a Hollywood producer and development executive who developed over 40 films, mostly for television. She executive produced *A Murder On Shadow Mountain* for CBS. Anat moved to Los Angeles (for the weather) from Toronto where she was a hotel company executive and had her own consulting business. She holds a Bachelor of Arts from the University of British Columbia and a Master of Professional Studies degree from Cornell University. *Beer Wars* is Anat's first documentary feature.





KEY BIOS

Sandra Chandler: Cinematographer

Sandy Chandler holds an MFA from the USC School of Cinema & Television and has established a reputation among the first rank of documentary cinematographers. Her work has been featured at film festivals, received theatrical exhibition, and broadcast widely. She was nominated for an Emmy for cinematography for *Living Dolls*; HBO. Other credits include *The Eyes of Tammy Faye* for HBO; *The First Year* for PBS and the *Getty* – it was awarded a Peabody; *101 Rent Boys* for Cinemax; *The Young and the Dead* for HBO.

Douglas Blush: Editor

Doug Blush edited the 2006 hit documentary *Wordplay, I.O.U.S.A.*, a competition documentary at Sundance 2008, and *OUTRAGED*, which premiered at the 2009 Tribeca Film Festival. He runs MadPix, a production and post production company, with his wife Lisa in Los Angeles. Doug is a graduate of the USC School of Cinema & Television.

Buddy Judge: Composer

Buddy Judge has been writing and performing music since age 11. He has performed with, produced, and written music with many different artists including Aimee Mann, Michael Penn, Liz Phair, and The Wallflowers. After producing songs for Aimee's critically acclaimed record "Bachelor #2" (many of which were featured in *Magnolia*) and performing on The Oscars in 2000, Buddy began writing music for film in earnest. Some of his recent projects include: *According to Spencer*, *Funny Old Guys*, and *Sir!, No Sir!*

Christopher Kirk: Motion Graphics Designer

Chris Kirk is a motion graphic designer living in Los Angeles. While majoring in film at U.C. Berkeley, he made a documentary on the local rap scene. As in-house designer at Foote Cone & Belding and Goldberg Moser O'Neill, Chris worked for such clients as Levi's, Dell Computer, Electronic Arts and Kia Motors. Eventually he broke away to form his own progressive company - Mindbomb Films. Since then he has worked for clients like Sony, MTV, Sega and WebTV, His love of documentaries has led to work on recent films such as *Sir No Sir*, *Fuel* and *Torn from the Flag*.

BEER WARS

FEATURED SUBJECTS

Sam Calagione



Sam Calagione is the founder and President of Dogfish Head Craft Brewery in Milton, Delaware. These days Dogfish Head is the fastest growing small brewery in the country and the only brewery in America to be named to the *Inc. 500* list of the fastest-growing private companies. Sam got the brewing bug while working at New York City bar that featured microbrewed beer. After experimenting with a number of homebrew batches, Sam put his English degree to the test while writing the brewpub business plan. Sam is the quintessential modern day renaissance man. He is the author of *Brewing Up A Business: Adventures in Entrepreneurship from the Founder of Dogfish Head Craft Brewery*, *Extreme Brewing* and co-author of *He Said Beer, She Said Wine* with Marnie Old. Sam is married to his high school sweetheart – Mariah and they have 2 kids – Sam and Grier.

Rhonda Kallman



Rhonda Kallman, founder and CEO of New Century Brewing Co. is a beer-industry veteran with over 20 years of sales, marketing and distribution expertise. Together with Jim Koch, she co-founded The Boston Beer Company, makers of Samuel Adams, in 1984. Over her 15-year tenure as founding partner and executive vice president of sales and brand development, she built the most admired sales force in the highly competitive beer industry. In 1990, the Institute for Brewing Studies honored her with its Recognition Award for being the “Pioneering Woman in the Beer Industry.” *INC.* magazine selected Rhonda as one of “25 Entrepreneurs We Love (and what makes them great)” along with business luminaries like Jeff Bezos, Steve Jobs, Betsey Johnson, Russell Simmons and 20 others. She is married to Matt Shanley, and they live in Cohasset, MA with their three children – Callie, Alexander and Courtney.



INTERVIEW SUBJECTS IN ORDER OF APPEARANCE

David Rehr	President, National Beer Wholesalers Association
Jeff Becker	President, Beer Institute
Maureen Ogle	Author, "Ambitious Brew"
Todd Alstrom	Founder, BeerAdvocate
Michael Jackson	Author, Beer Expert
Benj Steinman	Publisher, <i>Beer Marketer' Insights</i>
Bob Lachky	Executive Vice President, Anheuser-Busch
Norman Adami	CEO, Miller Brewing Company
Frits van Paasschen	CEO, Coors Brewing Company
Dick Yuengling	Fifth Generation Owner, Yuengling
Charlie Papazian	President, Brewers Association
Jim Koch	Founder, Boston Beer Company
Kim Jordan	Founder, New Belgium Brewing Company
Greg Koch	Founder, Stone Brewing Company
Dewey Parsons	Owner, Downtown Wine & Spirits
Jim Shpall	Owner, Applejack Liquors
Steve Hoch, Phd.	Professor, Wharton Business School
Carol Stoudt	Founder, Stoudt Brewing Company
Garrett Oliver	Brewer, Brooklyn Brewery
John Bryant	Vice President, Odell Brewing
John Serbia	Vice President, Brewing, Anheuser-Busch
Marc Sorini	Attorney, McDermott Will & Emory
Simon Bergson	Owner, Manhattan Beer Company
Chris O'Brien	Author, "Fermenting Revolution"
Roberta Baskin	Center for Public Integrity
Peter DeFazio	Congressman (D-Oregon)
George Hacker	Center for Science in the Public Interest



FILMMAKER'S STATEMENT

Had someone told me that one day I'd make a film about the beer industry, I would have had him or her institutionalized. Not only am I not a beer drinker (more on that later) but I knew virtually nothing about the beer business until the fall of 2001. That's when an old friend called to ask for my help with his new company: Mike's Hard Lemonade. Suffice to say that I got drawn in and ended up running this entrepreneurial company. It was way more complex than I could have imagined. Our competitors included Anheuser-Busch, Miller and Coors and they didn't exactly put out the welcome mat. The characters I met were straight out of the movies. It was tough and messy. And I loved every moment of it. But eventually, the challenge was gone and I chose to move on.

I took some time off to figure out what I wanted to do next. I couldn't get away from beer. I was reminded of it whenever I watched TV, went to the store, or passed by a billboard or neon sign. It haunted me.

When I received an invitation to the annual beer industry convention (I was still on the mailing list), it sparked an idea. What if I got permission to film it? After all, the big players were all going to be under one roof and I could see if there was a story to be told. You should know that I had never made a documentary film before so this whole adventure started as a dare. Everyone told me that I would never get access, especially since this event is not open to the public.

But after checking me out and getting assurances that I wasn't funded by Wal-Mart (I still don't know why that worried them), I headed to Las Vegas with a crew of 6 and trunks full of cameras, lights and sound equipment. Essentially I went looking for a story.

I got complete access so I started filming: sit down interviews, stand up interviews, I even got permission to film the parties and the trade show. Everywhere we went, we heard grumbling about the decline in mainstream beer sales. It seemed that innovation was now coming from the small players instead of the giants. The highlight was an interview with Rhonda Kallman who had left Sam Adams to launch her own company. Her tenacity and energy were inspiring. The buzz at the convention was all about the burgeoning craft beer movement. I decided to follow up since it was a world I knew nothing about.

BEER WARS

A few weeks after the glitz and glamour of Las Vegas, I took the crew and headed to Denver for the Great American Beer Festival (GABF). I was the quintessential fish out of water.

OK, here it comes. I can't drink. Yes, I said can't. And no, I don't have a problem. I'm allergic to alcohol. So as you can see, my interest was never in the beer itself. (Although I must admit there were times I would have killed for a sip.) This liberated me to focus on the business itself.

The GABF was crazy. The antithesis to the big beer convention. This was a consumer show and there were tens of thousands of them. Drinking. I went looking for my other "lead." By now I had decided to follow Rhonda's launch of Moonshot: the first beer with caffeine. I wanted to find someone who represented these craft brewers. So I did what I used to do in Hollywood, I cast for him. I was working my way through the 10 pre-arranged interviews when I met Sam Calagione. But it's not what you think. It wasn't his good looks that got me. It was his down to earth, take no prisoners attitude. He wasn't afraid to speak the truth. I asked Sam if he wanted to "star" in the movie. I'm not sure how many beers he'd had that evening, but he said yes.

So the story began to take shape. The independent brewers vs. the big corporate players. The timing was right. An increasing number of Americans were interested in making their own choices and not kowtowing to the corporate marketing machine. Whether in coffee, cheese, chocolate, locally grown produce, people were willing to experiment and explore, even if it meant paying a little more. Craft beer was a natural extension of this trend.

While following Sam and Rhonda during the production of the film, I realized that their struggles mirrored those of entrepreneurs in general – raising money, taking risks, getting their product to consumers, and managing growth. But what wasn't typical was something that intrigued me when I first got into the beer business — the distribution system known as the three- tier system. Sure, every industry has its hurdles but this was a unique obstacle course. No industry makes it harder for the entrepreneur to get to market than beer.

This system that was set up after prohibition to cure the evils of tied houses (when the brewers owned the saloons) and provide consumer choice has now, 76 years later, done the opposite. Yes, you have a larger selection of beers today when you go to the bar or store. But, and it's a big but, you don't necessarily know who is



really behind the label of the beer you choose. And you may not care. But as I got into the story, I realized that I cared. A lot. Because, if you turn a blind eye, real choice may not be there tomorrow.

In trying to understand how this playing field could remain unbalanced for so long, I discovered an incredible connection between beer and politics. Something I knew nothing about even though I had worked in the industry. This totally fascinated me and led to a bigger investigation of the three-tier system and why the big players are so intent to keep things exactly as they are. And why the independent brewers are threatening this 76-year-old monopoly.

In order to get at the truth, I focused on the big picture and the industry as a whole. I wanted to not only look at the world from Sam and Rhonda's perspective but also from the POV of other small brewers and of course, the corporate behemoths. To do that, I crisscrossed the country and traveled to more than 20 locations.

My goal was to interview experts on beer, distribution, retail, lobbying – everyone involved in the broader story of the beer industry – and find the truth: what do the struggles of entrepreneurs like Sam and Rhonda say about American business in general? Is this a problem unique to the beer industry, or is it a sign of a much bigger issue? What does it say about our culture that we are so accepting of Corporate America's dominance at all cost? And even more interesting: what does all this say about the American Dream?

By the time I was done filming and asking questions, I had almost 200 hours of material and the editing process began. I should note here that my film background has been in narrative filmmaking; it was all about following a script. I did not anticipate how tough it would be to tell this story without a blueprint. It took 18 months and multiple editors until I found my collaborator in Doug Blush. Together, we took this beast of a movie and shaped it into the story I wanted to tell. I hope it was worth it.

Anat Baron, April 2009



AN INTERVIEW WITH THE FILMMAKER

Why did you make Beer Wars?

I made *Beer Wars* because I thought it was timely and reflects America today. I focused on beer because it was an industry I understood but the story was not widely known. It was rooted in personal experience. But I also wanted to look at the broader context of consumer choice since it's something that affects everyone.

Why are you in Beer Wars?

I wanted the audience to have a guide through the beer world. It made sense that it be me. After all, I knew the world from the inside and I hoped that my presence would make some of the complex issues relatable.

Why do you care, you can't even drink beer?

I care because I've always loved underdog stories. Working at Mike's Hard Lemonade, seeing how small we were compared to the giants, that was exciting, how we stayed in the game. When I met Sam and Rhonda and witnessed their resilience and determination, it made me want to share their stories.

Why did you choose Sam and Rhonda?

There are over 1300 independent breweries in America. I eliminated brewpubs early on because I wanted to show how production breweries fight it out in the market. I met at least 20 fascinating small brewers. But I needed a storyline to follow. Otherwise, there's no movie. I picked Rhonda because she was launching a new product – a first – beer with caffeine. Love it or hate it, it was innovative. And I thought it would be interesting to follow someone who'd made it to the top (with Sam Adams) attempt to scale the mountain again. I chose Sam because he was articulate and a straight talker. But more important was the fact that he was expanding his business – building a new brewhouse and taking on a 9 million dollar loan to do so. I have no regrets.

What do you have against Anheuser-Busch?

I have no personal issues with the King of Beers. I respect their success. From the very beginning, they knew what they wanted and never lost sight of the goal. They are in league with other big corporate machines, like Wal-Mart and Microsoft. For them it's all about control and domination. (And I certainly felt it in my own dealings with Anheuser-Busch while making the film.) When it came to telling their story, I just followed the breadcrumbs.



Are the distributors the bad guys?

The beer distributors aren't the bad guys. The problem (IMHO) is the three-tier system itself. I'm sure the idea made sense 75 years ago but we have evolved since then. (Just look at the Internet which has helped so many small businesses grow. This opportunity does not exist for small brewers. They are prohibited from selling beer online.) These distributors have created very successful businesses but they're very 20th century. Their presence in every congressional district makes them a powerhouse. They're adept at using the political system to lobby politicians to keep the status quo. The more power these distributors have, the more connected they are to the big brewers, the less opportunity there is for the next Sam Adams to emerge on the national stage.

What did you learn in making Beer Wars?

I learned that I care about the plight of the entrepreneur. I want to see these people succeed. America is supposed to be about opportunity. Maybe I'm being idealistic but I think that we don't have to be afraid of challenging these corporate behemoths. In order to get through the tough times ahead, America will need to harness the entrepreneurial spirit. It's innovation that will bring the economy back. And we've seen too many examples where Corporate America has lost its way or gotten in the way. We should remove the roadblocks and allow free enterprise to flourish.

Why should the audience care? After all, there are bigger problems in the world.

If you want to decide what beers you can drink, you should care. If you believe in consumer choice, you should care. If you believe in free enterprise, you should care. The big brewers and their distributor partners have locked up the beer industry. Sure, there are lots of small breweries out there. But all together, these 1400 breweries make up less than 5 percent of the beer sold in America. If you took away some of the hurdles the big guys set up, it would level the playing field and start some real competition.

What do you think audiences will take away with them after seeing Beer Wars?

I really hope that they're inspired. But I also hope that they're riled up. Yes, we all know about Corporate America's dominance but hopefully this film will make people think about what they're buying next time they're at the store. Consumers have the power. We can't forget that.

How can we create change?

Simple. Vote with your beer. Buy beers from small, independent breweries. Support local businesses. Ask questions about where your beer comes from. And if your favorite beer isn't available at your local store or bar, ask for it. Often.



A BRIEF HISTORY OF BEER

- Biblical Times Noah's provisions on the Ark included beer.
- 4,000 BC The oldest known written recipe is a formula for beer written on a clay tablet, part of an epic poem devoted to Ninkasi, the Sumerian goddess of beer.
- 1620 The Mayflower lands at Plymouth Rock depositing the Pilgrims in Massachusetts (because they run out of beer).
- 1776 Declaration of Independence is signed (many of the founding fathers including Washington and Jefferson were home brewers).
- 1786 Soldiers in the revolutionary army received rations of a quart of beer a day.
- 1876 Louis Pasteur publishes "Studies on Beer".
- 1900 1,816 breweries in America.
Carrie Nation begins to get attention as an aggressive supporter of prohibition who used a hatchet to destroy saloons and their liquor.
- 1920 The eighteenth amendment is passed outlawing the manufacture and consumption of alcohol. Prohibition begins.
- 1932 Franklin Delano Roosevelt (FDR) is elected president because of his promise to end Prohibition.
- 1933 The legalization of beer takes effect via the twenty first amendment repealing the eighteenth. Power to regulate alcohol given to states and the three-tier system is created.
- 1935 The beer can is introduced.
- 1941-1945 Large numbers of US beer drinkers are in the armed forces; introduction of cans allows beer to travel great distances.

BEER WARS

- 1950 There are 407 active breweries in the United States. TV advertising creates a barrier to entry to all but national and super regional brewers.
- 1960 There are 229 active breweries in the United States.
- 1970 There are 142 active breweries in the United States.
- 1973 Miller Lite – the first light beer from a major beer company is introduced by Philip Morris (owner of Miller Brewing Company).
- 1976 The first microbrewery – New Albion – opens in California.
(Note: it's ahead of its time and does not survive.)
- 1978 Homebrewing is legalized by the Federal government (Jimmy Carter signs it into law).
- 1983 The top six breweries (Anheuser-Busch, Miller, Heileman, Stroh, Coors, and Pabst) control 92% of U. S. beer production.
- 1984 44 brewing companies operate a total of 83 breweries.
- 1985 Jim Koch launches Sam Adams. Three months later, it is voted best beer in the United States at the Great American Beer Festival.
- 1987 Legal drinking age is raised to 21 in all 50 states.
- 1995 Approximately 500 breweries are operating in the United States.
- 1996 A record 333 new brewpubs and microbreweries open in one year.
- 1998 1,463 breweries are operating in America.
- 2008 Miller and Coors combine their U.S. operations into a single entity – MillerCoors.
- 2008 InBev buys Anheuser-Busch creating the world's largest beer company.



BEER FACTS & FIGURES

- Eighty percent of the beer made in the United States is now controlled by two companies, one based in Belgium and one in South Africa and Canada.
- The top American owned brewer is Boston Beer Company (Sam Adams) and is less than 1 percent of the market.
- Anheuser-Busch took 40 years to get to 50% of the beer industry from 12%.
- Bud, Miller and Coors' beers are made using rice or corn as adjuncts to the original ingredients (water, yeast, malt and hops).
- On average, every American now lives within 10 miles of a brewery.
- Beer is the second most popular beverage in the world, coming in behind tea.
- Beer is sometimes referred to as 'liquid bread' because brewer's yeast is a rich source of nutrients. Beer can contain magnesium, selenium, potassium, phosphorus, biotin and B vitamins.
- The freshest beer is found at your local brewery.
- Beer is one of the most regulated industries in America with over 37,000 beer laws.
- The United States is the only country in the world with a three-tier system for alcohol distribution.
- It is illegal for brewers to sell beer online.
- Beer is sold in over 531,000 retail establishments.
- Directly and indirectly, the beer industry employs approximately 1.7 million Americans, paying them almost \$55 billion in wages and benefits.



GLOSSARY OF KEY TERMS

adjuncts Grain additives besides barley such as corn or rice typically used as a cost savings method.

ale Beer fermented more quickly and at warmer temperatures than lager, with top-fermenting yeast.

barrel A measurement or container of beer, which equals 31 gallons.

beer A fermented beverage made from malted grain and usually seasoned with hops.

brewpub A restaurant that brews and serves its own beers on premises.

A company that markets and owns all rights to a beer brand but has the brand brewed at another company's brewery.

GABF Great American Beer Festival.

hops The common name for the dioecious (male and female varieties) plant, *humulus lupulus*. The most common bittering agent used in beer.

keg Filtered beer served under pressure with additional carbonation.

lager, lagering, lager yeast Refer to the process, and the resultant product, of a bottom-fermenting yeast that works best at low temperatures.

lawnmower beer A beer best consumed while in a hot environment and/or after vigorous physical activity. A beer with drinkability and refreshing flavors as paramount characteristics.

malt, malting The finished product and process whereby grain is sprouted and then dried to release enzymes that catalyze the conversion of grain carbohydrates into fermentable sugars

mash, mashing The process of converting the complex carbohydrates in grains into simple fermentable sugars by mixing with and then boiling in water.

microbrewery A brewery that produces 15,000 barrels or less of beer a year.

regional brewery A brewery that produces 15,000 to 500,000 barrels of beer a year.

session beer An easy-drinking, mild beer with an alcohol content typically less than 4% intended to be drunk several to a sitting.

shelf life The length of time after bottling, three to four months for most American beers, before a beer begins to spoil.

wort, worty Unfermented beer or tasting like unfermented beer.

yeast The microorganism responsible for converting available malt sugars into alcohol and water. For most beer this is added, or pitched, after the raw ingredients are boiled and then cooled.



CREDITS

Written, Produced and Directed by Anat Baron

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Editor	Doug Blush
Original Music	Buddy Judge
Motion Graphics	Christopher Kirk
Original Animation	Casey Leonard David Stone

Featuring

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Jeff Becker	President, Beer Institute
Maureen Ogle	Author, "Ambitious Brew"
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Kate Amend
Steve Mazur
Paul Belanger
Lisa Klein

To all those who watched rough cuts – hope it was worth it

To all those who ended up on the cutting room floor – there are always DVD extras

Thank you for letting me in

Sam and Mariah Calagione
Rhonda Kallman and Matt Shanley
Michael Jackson
Bump Williams
Dave Casinelli, Yuengling
Tara Gray, Anheuser Busch
Pete Marino, Miller Brewing Co.
Kabira Hatland, Coors Brewing Company



Nancy Johnson, Brewers Association
Michelle Lehman, NBWA
Marc Destito, Beer Institute
Simon Bergson, Manhattan Beer
Betty Buck, Buck Distributing
Ron Fowler, Mesa Distributing
David Houston, Barneys Beanery
Jack's Cannery Bar
Monk's Kettle
Steve Opdyke, Paris Hotel, Las Vegas
Waldorf Astoria Hotel, New York
Tammy Hagin, Hyatt Regency Capitol Hill, Washington, DC
Dan Caplan, Westin Hotel, St. Louis
George Hacker, Center for Science in the Public Interest
Art Resnick, Alcohol and Tobacco Tax and Trade Bureau
Center for Responsive Politics
Center for Public Integrity

No thanks to

You know who you are

"Bang My Drum"

Written by Danielia Cotton and Jon Albrink

Published by White Town Songs

Performed by Danielia Cotton

Courtesy of Adrenaline

"Polka"

German Goldenshteyn: A Living Tradition

(Living Traditions LT 004)

"This is Forever"

Written and Performed by Buddy Judge

Dedicated to Mike

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