

## Final Internship Report

This summer, I spent 10 weeks in Greenville, South Carolina as an intern for Brewery 85, one of a handful of local breweries laying claim to the upstate region. Named after I-85, which runs from Alabama to Virginia, it was opened in 2014 by Will and Meredith McCameron, a dynamic husband/wife duo of business force. Will, as Brewmaster, oversees all of the beer that comes in and out of the brewery, and he serves as the main source of the recipes the brewery uses, including Yeoman's Brown Ale, one of the most popular beers among his critics. He came up with the recipe in 20 minutes when he was first starting to get into home brewing, and besides a few tweaks here and there, it has remained the same. He graduated from the historic Siebel Institute of Technology, a top tier brewing school, doing part of his studies in Munich, Germany, where the local brewing tradition was instilled in him and has never left. Meredith, better known as the First Lady of Beer, handles the front office operations, and, along with Jeremy Caldwell, vice president and original investor, handles the business aspects of the brewery. The business plan is simple enough: marrying the culture of the American South and traditional German brewing techniques to create beer that resonates on levels past the taste buds. Brewery 85 sponsors all sorts of events throughout upstate South Carolina, where their distribution is limited to, as well as hosting events at the brewery's onsite taproom, where all of the flagship beers and seasonal specials can be found.

My internship was designed to be of a dual nature, that is, I was involved in both the brewing and canning processes as well as working with Katherine Anne Ashmore in the sales department. On the brewing side, I helped organize the grain on the storage floor, milled said grain on brewing days, as well as measured hops, and on brew days, especially the first two or three, I was taken through the process. Wrapping up my internship, I was tasked with making an

original recipe, small batch, for use in the taproom, as well as doing a final project. The recipe I came up with was a Smoked Rye Red Ale, featuring cherry smoked rye malt from the brewery's partners, Riverbend Malthouse in Asheville, North Carolina. My final project, which I will be working on into the Advent 2016 semester, was to design a one-off series for the brewery. What this means is that we selected 3 recipes that have not been done before by us, brew them in limited batches, and send them exclusively to our best clients, including taprooms and restaurants in Greenville and Columbia, our largest markets, as well as in some smaller markets such as Seneca, Easley, and Pendleton, all in South Carolina. Both the recipe and the one-off series engaged the skills that I learned throughout my 10 weeks with the brewery, including ingredient management, use of brewing software, and sales and marketing skills. In addition to all of this, part of my responsibility as an intern was grounds management. Brewery 85 is located on an acre of land, and part of that land is used for growing various fruits and vegetables, as well as some herbs and hop experimentation as well. On a weekly or bi-weekly basis, I was asked to tend to the orchard, working with tomatoes, squash, zucchini, watermelon, peaches, figs, and apples, all of which have the possibility of making its way into a beer or onto a dish from one of the local food trucks we work with. One of these projects was an experiment that the other interns and I did, which was trying to create a peach yeast, but sadly all of the samples became inviable. Another one of my responsibilities was tending to the hops that grew on either side of the building, including pruning and meticulous watering and fertilizing. On the sales side, Katherine Anne and myself, and sometimes Will, would go on sales trips during the day, going to our restaurant and taproom clients and sometimes having meetings with distributors. We went all over Greenville for these sales "missions" as we called them jokingly, as well as Spartanburg, Clemson, Easley, and Greer. On the missions, we would deliver beer samples to new clients and

check in on existing clients to make sure their needs were being met. Sometimes they were perfectly comfortable with what they had of ours, and sometimes they were unhappy with their service. By doing these face to face meetings, we could assess a problem better than we could over the phone and email, and break it down, concluding fault on our part or on the distributors part. All of my jobs kept me very busy over the summer, and made me realize that the brewing industry is more than just making and selling beer, but that many operations come together to create a brand that, for Brewery 85, is decidedly and proudly local.

I firmly believe that the skills I learned working with Brewery 85 are invaluable, and while most breweries do not grow their own hops or have orchards, I don't feel like my time there was wasted. These experiences made me understand the value of locally sourcing ingredients, and having pride in the local culture, because nothing would be possible without this sense of responsibility to the community. The McCameron's instill these ideals in all the employees, and everyone buys into it with open minds, and this is what I think makes Brewery 85 so unique. I also learned the importance of face to face interactions with clients, and that in some situations, an email will not suffice to clear up a discrepancy in the line of communication. This taught me to have more awareness of the tiered distribution model and the problems and solutions that arise from such a model, which involves people with different, and sometimes conflicting jobs. As I once thought, it is easy to write off the craft beer industry as simple: brewers make the beer and restaurants sell the beer. As I learned, the industry is much more nuanced, but it is within these nuances that I think I would be a useful asset to any hiring company. My time with Brewery 85 got me really looking forward to the craft beer job market, because the more I worked there, the more I could see myself doing this for the rest of my life.