

Local brewery renaissance: A social history of small breweries in the Ozarks Part III

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Offering a complete contrast to Square One Brewery in downtown St. Louis, the Little Yeoman microbrewery is unique among the small breweries in the Ozarks. Unlike the other craft breweries, this brewery is not located in a populated area. But the Little Yeoman also illustrates the strength, success, and diversity of the microbrewery revival. The Little Yeoman microbrewery sits just outside the small town of Cabool, where Chad Frederick, the brewer and owner has built the brewing house on his forty acre property. This brewery is different than the other breweries in this study in that it is located in a rural area, not in a town or city. In an article on the microbrewery in February, 2007, *417 Magazine* describes the initial impression given by the brewery:

On a bumpy gravel road in Cabool called Dallas Lane, there's a tiny little sign with a picture of a four-fingered cartoonish hand pointing to the left with the words 'Little Yeoman.' When you see the four-fingered, disembodied hand, you know you're on the right track. ... we arrived to find no visible people and only the sounds of running water,

friendly chatter and country music coming from inside the brewhouse.¹

The brewery did not begin in Cabool. Stephen Markley opened Little Yeoman in 1994, in Willow Springs, Missouri, a few miles to the east. Markley had always had a passion for beer, and took his homebrewing to another level when he decided to open Little Yeoman. Legally blind and an excellent bluegrass picker, Markley named the brewery after the nearby Yeoman Mountain, because he liked the connotation of the term 'yeoman,' which in Europe during the Middle Ages signified a small farmer of upstanding character trained to fight for his region.² Markley ran the brewery out of a building on his property in Willow Springs. In 1998, Little Yeoman Brewery signed a distributing contract for bottled beer with Glazer Distributing. This put them in Brown Derby outlets (among others), which introduced Little Yeoman to the Springfield market. Little Yeoman also obtained draught accounts at Gallaway Station, Trolleys, and South Avenue Pizza, which brought huge name recognition to the brewery. Stephen

Markley began brewing 100 barrels during his first year and ended up brewing over 300 barrels annually by the tenth anniversary of the Little Yeoman Brewery. In 1999, Markley hired Bruce Roberts to help him brew. In 2001, Chad Frederick also joined Little Yeoman as a brewer.

Chad Frederick has a brewing history that is very similar to that of the other brewers in this study. He says he has been fermenting things since age ten, when his father encouraged him to experiment with fermentation and to understand distilling liquids, in order to learn the chemistry and biology of natural materials and living organisms. By the time Frederick was in high school, he had a full scale home brewing operation in an old farmhouse on his parent's land. Needless to say, he was popular among his high school friends. Frederick moved from Cabool to Springfield in order to attend Southwest Missouri State University, where majored in chemistry and biology, while working as a chef in a couple of local restaurants. Food and drink became his passion and his life. 'I have never met a brewer that was not also into cooking and working with the natural products of the earth',³ he says. Frederick returned to Cabool in 2001, and started brewing with Markley, an old family friend.

By 2004, Markley was tired of running the brewery operation and ready to retire from micro-brewing to small-time home brewing. Frederick had then been brewing for Little Yeoman for three years and

wanted to continue. He worked out a deal with Markley, allowing him to keep the brewery name and to move the operation from Markley's property in Willow Springs to Frederick's land in Cabool. After dealing with licensing issues, Chad Frederick reopened the brewery in June, 2006.

Little Yeoman, [Frederick says,] has put Cabool on the map. People come from all over to try our beer. I even had a retired couple from Germany come over after a friend brought some of our beer back to Germany. They stayed on my land in a tent and drank a keg of beer. They also bought a case to drink for the rest of their trip. The brewery brings revenue to Cabool in that when people come, they also spend money at local restaurants and local shops.⁴

Frederick has a standard, small micro-brewery operation. He has a small grain mill and uses insulated fermenters. All the beers are bottle-conditioned. Frederick says he adhered rather strictly to *Reinheitsgebot*, except in the bottle-conditioning. Instead of using sugar from the mash, Frederick injects corn dextrose into each batch before bottling. This is done to provide for consistency and predictability to his product. Little Yeoman produces about 10,000 gallons of beer a year.⁵ The brewery bottles 60% of its beer and kegs the other 40%. All the bottling, labeling, packaging and kegging labor is done by hand. Frederick has a couple of friends who assist him with the brew house chores. Along with the brewery, Little Yeoman has a beer garden. On

occasion, Fredrick will have his home-made bratwursts on the grill. In the fall and spring, he has his bi-annual pig roast. He raises the pigs feeding them *Trub* (spent grain from the mash tun).

Since buying the brewery in 2004, Chad Frederick has continued brewing their mainstay ales, but has increased the variety of beers at the Little Yeoman. The first of the original Yeoman ales were the Cream Ale, which is a

light, crisp, easy drinking 'transition' beer for people who are used to Anheuser-Busch products and who are trying microbrewed beer for the first time;⁶

and a raspberry version of the Cream Ale that customers still request. Their Pale Ale has become one of the flagship beers at Yeoman. Their Porter is the other flagship. It is dark in colour, yet with a light body. It is not overly malty and very refreshing. Frederick says that people are surprised with this beer. 'Many expect it to be heavy but find it easy to drink and not too heavy'.⁷ *417 Magazine*, in a fall tasting of Missouri craft breweries, gave the first place to Little Yeoman's Porter.⁸ Little Yeoman later introduced its India Pale Ale. Frederick says that, early in the brewery's history, the drinking public was not ready for such a hoppy beer, but that has changed. The last of the house beers is their Stout. It has chocolate characteristics from the malt and is very robust. These are the staple, mainstay beers at Little Yeoman. Other beers brewed as seasonals and brew master specials

include their Vienna Ale. This beer is hoppy, low in alcohol, light and crisp. 'This is a great summer ale,' says Frederick. 'It is a "dust-cutter." When you are hot and working, this is the beer'.⁹ A Czech Pilsner is rotated through occasionally, as well as a very unique India Brown Ale. This hoppy brown ale sometimes sells out in a day after brewing.

The fall of 2007 was a hard season for Little Yeoman. The well that Fredrick uses for his water ran dry. He had to temporarily shut the brewery down until he could drill a new well in the spring. However, the water level in the existing well rose along with the water table and Frederick was back brewing on 20 April, 2008. Frederick is adamant about the mineral content and quality in the water in Missouri. He says it affects his beer in a positive way. 'Missouri water is high in Calcium and Magnesium. Southern Missouri is on a Dolomite Strata,' said Frederick. 'This is great for the taste of the beer. It is unique to this region'.¹⁰

Frederick is a huge proponent of drinking local beers. His long term vision would be to have a Little Yeoman Brewery in all 50 states. That way his beer would be locally brewed in all states and people could enjoy his fresh ale throughout the country.¹¹ Frederick said that one of the biggest challenges with the beer drinking public is slowly being overcome now that it has a greater appreciation of 'real beer.' Beer drinkers now, compared to ten years ago, are excited about more flavour and different tastes in their beer. This is a

direct affect of the craft brewing industry's diversity and variety of beer.

For his brewery, Frederick says,

Word of mouth is the best mode of advertising. My beer should sell itself. When people get to taste what I am brewing, I know they will tell five more people. It grows from there.¹²

Eventually, he would like to have a restaurant out on his property to compliment his brewery, since he still loves to cook. Little Yeoman Brewery has changed the perception of beer in the south central part of Missouri and has been good for the Cabool area as it brings business revenue to that small town. Frederick's beer is creative and diverse. He is a perfect example of the craft brewer who found his passion and gave up everything to pursue it. The Little Yeoman microbrewery offers the variety and craft style of beer that continues the brewing renaissance in the Ozarks.

Small breweries across the Ozarks have been vital in reinvigorating the beer drinking public with a diverse variety of beer and in helping the local economies of small towns and cities across the region from St. Louis to Fayetteville. Dan and Julie Bradford, editors of *All About Beer*, say that

the birth of the American craft brew industry began with people traveling in Europe, tasting the old style lagers and ales from Germany, the Czech Republic, Belgium, and the United

Kingdom. They came home and started home brewing, trying to imitate these beers. Then someone came to them with the question, 'I wonder if you could make a living doing this?' This is essentially how it began.¹³

Before microbreweries made a comeback in the United States, the only beers available on tap at a local restaurants or bars were the light lager style beers of the big macro breweries. Until 1991 it was impossible to order a craft beer brewed in the Ozarks. Presently, there are over 100 different varieties of beer brewed in Missouri; available not only at brewpubs, but served in local restaurants and bars. Traditional European style beers are plentiful in the craft brewing renaissance. These include United Kingdom style stouts and porters, Belgium doubles and trippels, English and American pale ales, Czech and German Hefes, Irish Stouts, Ambers, Pilsners and Lagers. This wide spectrum of beer can also be found in the Ozarks. The craft brew revolution has even revived one style of beer: Porter, which was last brewed in England in about 1972.¹⁴ Another extremely popular beer in the microbrewery renaissance is the Unfiltered Wheat style of ale. It has become very popular in Missouri and throughout the Ozarks. For many new to craft beer, this beer is an easy 'crossover' beer from traditional mega brewer's lager beer to other craft beer styles like Pale Ale. Springfield Brewing Company's Unfiltered Wheat is their biggest seller; comprising 30% to 35% of the beer that is served through the

taps. Most of the beers brewed in the Ozarks are ales, though many notable lager beers are available at breweries in the region. Craft beer drinkers prefer ales because of the wide variety of styles in the ale category and because their heartier taste offers a real contrast to the light, corn and rice based lager beers brewed in St. Louis, Milwaukee and in Golden, Colorado.

In many ways, the microbrewery revolution caught many of the mega brewers off guard. Many big brew houses and beer companies did not feel they had to compete in the market genre of diverse beer styles with these small upstart breweries in the 1980's and early 1990s. Discussing the changes he has seen with the craft brewing industry over the past decade, Shawn Briggs of Bootlegger's recalled talking with the Budweiser distributors at the restaurant he owned with his parents in the mid 1990s:

I brought up the rising interest in the industry of microbreweries and of European imported beers, which was starting to catch on around the country in the 1980s and 1990s. They remarked that the mega brewery industry was not concerned with the small amount of retail these brewpubs and regional breweries were selling. Budweiser was caught off guard by the interest and movement of beer drinkers towards these craft ales and they are now trying to play catch up. The mega breweries are now buying up the smaller breweries and brewing for them under other 'catchy/trendy' names to get a foot in the door of this movement. They want to be a

player in this phenomenon in the modern American beer industry.¹⁵

The variety of brew houses and brewing systems in the Ozarks is as great as the diversity in the beer that is made there. The microbrewery revolution brought the beer enthusiast from the bland beer of the big brew houses, led them to home brewing on the west coast and around the country, and then exploded in Missouri and the Ozarks. Along with the brewers who cook the beer, a focal point of the microbrewery renaissance is the brew systems used. The brew houses in the Ozarks provide a diverse sampling of types and styles of brew systems across the microbrewery industry. The most advanced brew system of these breweries is the Mueller Stainless brew house at the Springfield Brewing Company. The brewery with the most barrel capacity is O'Fallon microbrewery, which could brew 5,000 barrels. In 2007, O'Fallon brewed 2,700 barrels of beer. According to their brewer, Brian Owens, they hope to brew 4,000 barrels in 2008. The smallest operation of the brew houses included here is the Bootlegger's Restaurant - Brewery. The brewer Shawn Briggs cooked 100 barrels in his 'bank vault' brew house in 2007. The breweries with the most variety of beers on tap at the brewpub, and with the longest list of different ales and lagers to their name, were the Square One Brewery and the Flat Branch Brewpub. Both keep twelve beers on tap at all times and have a list of 30 to 40 different beers that they currently brew or have brewed. Eight of the

ten breweries are brewpubs. The other two would be labeled as microbreweries. Four of the ten breweries bottle their beer for sale at their own brewery or at retail outlets. Nine of the breweries keg their beer for draught accounts or for sale at their counter and for private party orders. Five of the breweries have draught accounts at bars other than their establishment. Seven of the breweries have growlers available for patrons.

All of these breweries are locally owned and operated. This is an important part of the craft brew industry in the Ozarks and throughout the United States: Keeping the revenues and focus in the local community. Most of the brewers talked about supporting local breweries and drinking local beer, yet thinking with a global perspective. Larry Goodwin shared his vision for the craft brewing movement saying,

I can see an end point where every town and city of 10,000 or more in population has one or more of their own local breweries. It would be great to get back to pre-prohibition status where the local brewery was the hub of activity, in which townspeople could identify themselves with.¹⁶

The craft brewing industry has changed over the past thirty years. It faces different challenges and obstacles today than they faced a couple of decades ago. The biggest change in the brewing industry that John Witte has seen during his tenure as a brewer is the huge shift to professionalism of the industry.

The old days of believing that if you build a brewery people will come because it is a novelty, those are over. Now you have to have the 'whole cookie.' The restaurant has to look good esthetically, the food has to be good, the beer has to be great, and the atmosphere has to be right.¹⁷

According to Witte, after a small decline in the microbrewery industry in the mid 1990s, brewpubs have seen a growth since their managers have become more professional in the way they deal with other brewers and with the public. Micro brewed beer has become more shelf-stable and consumers can now be more confident in what they are buying. According to Witte, there is less risk for the public in choosing micro brewed beer, and that is a good thing.¹⁸

Thus the beer experience in Missouri and around the country has changed significantly since the 1970s. Many different styles of each traditional kind of beer are available to the beer connoisseur. Larry Goodwin, brewer at Flat Branch, discussed his experience in watching the diversity of beer selection explode in the past decade saying:

I am amazed at the creativity you see if you travel around to brewpubs and breweries in the United States. Craft brewers all around are brewing interesting and very flavorful beers; artsy beers. A couple of decades ago, people thought that these different styles of beer, other than the tradition American lager, were weird. They looked at people who were home brewing, like me, and thought we were

weird. Now lots of these people are enjoying American and European style ales and lagers that are brewed at microbreweries and brewpubs in their town or city.¹⁹

Brian Owens of O'Fallon brewery discussed the changes in the beer tasting palate of many beer drinkers as a result of the microbrewery renaissance by saying:

The craft beer movement has really expanded in the past five to ten years. We couldn't brew an India Pale Ale [ale with extra hops added giving the beer a big hop flavor and aroma] as a flagship beer five years ago, but today we can. It is great to see local breweries starting up. Each of them has a specific variety or niche that they are trying to brew their beers in. There is great diversity in this brewery revolution. I see and hear about a lot of 'hare-core' tradition lager drinkers who are trying, and now drinking local craft beer. Whenever ever I travel, I drink local. It is important to drink fresh beer and to support what is going on with local breweries in communities across the country.²⁰

No longer does the word beer create the same image for each beer drinker. Today the variety of locally brewed beers found in Ozark bars is greater than at any other time in history. Micro brewed beers from other areas of the country can also be found in the area at restaurants, pubs and retail beer stores.

The craft brewing renaissance has created beer connoisseurs who approach their drink with the same passion as wine

connoisseurs always have. Here in the Ozarks, beer has become as diverse as wine. Like wine drinkers, beer drinkers have developed their own vocabulary. Just as wine drinkers distinguish between a variety of flavours in wine, beer connoisseurs now discuss the many, if not more, flavours and aromas in beer; ranging from chocolate to coffee, from hoppy and bitter to sweet, from heavy to light, and through all kinds of different fruit tastes. As the diversity and variety of beer have increased, the breweries have faced new challenges in presenting their product to a beer public that is more acquainted with the craft brew industry than they were 30 years ago. Both Dave Lamb and John Witte mentioned that it is no longer enough for brewpubs to put a sign up and open the door and expect people to start rushing in for the novelty of locally brewed beer. Breweries have to present a great product and win their customers and patrons over with quality beers and a professional atmosphere; giving their customers an experience that they will remember and one that will bring them back again.

Beer drinkers in the Ozarks have been ecstatic about their new breweries. Mug Clubs, where members buy their own beer steins that are hung above the bar for their exclusive use, are very popular at various brewpubs. These brewpubs have become the meeting place for social clubs and local organizations. The local brewery has once again become a place for friends and family to gather and connect, associating the gathering with

their local beer. The old way, of pride in local beer, has come back with this brewery revolution in the Ozarks. At the Hog Haus Brewing Company, for example, the Fayetteville local home brewing club (FLOPS) meets once a week to discuss their home brewed beers, enjoy the draught beer from the brew house and to talk with the brewer. At the Springfield Brewing Company, Mug Club members meet daily and or weekly to hang out and share life together. All kinds of community organizations have their meetings at these various breweries. The rise of the microbrewery in this new renaissance has replaced the old dingy bar, with a community brewpub that instills local pride. This was put best by researchers Joseph Reese and Steven Schnell in their article titled 'Microbreweries as Tools of Local Identity'. In the article they state:

During the 1990s, over 1,500 microbreweries sprouted and flourished across the country. This expansion of microbreweries derives, in part, from the desire of people to break away from the smothering homogeneity of popular, national culture. Such breweries are often proudly and self-consciously local, sporting local historical photos, maps, and other artifacts of a place's personality as part of the decor. Geographer Wes Flack has hypothesized that the growth of such establishments is a prime illustration of a movement termed 'neolocalism,' in which people are attempting to reconnect with the local, the personal, and the unique.²¹

This has signaled a new era for beer in America.

Thus the revival of microbreweries has been an essential element in the economic development and restoration of historical buildings and historic downtown areas in the Ozarks. Eight of the ten breweries have had a significant economic impact on their community through their business and through the renovation of historic buildings. Both of the Springfield breweries, Springfield Brewing Company and Hickok's Restaurant-Brewery, have restored 19th century buildings in the old downtown and have made them catalysts for economic growth in that section of the city. Starting in the late 1990s, Paul Mueller Company led the way for businesses by building the Springfield Brewing Company. This brought more investment and tax revenue into the Springfield community which has further increased as new development in the old downtown followed. Conversely the influx of traffic and activity to the downtown area has provided Springfield Brewing Company with a steady growth in beer revenues by 5% annually.

Cities and towns outside of Springfield have seen economic stimulus and revival as a result of breweries as well. The Hog Haus Brewing Company has restored a building in a central location of Fayetteville. When the first brewery in that building closed, the City of Fayetteville fought to keep the business from moving out. They succeeded and a brewery is still locally owned and operated there. Square One Brewery in St. Louis restored a building that has had a long history as a tavern, connected at

one time to Anheuser-Busch and later to other breweries in the city. Its renovation has been part of the overall revival of Lafayette Square. Bootleggers Restaurant - Brewery in Aurora has played a central role in re-invigorating its downtown. The renovation of the old bank on the main intersection in the community has restored a landmark dating back to the 19th century. The brewery has inspired other businesses to come back to Aurora, which has significantly helped the economy in this rural town. The Little Yeoman Brewery is not in a historic building but has brought new revenues to nearby Cabool. The Flat Branch Brewery in Columbia is in the old part of the city, and has played a large role in downtown life in Columbia, as both a local favourite and a university brewpub. Trailhead Brewery in St. Charles is another example of the local brewery's great impact on economic revitalization, drawing patrons and visitors to the old downtown. This old grist mill was completely overhauled to display a great brew house and bring visitors to the old historic district of St. Charles. Trailhead Brewpub generates large amounts of revenue for the community and has become a landmark both historically and socially. Restoring historic buildings and focusing on the old parts of abandoned downtowns of Ozark cities has been a significant aspect of this brewery renaissance. Not only has this revival of downtowns helped the local economies, it has helped the craft brewing industry in return.

The increase of activity in their communities, as well as the quality of their beer,

has brought a growing flow of customers into the brewpubs. Augusta Brewing Company, Flat Branch Brewpub and O'Fallon breweries have had the biggest annual growth during the past four years at about 20%. Springfield Brewing Company, Square One Brewery, Hog Haus Brewing Company, and Little Yeoman Brewery grew at a steady annual rate of between 5% and 10% for the past four years. Brewpubs not only offer a variety of locally brewed beer, they showcase the brewing equipment for all to see while they are in the restaurant. Going to the local brewpub is an all around experience for the beer enthusiast and for those visiting one for the first time.

Of course, the microbrewery revival would not have been possible without the enthusiasm of the brewer. In the microbrewery industry, the 'lives of the artist' cannot be separated from the art they are creating. These brewers share important characteristics that reveal much about the nature of this microbrewery revolution. All of the brewers interviewed for this project were home brewers at some level before they began to brew for a living. Most of them were very interested in cooking and working with raw materials. Most of them majored in chemistry and or biology while in college. Several of them dropped out of undergraduate studies to pursue their lifetime passion of brewing. Three of the brewers, Ashton Lewis and Trey Manning of Springfield Brewing Company and Larry Goodwin of Flat Branch Brewpub, (as well as owner and

operator Steve Neukomm of Augusta and Square One) went to the prestigious brewing school at the University of California - Davis. Three brewers went to the brewing school in Chicago at Siebel Institute of Technology: Dr. John Witte who was the original Trailhead brew master and now is head brewer for Augusta Brewing Company and Square One Brewery; as well as Dan Chivetta and Shawn Herrin who are both at Trailhead Brewing Company. Several of the brewers have brewed at different breweries, one at four different brewing outfits, and another at three. Together these brewers represent experience from Sierra Nevada Brewing Company, Goose Island Brewing Company and other breweries in Chicago and around the country. In the days of the early American republic, the brew master was an important figure in the community. Avid beer drinkers display that same high opinion of their local brewer today. Brewers in the Ozarks share a passion for brewing, a love of the art of beer, working with raw materials, cooking and building community through their beer that brings people together. Dan Chivetta, a new young brewer at Trailhead states his perspective on the future of the craft brewing industry:

The brewing industry is changing because the brewers are changing. Some of the old generation of brewers who got into it because of their passion for home brewing, are starting to move out into other things. Siebel, the brewing school in Chicago is starting to see a new generation of craft brewers coming through that they haven't seen before. This

new breed of brewers, have fresh minds and fresh ideas. A lot of the old brewers are moving towards managerial roles and opening the doors for the new kids coming out of brewing school ready to go. Therefore you have young brewers coming up with new and exciting beers. In the short coming years there will be a new revolution in beer that will over shadow the first craft beer revolution.²²

Not only do brewers want community to come together over their local beer, they want to build community among craft brewers. Across the country, brewers have worked together to help each other succeed in this new brewing renaissance. Working together is important for the survival of the craft brewing industry. Brian Owens, brewer for O'Fallon Brewery, stressed the importance for smaller breweries to work together saying:

We continue to maintain a great working relationship with other small breweries in the St. Louis area. Schlafly is probably our main competitor, yet we share the craft brew market here and work together on educating the public on beer. We are trying to provide for the beer drinking community new and exiting beer styles which they don't get from the big brew houses. We continually trade brewing ingredients, like hops, with Schlafly and other breweries when needed. The Master Brewers Association links brew masters in relationship together. I think overall, craft brewers realize that we need to work in conjunction with each other, and not work against each other to promote and offer different beer than Anheuser-Busch and other lager brewers.²³

The once small breweries that have now grown to become regional and national microbreweries are lending a helping hand to their 'younger brothers' in the industry. A great example of this is Jim Koch, the brewer of popular beer brand Sam Adams. In response to a serious hop shortage, Koch of the Boston Beer Company, has begun a 'hop sharing program' to help smaller brewers get access to hops. The program gives registered brewers a chance to buy hops at favourable price. The typical price for hops in late winter of 2008, according to Dave Lamb, was around \$25-\$30 a pound. Koch's hop sharing program would give brewers a major break, and sell mostly English and European hops to brewers at about \$6 a pound (with an 88 pound minimum). This could prove vital to many small brewers across the country.²⁴

The brewpub revolution has also revived old European brewing traditions. Many of the brewers try to brew within the boundaries of the Bavarian law *Reinheitsgebot*, producing beer that contains only water, malted-barley, hops, and yeast. However, the craft beer industry has also produced beer with fruit, other grains (besides wheat), chocolate, coffee, lemon grass and bourbon that does not fit to the standards of the *Reinheitsgebot* law. Some of the brewers think that *Reinheitsgebot* is an old, strict German law that should not have an impact on the experimental United States craft brewing industry of today. Others are striving to create traditional style beers and to stay within the

Reinheitsgebot law. From both perspectives, breweries in the Ozarks have been creating quality beer from quality raw materials. There has been at times tension between brewers who want to brew more traditional recipes and those who want to break out completely from the boundaries. This tension in the brewpub world is a small mirror of the tension between the macro-breweries and the micro-breweries today. It is clear that traditional brewing and the new experimental ideas of the new craft brewers combine in this brewery renaissance to create diversity in flavor, sight, aroma, and feel. Both the old and the new are joined in this new beer world and both can be experienced in most brewpubs across the Ozarks.

Beer, the drink of the world, has been and continues to be the drink of the Ozarks. The ten breweries represented in the paper are not the only microbreweries and brewpubs in Missouri and Arkansas, yet they are representative of what the Ozarks has to offer in this new brewery renaissance. This craft brewing renaissance has changed the taste of beer for drinkers all across the Ozarks. All of the brewers in the Ozarks fell under the shadow of Anheuser-Busch, which created difficulties and challenges on one hand, but was an important spur for creativity and passion on the other. Most of the brewers professed an overall respect for Anheuser-Busch. It has been difficult to break into the beer market next to a mega brewery that has such deep political influence and controls a majority of

the world's beer market; but the craft brewers in the Ozarks see their role as providing something very different than what Anheuser-Busch offers. They do not see themselves as competing with big beer, as much as having creativity and passion for purity, filling a niche that has been largely empty for over sixty years.

Dedication

This project is dedicated to my wife Aubra L. George who is ever enduring my seemingly senseless travels to breweries across America. She is always supportive, even when I tend to mention the word hops 20 times in a single conversation. This research study is also dedicated to my sons Dylan Alexander and Trey Achillian George. They embody all that I could ever hope for in human beings. They are the joy of our lives. They are the hope for hops in this new generation.

A special thank you to all the brewers that gave up time in their brewing schedule to meet with me and give me the interviews needed to complete this project. Thank you for all you do for this craft brewing industry. You make our beer, and for that we are grateful. Thank you also to the brewpub and microbrewery owners and operators for making this renaissance of beer possible.

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