Craft Beer and Consumer Behavior
For Professor V.R. Lane, Ph.D.
Marketing 6060: Buyer/Consumer Behavior
Microbrewery Research Team

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Our Original Project Proposal:

The focus of our research is on the consumer behavior of craft beer drinkers. We evaluated the microbrew community versus market segmentation. We felt that this was an interesting topic as we are fortunate to live in a state that has 160 established breweries, with more than 80 coming online in the near future. The city of Denver hosts more than a dozen microbreweries. The volume of breweries in Colorado and Denver allowed us the opportunity to observe and fully experience the microbrewery culture. We interviewed brewery owners, patrons and enthusiasts and evaluated consumption rituals and the various sub-cultures associated with the microbrewery industry in the state.

Section I. - Background & Project Proposal

The American craft brewer is small, independent, and traditional. Craft brewers are defined by production of less than six million barrels per year and less than twenty-five percent of craft breweries are owned or controlled by an alcoholic beverage industry member who is not, themselves, a craft brewer. Malt flagships define the craft brewer in that the craft brewer either has a malt beer flagship or half of its volume of production is in non-lightened flavor beer.

Four distinct channels of distribution exist in the craft beer market: microbreweries, brewpubs, contract brewing companies, regional craft breweries and large breweries. For the purposes of our research, we are focusing on the products produced by all but large breweries.

In 2011, the US beer market generated approximately $96 billion in revenue and produced almost two hundred million barrels of beer. Of that, microbreweries, brewpubs, contract brewing companies and regional craft breweries contributed eleven million barrels of beer. Overall beer sales in the US surpassed sales of wine and liquor, with craft beer sales accounting for 9.1% of all beer sales. For greater perspective, craft beer sales equaled the sales of champagne in the US in 2011. In 2012, more than 2,400 breweries were in operation for some or all of the year – the highest total since 1880. Denver ranks number one in the percentage of adults who drank a microbrew last year, while Portland, Seattle, Colorado Springs and Milwaukee round out the top five cities where adults have consumed a microbrew.

The craft beer market provides an interesting study into consumer behavior. Unlike mass-produced beer, microbreweries are better positioned to build a unique and intimate consumer culture. As we will go on to define in later sections of this report, the culture and sub-culture are unique in the beer industry. Craft beer drinkers vary by their affinity for craft beer, by preferred style of beer and by the lifestyle that craft beer drinkers embrace. This has been demonstrated in the Denver market place as there is high demand and interest in craft beer, which has enabled microbrewers to experience rapid growth. Local breweries are prevalent in our city, and it is exciting to learn more about the market and why consumers choose to or choose not to partake in craft beer.

Danny Brager of The Nielsen Company highlighted some interesting aspects and insights into the market of craft brewing while at the 2013 Craft Beer Conference in D.C. Craft beer is becoming a beverage consumed at dinner and in many instances, is chosen over wine. Almost a third of beer buyers have purchased craft beer in the past twelve months with Millennials representing forty-seven percent of the craft beer market. Lastly, more than half of craft beer drinkers recently polled cited flavor experimentation as a main reason for drinking craft beer. This is something we explore in detail throughout this paper.
Within the product life cycle (PLC), beer is in the mature phase, however, with craft beer being a newer phenomenon, it has revitalized the beer industry and is currently within a growth phase. At the Brewbound Craft Beer Conference in Santa Monica in 2011, Kona Brewing Company President, Mattson Davis stated, “over the next five years, the craft beer market will double in size to four thousand with most of them being local—brewing between one and three thousand barrels annually.” At this same conference, First Beverage Founder and CEO, William Anderson indicated that the following significant headwinds faced the craft brewery industry:

- Rampant consumer promiscuity
- High expansion capacity costs
- Private label crafts on the rise
- Distributor limitations
- Management skillset gaps

The overall beer industry is highly concentrated with ninety percent of the industry revenue generated by only eight brewers.\textsuperscript{x} Contrary to that, the craft beer competitive environment is primarily comprised of very small brewers who mostly compete on a local or regional basis. In craft beer, the top three brewers are Boston Beer Company, Sierra Nevada Brewing Company and New Belgium Brewing Company. The remaining market is incredibly fragmented with more than sixteen-hundred regional craft brewers.\textsuperscript{xii} The barriers to entry into craft brewing are relatively low and are comprised of the founders’ passion for brewing and having a local customer base with semi-regional markets.\textsuperscript{xiii} Alternatively, the barriers significantly increase when craft brewers attempt to expand either in production volume or national distribution.\textsuperscript{xiv} The competition among craft brewers occurs primarily in their method of distribution. The costs and barriers associated with expanding their distribution can prohibit outright expansion without secondary funding. It’s exceptionally difficult to expand beyond local distribution simply by organic growth.

Craft brewers primarily differentiate themselves on the basis of taste and flavor. Their positioning strategies take advantage of an underlying promiscuity to try new things. Craft brew consumers like to sample different styles of beer across different breweries versus the traditional loyalty seen with mass-production breweries. With so many craft brewers it is impossible to compare their positioning strategies and related successes. However, several key attributes and benefits seem to define success for craft brewers. Consumers require a variety in style, they want to support local brewers and economies and they demand quality in ingredients and within the brewing process. For example, the Boston Brewing Company has achieved variety and quality attributes while New Belgium has satisfied the consumer need to support local brewers and economies. In the local Denver market, we have determined that the Denver Brewing Company (DBC), Wynkoop Brewing Company and Great Divide Brewing Company are leaders in satisfying consumer needs for variety, high-quality beer and for supporting local brewers and economies.

Section II. - Secondary Research Findings: Consumer Group/Market Segmentation Analysis Stage I

The Brewers Association, comprised of more than 1,700 brewers and 36,000 members, defines four distinct markets: microbreweries, brewpubs, contract brewing companies and regional craft brewers.\textsuperscript{xv} Our findings show that this industry can be segment consumers in several ways; by region, income, social class, life-style, purchase occasions, demographics, psychographics and consumption rates. Appealing to various consumer tastes, beer can be segmented as lights, premium domestic, super-premium domestic, import and craft. Beer can also be segmented by style; pilsner, wheat beer, brown ale, pale ale, India pale ale (IPA), double IPA, bock, porter and stout. Our opinion at the onset of this project is that differentiation in taste and quality will be the main drivers behind the consumer’s choice of craft beer.
Although segmentation models vary, we found greater consistency in using psychographic data over demographic data. Examples of general beer drinker psychographic segmentation include the following:

Example 1\textsuperscript{xvi}
- Impulsive Drinker – Drink beer on a whim with little concern over choice of beer
- Macho-male – Overly masculine believing beer is a for real men
- Party Animal – Over-indulgent beer drinker
- Sport/physical Orientation – Drinks beer and watches/participates in sports

Example 2\textsuperscript{xvii}
- Cost-Aware Enthusiasts – Passionate about good beer but factor cost into their judgment about what ‘good’ means
- Zealots – Nothing is more important than drinking good beer
- Trend Followers – Drink beer because there is a buzz around it at the moment
- Looking After the Pennies – Driven solely by price--know where to find the cheapest pint in town and pay little attention to its flavor
- Boozers – Drink beer as a means to an end

For craft beer drinkers, we found psychographic segmentation as the following:

Example 1\textsuperscript{xviii}
- Epicures – Characterized by their ardor and appreciation for beer and how it’s made--prefer craft beer
- Chameleons – Characterized by their versatility--choice is heavily contingent upon mood
- Beer Snobs – Premium and super-premium beer drinkers
- Hedonists – Drink for the joy of drinking

Example 2\textsuperscript{xix}
- Casual Craft – Everyday drinkers that are not picky about brand or taste
- Core Craft – Someone who enjoys the subtleties of craft beer and discriminates on the basis of quality
- Beer Geek – Enjoy a variety of craft beer – the most discerning of craft beer consumer

Section III. Primary Research

Through secondary research we discovered two primary consumer market segments, the “expert” and the “beginner” craft beer drinker. Though we did not want to approach our laddering interviews with pre-defined segmenting ideas, we were aware of this perception when selecting our interviewees in an attempt to gather a reasonably diverse sample.

The perception of there being an expert and beginner beer drinker did, for the most part, hold true throughout the laddering interviews. However, we discovered additional insights respective to these two segments that contributed to more robust profiles. Additionally, we also determined there are two other segments that we are calling the Loyalist and the Explorer. The results of our laddering interviews can be found in \textbf{Exhibit 1}.

To summarize, four different segments were identified through laddering interviews: The Explorer, the Enthusiast, the Loyalist and the Novice. Due to the lack of monetary, and/or otherwise significant contribution from the Novice segment, we have chosen to focus primarily on the remaining three segments.
The Explorer:
- Does not necessarily care about educating themselves on craft beer
- Open to, and interested in trying new styles and flavors
- Look to visit many breweries
- The experience of going to the brewery is second only to the quality of the beer

The Explorer and the Enthusiast differ predominantly in their appreciation for the brewing process and history. Although Explorers appreciate the amount of work and passion that goes into making the beer, they do not immerse themselves in the scientific process behind crafting it.

According to our laddering interview (Exhibit 2) and secondary research, the Explorers are the largest segment. This consumer finds pleasure and enjoyment when drinking craft beer, as can be seen in the matrix of values. They often see drinking craft beer and/or visiting breweries as a social opportunity, and therefore, a way to relax after a long week. Explorers also find satisfaction in discovering new beers and breweries. Loyalty to one brewery will be difficult with this segment if new products are not constantly being offered. Smaller breweries, such as Denver Beer Company, have found a competitive advantage in their ability to produce smaller batches, thereby always having something new on the menu (Exhibit 3).

During our interviews, values such as “Sense of Accomplishment” and “Social Recognition” were also determined. These suggest that Explorers desire to be identified with, and somewhat defined by the culture of craft beer. Additionally, they positively feel there is a sense of community within the craft beer industry.

The Enthusiast:
- Has a great appreciation for the brewing process and its history
- Strives to educate themselves on all aspects of the industry
- Open to, and interested in trying new styles and flavors
- Makes an effort to visit many breweries

To a greater extent than the Explorer, the Enthusiast identifies with craft beer, and may even use it to define their present or ideal self. Furthermore, leading and influencing others to enjoy craft beer is important to this market segment, as they often want others to enjoy and appreciate craft beer on a similar level. Therefore, Enthusiasts frequently act as opinion leaders and influencers by recommending and educating other market segments on beers or breweries to try. Breweries should be aware of this, as consumers were shown to listen to their peers as they are presumably more trusted as an objective source more so than say, the bartender (ex. Mike interview). The Enthusiast also likes the social and community aspect of craft beer and sees it as a way to relax, be engaged and ultimately enjoy life.

The Enthusiast often gains a sense of accomplishment through the experience in and education of craft beer. Inclusion of this segment by a brewery’s front line staff, or better yet managerial employees, will go a long way in securing loyalty from this market segment. Inclusion could simply mean engaging them in conversation, which allows them to showcase their expertise and/or share interesting and beneficial information (the more secretive and/or proprietary, the better). A more invested inclusion practice may be something similar to what local brewery, Denver Beer Company (DBC), currently does with their customers. The DBC has a “Promiscuous Beer Drinker” card, which allows the cardholder to brew with them one day if they received the satisfactory number of punches (Exhibit 3).

Finally, Enthusiasts were also determined to be aware and proud of their contribution to the local economy. As can be seen in the revealed values, “national security” and “world peace,” they feel their patronage to the
breweries is a way for them to contribute to the health of the local economy, thereby also contributing to the well-being of people as a whole.

The Loyalist:
- Loyal to certain beers or brands
- Do not strive to try new styles and flavors
- They know what they like and do not necessarily exert much effort into finding out why
- Factors such as location, convenience, local economy or season (time of year) have an effect on their choices

Of the four identified segments, the Loyalist was a bit of a surprise discovery. The Loyalist is not always a fierce advocate for craft beer; rather, they may simply like one style or brand of beer and not think any more of it. The motivations of the Loyalist seem to be more variable than other segments, but the main motivating factors discovered in our interviews were location, convenience, local economy and season (time of year). Distribution for this segment should strive to hit both local, independent stores and convenient locations (most likely big chain stores) to appease both the local shopper advocate and the convenience-seeker within the Loyalist segment. Loyalty to a certain beer may also depend on the season so distribution decisions should take this into consideration when deciding which beers to distribute and where.

As can be seen in the matrix of determined values, the Loyalist is most likely independent and accomplished. They are outwardly secure in their decision to choose only a certain brand or style of craft beer. However, the terminal value “Social Recognition,” also suggests that the opinion of others may have an influence on their choices. Due to these insights, introduction of products/brands to this segment may be best done through the consumer themselves, or by an individual close to them whom they respect.

Among the three segments, social recognition was a common terminal value. The social and community aspect of craft beer is very important to all three segments. (Developing brand community through various efforts, marketing or otherwise, may be a significant managerial implication for craft breweries).

Section III A: Consumption Rituals.

A ritual situation is a socially defined occasion that triggers a set of interrelated behaviors that occur in a structured format and have symbolic meaning. These situations can occur at both private and public venues. Rituals are important to marketers because they usually involve prescribed consumer behaviors. Marketers can look at rituals to determine behavioral patterns and then develop products and promotions around those ritual related behaviors. Our research and observation revealed several consumption rituals including: beer festivals, brewery tours, actual beer consumption in “flights” of beer, food pairings with beer and club memberships.

Throughout the year, there are many beer festivals in Denver. These festivals usually feature craft beers from all around the world for locals to try. Consumers purchase tickets and are treated to perks such as beer tastings, souvenir tasting mugs and t-shirts. They also have an opportunity to speak with the brewers and creators of all of the different beers. This helps to build community among the consumers and brewers. Additionally, most festivals hold contests to determine the best beers and many times award winners receive national recognition. These awards can then be featured by the brewer to signal superiority over their competition. Many brewers feature these awards on their labels and in their advertising.

For example, The Great American Beer Festival is held in Denver each October. We observed that people are already purchasing tickets and Tweeting about this event as shown below.
In this instance, "@BryanDRoth" is professing his enthusiasm about the event. This gives us a clear picture of the community that develops around the event, not to mention the consumption ritual of using social media in relation to the event. On the festival’s website you can see past medal winners, view a map of the festival, buy tickets and see events scheduled for the upcoming year. Other festivals include the Denver Beer Festival and the Epic Beer Fest. Each of the aforementioned events brings together a variety of craft beer drinkers from each of our previously defined segments; Enthusiasts, Explorers and Loyalists. There are many other Craft Beer Festivals located every year throughout Colorado, the United States and the world. Overall, they are places where consumers of craft beer can gather together, meet each other, meet with brewers, taste breweries best beers and have a great time.

Brewery tours usually offer many perks for craft beer consumers. Craft beer enthusiasts can get an in-depth look at how craft beers are made and get the opportunity to ask questions about the brewing process. Tastings and samples are usually included as well as access to tap rooms for the tasting of more beer after the tour. Brewery merchandise is typically sold on site. Popular brewery tours in Denver include the Great Divide Brewing Company’s daily tour, the Wynkoop Brewing Company’s weekend tours and a tour of many brewpubs by the Denver Microbrew Tour. Additionally, there are numerous brewery tours across Colorado. Tours are a way for consumers to learn more about craft beer and develop an appreciation for what they are drinking. They can also get turned on to new styles of beer as they go through this discovery process of learning new styles of beer.

Another consumption ritual is to try multiple styles of craft beer by ordering flights. A flight is typically an assortment of different craft beers served in sample sizes (i.e. 2oz.). Consumers are given the option of picking any combination of beers that the brewery or restaurant/bar offer for a flat fee. Flights are a great way for consumers to sample beers from different places and determine what types of craft beer they like or don’t like (i.e. IPA’s vs. Wheat’s). Flights also serve the purpose of exposing the consumer to new varieties that they might not typically try if there was only a full-size option.

Yet another common consumption ritual for craft beer consumers is food pairing. Much like pairing wine with cheese or a meal, different styles of craft beer compliment different types of food. Craft breweries and restaurants offer suggestions in pairing beer with food. However, many consumers simply use trial and error to find what suits their palate. The wine industry has hundreds of years of pairing under their belt, but the relatively
young craft beer industry has developed aids like pairing charts to help consumers with this process. Below is an example from a chart developed by the Brewers Association.

As you can see, the pairing chart indicates suggested foods, cheese and desert for a particular beer type. This allows for the expansion of consumption rituals around craft beer by including food.

Lastly, craft beer club memberships not only build brand communities, but they also inspire consumer rituals. These memberships usually center on sending the consumer a “beer of the month” and a magazine or newsletter. One example is the “Original Craft Beer of the Month Club”. The consumer gets to sample a variety of craft beers. Additionally, they receive information on the beer to better educate them on topics such as the process in which the beer is brewed. Memberships to these clubs often include perks, such as coupons, lists of brewing ingredients and information about the craft beer industry. These communities and rituals help the consumer become more knowledgeable about craft beer and may even help them to become more accepted by “beer geeks.”

### Section III B: Consumer Information Process Research & Results

It is well-known in the craft beer industry that craft beer consumers are a very unique market. Their demographics can easily be segmented and they’re generally quite diverse (i.e. age varies greatly). However, while the demographics are quite different, their attitudes, cognitions and behaviors can typically be linked together quite easily.

A consumer’s beliefs about an object are referred to as the cognitive component. This is a very important part of how the craft beer target consumer thinks about craft beer because it centers on how his or her attitude and behavior reflects their choice to drink craft beer versus other beers. It is also well-known in the industry that most craft beer drinkers believe drinking craft beer is hip, adventurous and different. Because of this belief, most craft beer drinkers describe themselves as being educated, independent, open-minded and willing to try new things. These qualities were noticeable during observation of the craft beer consumer at various Denver craft brew pubs. It is also very important because these qualities are what keep craft breweries in business since their beers are very different than the mass-produced beers like Bud Light or Coors Light.

Adage conducted a study in 2009 that produced some interesting findings on craft beer consumers. According to the study, craft beer drinkers are “more likely to spend time thinking about beer rather than work.” This finding is quite interesting because it can be interpreted to mean that craft beer drinkers very much enjoy their time away from work. The study also found that craft beer drinkers seek out interesting and varied experiences and they are intellectually curious. This was evidenced by observing craft beer drinkers sampling multiple beers to participate in the discussion of their characteristics and attributes, even though, many considered themselves to be loyal to one beer more than others. Lastly, the study found that craft-beer

![Pairing Chart](image)

<table>
<thead>
<tr>
<th>Beer Type</th>
<th>Suggested Foods</th>
<th>Cheese</th>
<th>Dessert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kolsch, Cream Ale, Blonde Ale</td>
<td>Lighter food: chicken, salads, salmon, bratwurst; Monterey jack cheese.</td>
<td>Monterey Jack, brick or similar.</td>
<td>Light apricot or mandarin cake, lemon custard tart.</td>
</tr>
<tr>
<td>British-Style Bitter</td>
<td>Wide range of food: roast chicken or pork, fish &amp; chips; mild cheese.</td>
<td>Mild English cheese such as Lancashire or Leicester.</td>
<td>Oatmeal-raisin-walnut cookies or some other satisfyingly basic dish.</td>
</tr>
</tbody>
</table>
lovers are 153% more likely to always buy organic, 52% more likely to be fans of TV programs such as "The Office" and 36% more likely to be the ones to choose the movie they are going to see at the theater.\textsuperscript{xxiv}

Colorado is home to a large number and some of the most well-known craft breweries in the country. In fact, Colorado is often referred to as the Napa Valley of craft breweries. As a result, there is a high-level of consumer awareness of the industry. Popular well-known craft breweries are New Belgium Brewing Company, Odell Brewing Co., Great Divide Brewing, Avery Brewing Company and Left Hand Brewing. Additionally, these Colorado brands have developed a significant stake in the national craft beer industry as they distribute nationwide and are easily recalled in consumer’s evoked set when asked if they can name a craft beer.

It is very difficult for a competitor to steal a consumer’s patronage if a company has brand loyalty from its consumer. Achieving brand loyalty is a primary goal for craft breweries, but gaining ground in consumer loyalty is ever-increasingly difficult for the craft brewer due to the number of craft beers available. Many consumers make a point to continuously try new beers—they are promiscuous! While consumers might have a favorite beer, getting them to purchase that favorite beer consistently can be very difficult due to this promiscuous behavior. Craft beer consumer behavior is to continuously try to find the best beer possible or to experience a new style of beer.

Craft beer brands are distributed in two ways: through brew pubs and in containers at retail shops and grocery stores. Craft brew pubs tend to be small and if they distribute, do so locally. Larger craft breweries utilize larger distribution channels to bring their beer to market. The method of distribution is just one way craft beers can differentiate themselves. However, craft beer is more often differentiated across multiple product attribute dimensions. Some of those attributes are as follows:

**Quality** - Quality is probably the most communicated characteristic in craft beer brand differentiation. Many brands state that they use only the highest quality ingredients, which separates them from the competition. This message resonates with the whole food/organic buyer we referenced above. The differentiating message from these brands is to drink better—not more beer. This attribute appeals most to our Enthusiast segment, however Explorers and Loyalists appreciate quality as well.

**Style** – Style refers to the type of beer (IPA, Double IPA, Stout, Porter, etc.) Style follows quality very closely in terms of craft beer brand differentiation. Many craft breweries differentiate themselves from others by focusing on one main recipe, although some brewers will offer a fixed product offering of three or four primary recipe styles. They will either position themselves as having a “unique” style of beer or having the “best” of a certain style. Some craft breweries even create hybrid styles to provide completely unique offerings for the consumer. This attribute appeals primarily to our Explorer segment, but is also appreciated by the Enthusiasts. Style is an attribute that Loyalists tend to be loyal to, i.e. they stick with IPA’s over other styles regardless of what channel they get their beer from.

**Awards** - Craft breweries often participate in competitions in order to win awards. They can use the awards to differentiate themselves from the competition. Advertising their success allows craft brewers a unique differentiator from competition that have not been awarded. Our Enthusiast segment would typically choose awarded craft beer versus non-awarded beer. Explorers would see this differentiation as a reason to allow an unknown beer into their evoked set – similarly to how wine drinkers shop by rating.

**Batch size** - Batch size is another characteristic of differentiation for craft breweries. Some craft breweries will focus on small batch brews rather than large batch brews to gain the attention of a different type of craft brew crowd. Enthusiasts love this concept. Their pride in knowing about unique and unknown beer drives them to seek out small-batch breweries. Explorers and Loyalists are essentially indifferent to this differentiator.
**Scale** - The size of the brewery often plays a role in how a craft brewery differentiates themselves from their competition. Some craft breweries take pride in being smaller in brewing capacity than their competitors. Small breweries tend to create messaging about how their beer is special and unique. On the other hand, larger craft breweries use their size to their advantage by calling themselves a market leader. Enthusiasts shun the large breweries. It is a moral decision of sorts for the Enthusiast as the large craft brewers bear a close resemblance to mass-production brewers. Explorers and Loyalists will drink beer from the larger craft breweries, especially when purchasing from retail channels.

**Recipes** - Many craft breweries will use recipes to separate themselves from the competition. Typically craft breweries will keep their recipes proprietary but will use the recipe as a key differentiator by building a story around it to engage and captivate consumers. The recipes might have to do with being passed down by generation or true to a certain style or geographic region. This attribute is particularly appealing to the Enthusiast, but also appreciated by the Explorer. Loyalist’s appreciation in craft beer is primarily about taste, which is a direct result of recipe, however they don’t typically seek out craft beer options on the basis of recipe.

**Passion** – Brewer passion also plays a large part in craft brewery brand differentiation. Passion can be demonstrated by the brewery to their consumers by providing messaging that communicates how they are passionate about brewing quality beer and helping create a good experience for the beer drinker. This demonstrates to consumers that they are in this business for their love of the art of crafting beer; they are not doing this simply to make money. It’s a subtle attribute, but Enthusiasts and Explorers appreciate it. Loyalists are generally not interested in passion as an attribute of favor.

**Humor** - Humor isn't used as often as a differentiator as the other characteristics mentioned but some craft breweries use it. These craft breweries tend to create a persona with their brand and use humor to attract and retain their customers. Humor in messaging may be lost to the more sophisticated Enthusiast or Explorer segments, but it's a way to reach the Loyalists because of their high desire for pleasure as a primary higher-level value.

When analyzing multiple craft brewery brands, we realized that both quality and passion are being integrated in almost every brand available. The same holds true—not only for craft breweries but for the beer industry as a whole. Every brand claims to use the highest quality ingredients and therefore, produce the highest quality product. Similarly, every brand seems to claim that passion for producing a quality product and for providing good experiences for its consumers is a key motivational factor that drives the employees who run the craft breweries.

Quality and passion should definitely be associated with every brand. Both are defining attributes of the craft beer industry. For craft brewers, this is a point of parity. The use of quality and passion by craft breweries is realistic since most every craft brewery places great emphasis on quality and passion—it is usually a reason for starting the brewery.

Craft brewers would also benefit from two other attributes that were not mentioned above: education and creative identity. Craft breweries should embrace consumer education about the brewing process. They could potentially gain a very large share of the craft beer market by focusing on the consumer’s latent desire to learn more about the beer they are drinking. For example, a large percentage of craft beer consumers aren't experts on craft beers, but they are very passionate about the product. It is safe to say that many would embrace the opportunity to learn more about craft beers, given their passion about the beer. Breweries that helped consumers learn more about craft beer could potentially earn market share or steal market share from competitors who do not associate themselves with education.
Creative identity is another attribute that craft brewers should use to differentiate themselves. Craft brewers are extremely entrepreneurial and as a result, they typically have very limited marketing budgets. Many times their creative efforts are focused on packaging, logos and events, but not the creation of the brand imagery or their creative identity. This lack of attention to important details such as creative identity is pervasive across the craft brewery industry and has resulted in sloppy identities being presented. Many times their brand identity is not consistent with the brand itself. By making the development of a brand identity a priority, the craft brewery could gain greater brand recognition and equity versus their competition.

Section III C: Consumer Motivations & Values Research & Results

We defined in Section III the three segments for craft beer drinkers based on our research: Enthusiasts, Explorers and Loyalists. In this section, we will evaluate the results of numerous laddering interviews that will detail the key attributes, benefits and values the various segments have or do not have in common. We will define the motivation behind craft beer consumption and we will detail the path through which attributes and beliefs lead to higher-level values. Finally, we will describe the managerial implications of our research.

Enthusiasts

Enthusiasts love the brewing process and want to educate themselves on all aspects of the industry. They are primarily interested in trying new styles of craft beer and they have an extremely high appreciation for the art of brewing. Our laddering and ZMET interviews revealed the following shared attributes and benefits for the Enthusiast segment.

![Shared Attributes and Shared Benefits](image)

Our interviews revealed a fairly wide-breadth of higher-level Terminal Values (Rokeach) for the Enthusiasts. The primary higher-level values, from our observation, were Pleasure, Happiness and Social Recognition. Our interviews did not reveal any Instrumental Values.
Enthusiasts are motivated by the sense of adventure in trying new beer, social interaction with bar patrons and friends, and supporting local businesses. Some of our subjects were home brewers and consequently were motivated by experiencing the brewing process and trying new recipes.

Explorers
Unlike the Enthusiast segment, explorers are more interested in sampling a large variety of different styles and flavors of craft beer and are less interested with the science behind brewing. Explorers, like their name indicates, are known by brewers as the most promiscuous of craft beer drinker in that they are motivated to try a variety versus remaining loyal to one style. Our laddering and ZMET interviews revealed the following shared attributes and benefits for the Explorer segment.

Shared Attributes
- Flavor
- Familiarity
- Quality
- Originality

Shared Benefits
- Satisfaction
- Adventure in sampling
- The experience
- Social activity
Our interviews revealed that the Explorers are more diverse in their higher-level of Terminal Values (Rokeach) than the Enthusiasts. The primary higher-level values were Pleasure, Comfortable Life and Happiness. Unlike the Enthusiasts, we found Instrumental Values of the Explorer segment to be Ambition, Cheerfulness, Intellect and Love.

![Explorer Terminal Values Pie Chart]

Enthusiasts are motivated by trying new and different craft beer. They pursue opportunities to do so by touring breweries and frequenting a variety of brew pubs. This segment is an exceptionally difficult target for the marketer to focus on because of their promiscuous behavior and continual need to experience new and different craft beer.

**Loyalists**

The last segment we identified was the Loyalists. Unlike the Explorers promiscuous behavior, Loyalists do develop an allegiance to a particular brand or style of beer. Loyalists stick with the familiar and shun new styles or flavors. The Loyalists are subject to higher-levels of influence by friends and respected craft beer drinkers because of their lack of knowledge and exposure to the various styles of craft beer. They tend to appreciate the craft beers with higher alcohol content. Our laddering and ZMET interviews revealed the following shared attributes and benefits for the Loyalist segment.
Our interviews revealed that Loyalists are the least diverse in their higher-level values. Pleasure, Comfortable Life and Social Recognition are the top three Terminal Values for Loyalists. From our interviews, we determined that Ambition and Independence were the main Instrumental Values.

Managerial implications

The three craft beer consumer segments we identified share some important higher-level values – primarily based in quality of life (i.e. Pleasure, Comfortable Life and Happiness). These attributes varied by segment as did the benefits. We found it interesting that the differences between the three segments, although identifiable,
were not overly diverse. This should help management reduce marketing spend as advertisements and media messaging can be similar – i.e. they will not require completely different commercials for example.

As an example, the below graphic demonstrates how attributes, benefits and values from all three segments can be incorporated into a laddering model that would satisfy each of the unique consumers. The hypothetical beer could be created with attributes of Flavor and Quality. The craft beer could be positioned with the benefits of Adventure and Fun. By doing so, marketers could tap into the higher-level values of Pleasure and Comfortable Life.

As an example, the below graphic demonstrates how attributes, benefits and values from all three segments can be incorporated into a laddering model that would satisfy each of the unique consumers. The hypothetical beer could be created with attributes of Flavor and Quality. The craft beer could be positioned with the benefits of Adventure and Fun. By doing so, marketers could tap into the higher-level values of Pleasure and Comfortable Life.

**Section III D. Lifestyle & Self Concept**

Self-concept can be defined as the individual’s perception of and feelings toward him or herself--it’s the attitude you hold toward yourself. Self-concept is comprised of two dimensions: Private Self and Social Self. Each can be further divided into Actual Self and Ideal Self. Furthermore, the three consumer segments for craft beer drinkers in Colorado (Enthusiasts, Explorers and Loyalists) occupy different self-concept dimensions as we will discuss.

**Enthusiasts**

Enthusiasts appreciate the brewing process and strive to educate themselves about that process. Additionally, they are interested in experiencing a variety of styles in craft beer. The Enthusiast would fall into the Social Self dimension of self-concept. They are interested in how others see them and how they would like to appear to others. Their pursuit of knowledge around craft beer is as much about satisfying a thirst for knowledge as it is about being a resource or expert. Enthusiasts can have both independent and interdependent self-concepts. For example, one of our Enthusiast subjects is a home brewer and credits his grandfather with fueling his passion for craft beer – interdependent self-concept. This same subject is a high achiever professionally and is pursuing a master’s degree—which is characteristic of the independent self-concept.

**Explorers**

Though not necessarily concerned with learning about craft beer, Explorers are open to trying new styles of beer and they look to explore breweries and brew pubs on a regular basis. Explorers fall into the Social Self dimension of self-concept. They too are interested in how others see them, but not to the extreme of the Enthusiasts. Explorers tend to have more of an interdependent self-concept as they derive pleasure from the social aspects associated with craft beer consumption.

**Loyalists**

Interestingly, we feel that Loyalists fit into the Private Self dimension of self-concept. Unlike the previous two segments, Loyalists enjoy monogamy with respect to brand and style. They are not interested in exploring
different flavors. When it comes to consumption, location, convenience and season impact their decision-making. This segment is more inwardly directed as they are more concerned with how they actually see themselves than with how others see them.

Our evaluation of lifestyle utilized the online resource PRIZM™. As part of our interview process we collected zip codes for our subjects. We determined the top five zip codes for our subjects and entered them into PRIZM™. The chart below details the PRIZM™ segments that corresponded to the majority of our subjects by zip code.

Although our analysis is not scientifically valid, we thought the results were interesting. As can be seen in the chart, the Urban Achiever is our top PRIZM™ segment followed by Upward Bound and American Dreams. PRIZM defines these as follows:

**Urban Achievers:**
- Lower-mid younger mostly without kids
- Urban, lower-middle income
- <35 years old

**Upward Bound:**
- Upscale middle age with kids
- Second City, upscale
- 35-54 years old

**American Dreams:**
- Upper middle age family mix
- Urban, upper-middle income
- <55 years old

Based on the above, one could draw the conclusion that the craft beer drinker varies from young professional to older more established professionals living in or around urban areas. Although our sample was not
representative, nor was it sufficient in scale, our collective observations of Denver brew pubs were consistent with the PRIZM™ segments.

**Section III E: Picture Metaphor - See Exhibit 4**

**Section III F: Cultural and Group Influences**

**Cultural and Sub-cultural Influences**

The culture of craft beer consumers is extremely broad in the sense that it includes anyone who is interested in craft beer. Heaviest concentrations of craft beer drinkers, geographically, are in the areas with the most craft breweries and expand out from there throughout the country. Some of these areas are on the west coast (i.e. Portland), some on the northeast coast (i.e. Boston), with one main area in the middle, Colorado. Regardless of where craft beer drinkers are in the country, they all generally value very similar attributes in their beer—thereby connecting the group.

We have identified three main sub-cultures that craft beer drinkers can be segmented into: those who are passionate about craft beer (Enthusiasts), those who just like good beer (Explorers) and those who pick a few favorites and stick to them (Loyalists). The Enthusiasts pride themselves on trying all the different beers from different breweries and seek to acquire knowledge about how the beer is made and the ingredients that are used in the process. Explorers like to try the lighter craft beers and on occasion will go for the darker ones as their pallet matures. Explorers simply enjoy the beer and are not typically concerned with the brewing process or to know much about it. Loyalists are similar to the Enthusiasts but tend to stick to a limited number of breweries, which are usually geographically close to their work place or residence.

**Basic Demographics**

Nearly three quarters of the U.S. population consumes alcohol according to 2010 Gallup study. From our experiences at several downtown Denver brew pubs, we observed the average age of a craft beer drinker to be 21 to 35. We found research from Nielsen that supports our observation. According to the Nielsen data, this group is about one third of the craft beer community.

Traditionally beer has been known as a “guys drink.” According the Nielson report, men make up over two thirds of the population of craft beer consumers; however, females are becoming more interested. The vast majority of the beer drinking community is Caucasian (85%). Price has an impact on consumption as craft beer has a higher price point than mass-produced beer. Those who are middle and upper-income clearly have greater discretionary funds to enjoy any beer they desire; whereas individuals at lower income levels will occasionally reward themselves with craft beers.

Where craft beer drinkers live plays a big role in their consumption rituals as the typical drinker consumes close to their favorite watering hole. Furthermore, due to distribution limitations, there tends to be larger populations of craft beer drinkers in correspondence to where the craft brewing industry is rapidly growing, such as places like Oregon and Colorado. Realistically, beer drinkers can get craft beer anywhere in the U.S. without much effort; however, people consume more craft beer if they live near microbreweries.

**Lifestyle and Cross Category Consumption**

Craft beer drinkers tend to embrace healthier active lifestyles as well as exist on the fringe of conformity. This segment typically enjoys riding bikes, walking from place to place, hiking, camping and in general embraces an outdoor lifestyle. Consequently, they frequent places such as Whole Foods, Sprouts, local fresh markets, REI and national parks. Their choice of music is more generational than driven by their consumption of craft beer; most of the brew pubs we visited played indie-pop music like Dave Matthews, Mumford & Sons or Dawes.
Our local observations revealed that many craft beer drinkers value independent thinking, counter-culture, progressive politics, creativity, intelligence, an appreciation of art and indie-rock, and witty banter. This definition matches the “hipster” sub-segment of the millennial generation. Craft beer drinkers did not appear to be lazy as they aspire to be accomplished and productive. Craft beer drinkers tend to be more professional than then the blue collar working-class.

Finally, an interesting sub-culture within the craft-brewing world is the home brewer. Home brewers are the grass roots of the craft beer movement. They are the artesian and purists of the industry and many of today’s craft breweries began in a garage or basement developed from the passion of a home brewer.

Stage of Family Life Cycle
Everyone can be placed into a model of the Household Life Cycle (HLC) based on age, marital status and the presence of children. From our observation, younger people without kids and/or spouses tend to go out to drink more often than other segments of the HLC. The lack of apparent paternal or marital responsibility is the main observable factors of craft beer consumption. They have the time and money to experience life to the fullest before they advance to later stages of the HLC. Conversely, there are also those who consume in the comfort of their own homes. We believe this group of consumers chooses this option to accommodate a more familial centered lifestyle i.e. spending time with kids and significant other.

Generational Cohort Analysis
Craft beer consumption is widespread through multiple generations from the “new to drinking millennia’s” to the seasoned “baby boomers”. The boom in consumption of craft beer has attracted members across all generations as different people are attracted to this new trend for different reasons; age tends to not be a major factor.

Generation X and the baby boomers have been drinking for a while and are primarily drinking craft beer now to enjoy new variety. The Millennial’s, or Generation Y, has played a major role in the growth of the craft beer industry as they are consuming the majority of the craft beer being brewed. This younger generation also likes to go out and use craft beer as a “social lubricant” to mixing it up. Each generational cohort makes up about one third of the total population of craft beer consumers.

Reference Group
Reference groups vary by both situation and the craft beer brands as they influence individuals differently. Influences can include but are not limited to family and friends, other people at the bar and celebrities like Bob Cannon of the Boston Beer Company. One of the main groups that many people reference in regards to craft beer is the “beer geeks” or “enthusiasts.” People who like craft beer and are interested in the process aspire to become a “beer geek” and will adapt behaviors they observe from experts. When trying to associate with the enthusiasts, one may drink a darker or lighter beer than they normally would in hopes to fit in with the rest of the subculture.

Social Class
The majority of the American population, and fittingly the majority of craft beer drinkers, is in the middle-class. The middle-class has enough disposable income to purchase a more expensive drink, but they are not above drinking beer. Those in the upper-class tend to consume wine. However, there are some exceptions. Lower-income consumers will occasionally splurge on the upgrade to a craft beer for themselves or a friend as a treat. Upper-class consumers will drink craft beer if they feel it is higher in quality than mass-produced beer.
Individuals in all social classes like to be seen drinking craft beer. It sets them apart and it portrays them as being different, elevating them above others. Some feel that being seen drinking craft beer rather than mass-produced beer portrays them as older and wiser and more important.

**Product Usage**
Craft beer is used differently than other mass-produced beers. This is based on the continuum of age. Our observations and interviews showed that younger drinkers are concerned with cost and look for cost-effective ways to over consume and get drunk. Craft beer contradicts that philosophy as it is expensive in comparison. The craft beer drinker tends to prefer the taste and variety, as oppose to the inherent effects of the beverage. Enjoying the beer and understanding the story behind beer is what creates the emotional bond.

**Benefits Sought**
Our research indicates that variety in beer selection is a primary benefit that craft beer offers drinkers. The variety and taste of new beers is a behavioral driving force. Craft beer drinkers seek more flavorful beers as many of our interviewees referred to beer that tastes watered down as an undesirable attribute. Others like the increased status that drinking craft beer gives them. Many move to places like Colorado where craft beer is popular and they drink it to quickly fit in with the locals. The wide-variety of benefits that attract beer drinkers to craft beer lead to surprisingly similar terminal values. The most common we identified through our research are pleasure, comfortable life, a sense of accomplishment and social recognition.

**Sub-culture of Consumption or Brand Community**
Serious craft beer consumers are a distinct subgroup of society that all members unofficially identify with by the emotional bond they share to the craft beer industry. For example, craft beer drinkers share a common language. By simply interacting with the brand community, they acquire the jargon regarding beer taste, type and smell. Terms like bitter, hoppy and sour are pervasive in the local brew pubs.

Further solidifying the community are the unique varieties: sours, porters, stouts, IPA’s, double IPA’s and so on. Each beer style has an audience of loyal drinkers and they tend not to stray far from their favorites. For example, IPA drinkers tend to not appreciate the robust flavor of stout beers. This behavior creates sub-communities within the overall culture much like the “Rich Urban Bikers” versus “Outlaw Bikers” as defined by Schouten & Alexander.

**Section III G – Consumer Decision Process Research & Results**
There are five stages to the Consumer Decision Process: problem recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. The following will define the Consumer Decision Process as it relates to the three segments of craft beer drinkers revealed by our research: Enthusiasts, Explorers and Loyalists.

**Problem Recognition**
The first stage of the consumer decision process is problem recognition or the existence of a need where the consumer is motivated to act in an effort to solve the problem or satisfy the need. From our research, and more specifically from our laddering interviews, we discovered that several factors lead to problem recognition for Enthusiasts, Explorers and Loyalists.

Enthusiasts crave knowledge about the brewing process; they strive to educate themselves on the inner-workings of the craft beer industry – from brewing to recipe creation. Enthusiasts constantly pursue new styles of craft beer to satisfy their need to experience new tastes. Enthusiasts might further be divided into a super-enthusiast sub-segment which would include home brewers.
Explorers are primarily interested in trying a variety of styles and flavors. For them, the catalyst for exploration is the lack of taste and adventure that is associated with traditional beer. Explorers like to tour breweries, not for the educational aspects, but for the experience in seeking out new varieties, tastes and styles of craft beer. Explorers are searching for a solution to beer that lacks flavor.

Loyalists differ in motivation from the Enthusiasts and the Explorers as they are primarily interested in convenience – but still demand quality and taste that is not solved by traditional beer. Loyalists are not trying to solve the problem of education or variety; they seek a combination of flavor quality with ease of access.

Each of these segments typically arrives at the “problem” in two ways, through experimentation of craft beer in an effort to find other options to their norm or by introduction to the product by an existing member of the segment. Whether they independently try craft beer or a friend introduces it to them, the introduction creates a subtle cognitive dissonance for the beer drinker. What they have tried, and liked, far exceeds expectations based on the existing products they consume. What is new is better than what is old.

Savvy marketers in craft breweries take advantage of this situation by creating opportunities for non-craft beer drinkers to experience their products. As mentioned previously, beer festivals are a good way for craft brewers to reach large audiences of non-craft beer drinkers. The marketer’s most powerful weapon in this fight is word-of-mouth. By creating superior experiences for the craft beer drinker in flavor and in brew pub atmospherics, existing consumers will become brand ambassadors for the brewer. The minimal marketing budgets that most craft brewers have make these alternatives very appealing.

Information Search
The second stage of the consumer decision process is information search, the pursuit of data needed to help them resolve their problem or fulfill their need. The consumer has the option of pursuing an internal or external search; for example, information from memory or data from outside sources such as friends, family, published material or personal experience.

Our research found that all three segments tend to perform search activities in similar manners, which is demonstrated through their consumption of craft beer from either experimentation or referral. They rely heavily on external referrals from friends, family, co-workers, associates etc. Once the craft beer drinker is converted from drinking traditional mass-produced beer, they begin to differ in their search methods based on which segment they are in. Enthusiasts, who seek knowledge, use search at a higher-level than do Loyalists. Explorers will seek out experts for information on the process of brewing and they revere the opinions of the brewers themselves. On the other hand, Explorers and Loyalists primarily conduct search by using word-of-mouth referral. They can be easily swayed by close acquaintances or influential sources.

Marketers must be concerned, as mentioned above, with word-of-mouth. Given their anemic marketing budgets, most craft brewers are left with very few options for promotion. Our observation showed that many craft brewers become involved locally or with their communities to gain exposure to those in close proximity to their brew pub. For craft brewers, involvement in relatively local brew festivals is a great way to get information out to prospective customers. Typically, at these events, the craft brewer allows the interested consumer to sample their beer. The sampling process involves the prospects taste and smell senses, which can create a more lasting memory of the beer.

Alternative Evaluation
By far, alternative evaluation is the most influential part of the decision-making process for the consumer. As we referenced previously, two of our segments (Enthusiasts and Explorers) are extremely promiscuous in their
consumption behavior. These segments love to try different beer from different brewers. Loyalists, as their segment name implies, are less likely to stray from their chosen variety or style of craft beer.

The key for craft brewers is to attract customers with an ever-changing variety of beer favors and styles, while maintaining the select few beer varieties that their most loyal consumers demand. Many craft brewers do this by rotating taps or changing out the variety of beers served on a weekly or monthly basis. Larger breweries do this by creating seasonal beer selections. Our research indicates that variety is amongst the most frequently cited positive attribute for craft beer drinkers.

The variety of craft beer available to the consumer, especially in Colorado, make gaining access to the beer drinkers evoked set exceptionally difficult. In observing a local liquor store’s beer cooler, we found there to be more than 50 different varieties of craft beer. It is simply impossible for a craft beer brand to enter a consumers evoked set without gaining exposure through trial. Once that drinker tastes the beer, provided he or she likes it, the odds of that brand entering the consumer’s evoked set rise exponentially. However, given the promiscuous behavior of the craft beer drinker, staying in the evoked set is extremely challenging.

The best avenue for the craft brewer to maintain their existence in the consumer’s evoked set is by positioning themselves with their attributes. Our research indicates that key attributes are flavor, taste, quality and style. In transitioning their beer from the evoked set to the consideration set, brewers should utilize the awards they might have won in beer competitions or differentiate themselves by promoting within their local community. Our research indicates that awards and community involvement are desirable attributes.

**Purchase Decision**

The purchase decision is arrived at after careful evaluation of the products attributes during the alternative evaluation stage of the consumer decision-making process. Successfully navigating the previous step in this process entitles the brand to enter the evoked set of the consumer. From that, the consumer may develop a purchase intention – they might buy the brand. However, the purchase decision and the purchase intention are not the same as actual trial. To gain trial, the brand needs to create the proper combination of motivation, perception, attitude formation and integration.

As indicated above, the best way for marketers to impact the decision-making process for craft beer drinkers is to develop word-of-mouth campaigns and sales promotions that encourage trial, while maintaining a high-quality brewing process and continual variety in their product offering. Enthusiasts are very demanding when it comes to quality and variety. They are keen observers of the brewing process and they are very knowledgeable. Impacting their purchase decision is contingent upon the breweries ability to convey quality and passion in the brewing process. Explorers and Loyalists, although interested in quality and flavor, are more heavily swayed by referral.

**Post-purchase Evaluation**

The consumer, after trial, arrives at one of two states: satisfaction or dissatisfaction. The craft beer drinker experiences cognitive dissonance only when the taste of the product disagrees with their pallet or when the service component does not meet their expectations. Service failure is a topic for further research. Our observation indicates that the primary cause of both satisfaction and dissatisfaction is based on the taste or flavor of the beer. The segments we identified share this commonality.

For each of the three segments we identified, we have created a graphic depicting an example of the Consumer Decision Process.
Enthusiasts:

- **Problem Recognition**: I'm really curious about how craft beer is made and I want to learn more about it!
- **Information Search**: Maybe limited to existing consideration set from prior trial. May be based on information already in consumer memory from previous sampling of craft beer. Who would know about brewing craft beer?
- **Alternative Evaluation**: What are the attributes that are important in making the decision – e.g. Taste, Flavor, Style? Is one brewer's technique better than another? How does my favorite brewer make their beer and are other brewers better?
- **Purchase Decision**: Sitting at the bar or in my back yard, after learning about the beer makers brewing process, I really appreciate their attention to detail, quality and taste.
- **Post-Purchase Evaluation**: After trial, they either love it or hate it, but rarely do they sit on the fence. The style wasn't my favorite, but I really appreciate the brewers talent and I'll try it again.

Explorers:

- **Problem Recognition**: I really want beer with flavor and taste. I want to try different beer that tastes great!
- **Information Search**: Who knows about craft beer in my set of influential people?
- **Alternative Evaluation**: What beer has the best taste, flavor, style? Which style would I like; IPA, Double IPA, Stout, Porter? What do my friends drink?
- **Purchase Decision**: Sitting at the local bar with my friends I'm glad they recommended what I'm drinking. I wonder what else is good?
- **Post-Purchase Evaluation**: After trial, they either love the style or hate it. The style wasn't my favorite, so I'll ask my friends for another recommendation.

Loyalists:

- **Problem Recognition**: I really want beer with flavor and taste. I want to a go-to-beer for me to drink on a regular basis - but it has to be good and full of flavor!
- **Information Search**: What craft beers do my friends drink? I usually drink this style or brand but I wonder what my friends would suggest?
- **Alternative Evaluation**: What beer has the best taste, flavor, style? Which style would I like; IPA, Double IPA, Stout, Porter? What do my friends drink?
- **Purchase Decision**: I'm going to try that craft beer because it's on sale. I'm going to drink the same craft beer I usually drink.
- **Post-Purchase Evaluation**: After trial, they either love it or hate it, but rarely do they sit on the fence. I didn't like the new beer so I'll go back to my old stand-by!
The Involvement Question
Consumer decision-making varies with the buyer’s level of involvement in the purchase decision. Habitual or spontaneous purchases, like gum or shampoo, are considered to be low-involvement. Conversely, products that are high-involvement are more expensive and/or carry more risk of cognitive dissonance. Therefore, consumers’ conduct research or seek referral prior to purchasing high-involvement products. Beer is considered low-involvement and fits into the satisfaction category on Richard Vaughn’s FCB Grid as detailed below:

![FCB Grid Diagram]

Source: Vaughn (1986, p. 58)

Products in this quadrant appeal to sensory pleasures as social motives are important. Our observations lead us to agree with this conclusion as craft beer drinkers overwhelmingly have pleasure and happiness as higher-level values. Further confirming this conclusion is the Do→Feel→Learn process associated with trial of products within this quadrant. This information is particularly important to marketers in their design of advertising for craft beer/breweries. Passive learning may be sufficient to encourage consumers to proceed with purchase. According to Vaughn, attention-grabbing advertisements on billboards, in newspapers and at the point-of-sale would be sufficient in driving sales. Despite this, our group feels that the Enthusiasts are more sophisticated craft beer consumers and consequently, may fall into the high-involvement/feel quadrant of the model above.

Section III H: Consumer Segmentation Summary
Section III defines our consumer segments as Enthusiasts, Explorers and Loyalists. These segments share overarching values of pleasure and happiness – they want to enjoy life through relaxation and social interaction. Craft beer provides a vehicle for these segments to reach their higher-level values.

The Enthusiast has a great appreciation for the brewing process and its history. They want to learn about the brewing process and they actively seek out information about the beer they consume. Enthusiasts thrive on sampling behavior as they are commonly known by craft brewers to be promiscuous beer drinkers with a deep need to satisfy their desire for variety in taste and style. The Enthusiast segment is similar in comparison to the PRIZM™ segments: “Urban Achievers” and
“Brite Lites, Li’l City.” They are younger (<55), upwardly mobile professionals, typically don’t have children and live in urban areas.

The Explorer segment does not seek out educational opportunities like the Enthusiast segment does. While interested in new styles of beer, they tend to be heavily influenced by friends or trusted sources when deciding which beers to try. This segment enjoys visiting breweries and brew pubs, but the quality of the beer and the taste of the beer are the primary attribute drivers in their decision-making process. The Explorer segment is comparable to the PRIZM™ segments: “Upward Bound,” “American Dreams” and “Money & Brains”. They are young, professional, have starter families, and live in a combination of urban and suburban areas.

Our last segment, Loyalists, is comprised of craft beer drinkers who are loyal to brands of beer and/or to their local microbrewery. The Loyalists do not place heavy emphasis on new styles or flavors, but tend to drink the same type of beer repeatedly. They know what they like and they do not stretch themselves to explore other options. Loyalists value convenience and cost as attributes of their beer. They drink near home and they tend to monitor pricing more than the Enthusiasts or Explorers. Value is important to the Loyalist segment. Loyalists most closely match the PRIZM™ segments: “City Startups” or “Urban Achievers”. They are younger, lower-middle income, without children and live in urban areas.

What separates these segments?
Our observation and research shows that each segment values variety, quality and taste. What differs among the segment is their thirst for knowledge about the brewing process, their willingness to try other varieties and the degree of convenience they are willing to ignore in pursuit of craft beer. As referenced above, Enthusiasts seek knowledge. Conversely, Explorers and Loyalists are not as interested in how the beer is brewed. Enthusiasts and Explorers actively seek out new styles and flavors of craft beer, Loyalists do not. The Loyalists embrace the comfort of what they know. Unlike Enthusiasts and Explorers, Loyalists will not travel far from home to find craft beer. The Loyalists expend minimal effort in finding craft beer and they will frequent the liquor store or grocery store before traveling long distances to drink.

IV. Implications & Recommendations
Savvy marketers need to understand that although similar in their love for craft beer; there are different consumer segments within the craft beer consumer population. From our research we developed three different segments: Enthusiasts, Explorers and Loyalists. We found both extreme and subtle differences between the three segments and we are confident based on our research and first-hand observation, that we have arrived at the most accurate segmentation within the Colorado craft beer consumer. Denver has presented us with a rich pool of craft beer drinkers to study thanks in large part to the shear quantity of craft brewers in Denver and Colorado.

Based on our research, we found differences that would warrant varying approaches to designing marketing strategies for craft brewers. Keeping in mind that craft beer drinkers differ significantly from those who consume mass-produced beer, the marketer needs to take advantage of the craft beer consumers search for pleasure and happiness. Our research indicates that, regardless of the consumer segment, craft beer drinkers are seeking out attributes that will help them satisfy a deeper yearning to satisfy these two terminal values. A wise marketer would focus on those values specifically in creating strategy, advertising and messaging.
Enthusiasts are the most cerebral of the craft beer drinkers – constantly seeking knowledge about the beer they drink. Marketers need to design strategies around helping this segment find opportunities to learn and explore different beer styles and brewing techniques. Explorers love the prospect of sampling new styles and flavors. They are by far the most challenging segment for the marketer because of their promiscuous sampling behavior. By creating new styles, seasonal styles and by rotating taps, the craft brewer will stand a better chance of capturing a larger percentage of the Explorers share spend. Lastly, Loyalists are, as their name indicates, very brand loyal. They do not require large or diverse variety, but rather a trusted option in craft beer. Marketers need to appeal to their sense of value and consistency in product quality to obtain their loyalty.

Our suggestion for the marketer’s execution of the four P’s (Product, Place, Promotion and Price) will differ by segment. For Enthusiasts, the marketing communications emphasis will need to focus on education of the production process and craft beer attributes that focus on quality and variety in flavor. Place, for the Enthusiasts, is the second most critical element of the marketing mix as the intelligence of the Enthusiast is not easily manipulated by cleverly created advertising or messaging. They are hands-on; they want to visit the microbreweries and get their hands dirty through their experience of the brewing process. For Explorers, the emphasis needs to be on promotion. The extreme difficulty in obtaining loyally from this segment requires constant reinforcement of the brewer’s message and constant contact with the Explorer to inform them about new products, styles and variety. For the Loyalists, price and promotion are essential. Differentiation via price is critical for attracting this segment. Following that, promotion is key in supporting or maintaining a brand in this segments evoked set.

Further recommendations for the marketer to determine would be the “customer lifetime value” of each segment. Will these segments and the craft beer industry endure, or will it simply go the way of cigars and oversized SUV’s – become a fad. Only time will tell if craft beer is here to stay, but we think the customer’s willingness and ability to consume and contribute value to the industry over time will play a significant role in the craft beer industry’s ability to exist and expand.
Exhibit #1
Laddering Interview Results Matrix
### Ladderling Interview Matrix

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**Instrumental Values**

- Ambition
- Broad-Mindedness
- Capability
- Cheerfulness
- Cleanliness
- Courage
- Forgiveness
- Helpfulness
- Honesty
- Imagination
- Independence
- Intellect
- Logic
- Love
- Obedience
- Politeness
- Responsibility
- Self-Control
Exhibit #2
Team Laddering Interviews
Kelsey G.

Age: 24
Gender: Female
Education: Some College
Occupation: Project Manager
Hobbies: Camping, 4-wheeling, fishing, snowboarding, socializing

Do you drink craft beer?
Yes

How long have you been drinking craft beer?
2-3 years. Not right when I turned 21 but shortly after.

Why do you like craft beer?
Craft beer has more flavor than the not craft beers. I also like the different flavors. Oh and it doesn't taste like watered down pee.

Why is flavor important?
More flavor makes me enjoy it more. I like to try all the different kinds of beer too. It's more fun to drink with all the variety than just a case of the same light beer.

Why is having a variety important to you?
Pretty much so I don't get bored.

Why do you not want to be bored?
Well I don't think anyone wants to be bored but I'm enjoying [the beer] and don't want to drink the cheap watered down pee.

Weird. Why do you not like watered down pee?
The stuff has no flavor. It's like drinking water which is not what I usually want to do when im out spending money on drinking beer.

Makes sense. Moving on, is price an issue when you are drinking?
No, not really. I would rather pay more for more. I think the higher quality of the craft beers makes that a better value.

So quality is important. Can you tell me why?
I'm usually drinking to enjoy myself so I want to do that enjoying what I'm drink too.

So it is important to enjoy yourself? Why?
Yes it is! That's what life is all about! But more specifically I like to savor the flavors and aromas of all the different craft beers.

Why do you need to savor the flavor and aroma?
Because I don't want to drink things that I don't like. I would rather drink hard liquor if I can't find a beer that I like.

**Why is it important to like the beer?**
So I'll drink it. And if I like that beer I am much more likely to try other new beers from that same brewery. I guess I trust the the brands if I like the beer.

**Why is it important to try different beers?**
I think it’s important to try new things in general.

**Why is it important to try new things?**
If you are trying new things, it may open new doors to new things that you might love. If you don’t at least try new things than you will miss out on something you might like for sure.

**Why is it important to try new things?**
I guess to create and build on your character and get out of your comfort zone.

**Why is that important?**
So you’re not boring and you will be more likely to live on the edge and get more out of your life.

**Why is it important to not be boring?**
To have friends.

**Why is it important to have friends?**
To be a functioning part of society.

**Why do you want to be a functioning part of society?**
To have a job, car, kids, and get married.

**Values**
Social Recognition
Comfortable Life
Pleasure (enjoyable life)
Sense of Accomplishment
Taking Care of Family
True Friendship
Happiness
Joe C.
Age: 53
Gender: Male
Marital Status: Married
Kids: 2 boys
Education: College grad
Occupation: Real Estate / Construction
Hobbies: Skiing, music, softball, fishing, hockey

**Why do you drink craft beer?**

Well the first quality I like is the higher quality of the beer itself. I like to try all the different varieties with the seasonals as a must have for me. How much flavor they have is another great quality. They do have a little more kick too so I’m not drinking a whole case of beer like we did when we were kids…not that I could anymore.

**Why is quality of the beer you drink important to you?**

I’m getting older now and I like to enjoy life instead of racing through it to find the finish line. When we were your age we just drank whatever we could find and got drunk. That’s not the case anymore. It might take me an hour to finish one beer and I’m fine with that.

**Why is slowing down important to you?**

Think I’m just trying to enjoy as much as I can before I leave this life. Most of my life I was working my ass off to get ahead. Well it worked and now I’m doing well so I can enjoy what I have instead of dreaming of getting there. I’m too old to not slow down.

**Talk to me about the varieties of craft beer and why that is important to you.**

Over the years I have become bored with the same light beer I used to drink. You can only drink the same beer for so long before you get bored with it so now I switch it up almost every time I have a beer. And it almost seems like a challenge to myself to try as many different beers as I can. The breweries that have the seasonals make that easy because they switch it up for me.

**Why do you not like to be bored?**

Sometimes I do but when it comes to beer I do not like to be bored. Kind of like a pet that eats the same dry food every day. That sounds pretty boring to me so that’s why I like to trying new things.

**Wait…a pet will eat everyday, so how often do you drink?**

I like to have a beer when I get home from work to help wind down. Not a big deal?

**So you drink beer every day?**

No, but probably close.
Why is it important to “wind down” from work?

I am not saying that I need to drink to wind down but I think it helps me detach from the job so I can hit it hard the next day. When I can get away for even just the night it helps me to not get so wore down.

Why is it important to avoid getting wore down?

If I get sick of going to work every day then one of these days I might just not go. Being that I own my own company I can’t really get fired but the company isn’t going to run itself. If I don’t want to work I am not as productive when I’m there. Less production means less jobs and less money. And when that happens I get even more burnt out.

Why is more flavor in your beer important to you?

I think that has a lot to do with the bored factor again. I seem to just enjoy the beer more when it has a more powerful taste. I drink Coors Light or something like that and it just seems so watered down. Its like drinking 2% milk your whole life then you have a glass of skim milk.

Why don’t you like your beer to be watered down?

[Laughing] I don’t like anything watered down. I drink craft beers because they are not like that. I think the thickness of the beer also adds to the flavor.

Why do you like a thick beer?

Its more filling. I don’t like to drink a lot of beers in a night so being filled up is satisfying. There is also more alcohol in the beer than the light stuff so I still feel good even with only having a couple beers.

You had mentioned that craft beer has more of a kick so why is it important to you for beer to be a little stronger?

Mainly because I don’t like to drink as much anymore so I can still catch a buzz from only a couple beers. And when we go out we don’t need to buy as many beers.

Why is it important to catch a buzz?

Its not really but it is nice to get away from everyday life like we talked about earlier.

Values

Happiness (contentment)
Sense of Accomplishment
Comfortable Life
Pleasure (enjoyable life)
Laddering Interviews- Microbrews

THAD: 30 years old- Male- From North Dakota- Now a homebrewer

1. Why do you drink craft beer?
   Because it’s with love and lots of flavor.
2. Why is it important that your beer have flavor?
   Because life is short and I drink it to enjoy the flavor.
3. Why is it important that you enjoy your life?
   To be content. Isn’t that obvious? Also, I don’t drink to get drunk. I drink to enjoy the flavors. I didn’t really ever drink any beer other than microbrews. They have variety and variety is the spice of life.
4. What makes variety so important to you in craft beer?
   I like to try lots of different ones and try to figure what ingredients they have.
5. Why do you like to figure out the ingredients?
   Tasting beer is really like an art form. You have to smell it, see, and taste it. It’s a hobby of mine.
6. What makes it a hobby?
   I like to go check out different breweries and meet my friends. We all home brew so maybe that’s why we’re so into it. I really like making my own beer to experiment and try stuff out.
7. Why do you enjoy homebrewing?
   Again, it’s an artform. It’s also a challenge. And I like to make beer that people can drink and enjoy.
8. First, why do you enjoy the challenge?
   I really like to try out new stuff. I don’t know.. it’s fun.
9. Why do you like new stuff?
   I don’t like to be bored. Again, I like to enjoy life.
10. Ok, why do you like to make beer people enjoy?
    It’s fun to watch them drink it and see what they think.
11. Why is that fun?
    I don’t know but it is.

Values:

-Pleasure
-Happiness
-Self-Accomplishment
-Ambitious
-Social Recognition
Ladderings Interviews - Microbrews

SARAH: 29 Years Old- Female- From Eastern CO

1. Why do you drink craft beer?
   Because I enjoy the variety.
2. What is about the variety that you enjoy?
   Some days I don't feel like a certain type of beer.
3. Any examples of that?
   Like in the summer—I don't want anything really heavy. I'd prefer something more refreshing. But some days I do enjoy a heavier beer like a stout.
4. Why don't you enjoy heavier beers in the summer?
   Because it's hot and I don't like dark, heavy beers then. I'd rather be refreshed.
5. What makes you like lighter craft beers as opposed to other more mass-produced beers?
   For one I want better quality for my money. I'm also from Colorado so we don't drink beer that tastes like water.
6. Why is it important that you get better quality for what you pay for?
   I work hard for my money. I don't want to waste it on crappy beer.
7. Why not waste it?
   I don't drink to get drunk; I drink to enjoy it. I want to spend my money on stuff I enjoy. Not waste it.
8. Why is important to enjoy?
   Because I appreciate quality! (getting irritated now at the why questions.)
9. Going back to being from Colorado, why does that matter?
   People here appreciate quality beer and variety of ingredients.
10. Why do you think that is?
   It's the culture! Again, I think it points back to variety and quality.

Values:

- Pleasure
- Happiness
- Comfortable Life
Whitney Darlington

**Jenna- 29 Years Old- Female- From Illinois**

1. Why do you drink craft beer?
   
   *I really only drink wheat beers. I guess those are craft?*

2. Yeah a lot of them are. Which is your favorite wheat beer?
   
   *Sunshine Wheat from New Belgium.*

3. Why do you drink Sunshine Wheat?
   
   *I mostly just drink when my friends drink. And it’s light and I like the taste.*

4. Why do you drink because your friends do?
   
   *I like to hang out with them and we drink beer a lot when we go to dinners. I guess that’s how we entertain ourselves.*

5. Why do you choose Sunshine Wheat to drink at dinner?
   
   *It’s got a light flavor and doesn’t get me too full. I also like the way it tastes the bests. I’ve tried other kinds of beers like IPAs but I don’t like the hops in them. Hops suck.*

6. Why do you think you like the wheat flavor?
   
   *Because it’s light and I like the color. It makes me happy.*

7. Why is it important that you are happy?
   
   *Who doesn’t want to be happy? I want to enjoy what I consume and spend money on. I don’t want to waste time on things I don’t like.*

8. Why don’t you want to waste time?
   
   *Because that’s just dumb. Don’t ask me why it’s dumb. Ha*

9. Ok then. Why do you want to enjoy what you consume?
   
   *Quality of life. Happiness. Stuff I’ve already told you.*

**Values:**

- Happiness
- Comfortable Life
Ladderling Interviews- Microbrews

ELISE: 28 years old, female, also from Eastern Colorado

1. Why do you drink craft beer?
   *Because it tastes better.*
2. Why is it important that it tastes better than other beers?
   *Because I want to actually enjoy the beer I’m drinking.*
3. Why?
   *Because if I’m going to consume calories, they need to be worth it! Cheap beer isn’t worth the calories to me.*
4. How come quality calories matter to you?
   *Extra calories mean you have to work more off later.*
5. Are you pretty concerned with having to work them off?
   Yeah. It’s a lot of work to work out and exercise. I’d rather drink a beer that’s actually worth the effort. I have better things to do than worry about working out all the time because I have to drink cheap beer.
6. What makes cheap beer not worth it?
   *There’s just no point. It tastes horrible like water. I might as well order a water.*
7. Why don’t you just simply order water?
   *Because I enjoy the flavor of craft beers. I like IPAs because of the hops.*
8. What is it about the hops?
   *I don’t know that much really. I just like the taste and I feel good about spending money on a quality beer with dinner.*
9. Why is it important that you feel good about how you spend your money?
   *I work hard for it. I don’t want to spend it on crap stuff and extra calories (laughs.)*

Values:

- Pleasure
- Happiness
- Comfortable Life
Interviewee: RL
Age: 31-35
Relationship Status: Married
# of Children: 0
Gender: Male
Zip Code: 80238
Highest Educational Level: MBA
Hobbies: Running, Trail Running, Soccer, Foodie
Favorite Music: Indie Pop

**Why craft beer?**
I like the flavor and the variety of flavors

Why is flavor important to you?
I like the variety and I like beer to have substance

What do you mean by substance and why is that important?
I don’t want to taste something that’s watered down and I want to enjoy what I drink. I want the beer to be memorable.

Why memorable?
I enjoy the idea that after I finish drinking the beer I’ll remember it as a pleasurable experience. I want to remember it.

Why is remembering it important?
I don’t know. It needs to be more substantial than Bud Light I guess. Who remembers Bud Light?

You mentioned that beer shouldn’t be bland or watered down. Why is not being bland important?
I really like the flavor of different beer and I want my beer to have unique and substantial flavors. Craft beer meets that requirement for me. I also like that to drink good beer that is familiar to me. Shortly after college, when I could afford it, it was New Castle. Because I enjoyed the “complexity” of the taste and flavor.

That led to Sierra Nevada. Then I moved to Colorado, where you can’t not drink craft beer—it’s everywhere. Now I just prefer IPA’s. Knowing that the taste will be reliable is important to me.

Is coolness a factor?
Not for me. I don’t care about being the guy who’s drinking the latest and greatest craft beer. When I go home (Raleigh, NC) I buy a 12 pack of mixed IPA’s and share them with my family. But my Dad is the only one who really likes beer – the rest don’t care about it – except that its free!
You mentioned earlier that favor is key for you – Why is that? Does it have to do with your love of cooking?
I still cook from scratch. My wife has learned to love food. When we met she had never had real garlic, only powdered garlic. She loves it now because it adds so much flavor to food.

Do you think that your love of flavor is cultural? Yeah, probably – my Mom’s French and we grew up with really good food – always fresh and always full of flavor.

So would it be fair to say the flavors lead to satisfaction?
Yeah, I think that makes sense. I constantly crave new flavors and when I don’t get them, I get bored. Food or beer, I need diversity.

Do you think that you derive pleasure from satisfaction?
Sure.

Does food and good beer make you feel comfortable – comfort food for example – good French food with good craft beer?
Yeah, I think that’s accurate. I always enjoy cooking and having a good beer while making something unique. I also like to pair food with beer.

**Attributes**
- Flavor
- Substance
- Familiarity
- Quality

**Consequences/Benefits**
- Satisfaction
- Sense of adventure in trying new beer
- Tastes good with food

**Instrumental Values**
- None

**Terminal Values**
- Personal Gratification
- Comfortable Life
- Pleasure (Enjoyable Life)
Why craft beer?
For the taste and variety

What is it about taste that appeals to you?
I like the variety in flavors that I get when I try new beers. For me it's about sampling a wide variety and trying different styles of craft beer.

What are “styles”?
Like varieties in wine. There are style guides that tell you about coloring, flavoring, etc. Like the Farmhouse you’re drinking – that’s a style that can be referenced in the guide.

Sounds pretty technical, do you consider yourself a craft beer expert – that is to say do you have a lot of experience brewing?
Yeah, I brew and I learned it from my grandfather. I like to take his old recipes and brew them. Sometimes I’ll make subtle changes to them to suit my taste. For instance I like to brew with maple syrup – especially in the winter.

So brewing is a family tradition?
Yes.

Is tradition important to you?
Yes. With brewing it’s something that my grandfather and I shared and those memories are really important in influential in my life.

Why is it you like to homebrew?
So I can get exactly what I want, so I can experiment. During the fall I’ll get together with a bunch of buddies and spend a Saturday in the garage brewing. It’s a great social activity.

Is brewing and being social important to you?
Yes, brewing and drinking craft beer is a social thing for me. I like to hang out with buddies, watch a game or B.S., and try different beers

This is the second time you’ve referenced trying different beers, why is that so important?
Craft beer is about trying different flavors and styles. It’s impossible to be loyal to one craft beer. You may have a favorite, go-to beer that you take to parties, but when you’re out at a bar with 15 taps you want to try something new. Craft beer drinking is about sampling.

Sounds like you see this as a huge social activity in your life, what connects beer and socializing? Why is that important? It’s a great way to relax!

Ahh, so connecting with friends over a couple of good beers is relaxing for you? You bet! It’s how I unwind.

Do you relax in other ways – the gym, hiking, skiing, etc.? Not really, I’m busy with work and school so beer is the most convenient way for me to do that. I like the camaraderie and social aspects of hanging in the bar with buddies or my wife and talking over beers.

Why is relaxing important to you? Laughs – so I don’t lose my marbles?!? Relaxing is super important given everyday stressors – if I can’t relax I’m a total grouch. Relaxing helps me be a happier guy.

Attributes
Flavor - taste
Styles
Variety

Consequences/Benefits
Sense of adventure in trying new beer
Social interaction
Creativity in brewing – a creative outlet
Connectivity with family tradition

Instrumental Values
Competence
-Imagination in brewing

Terminal Values
Personal Gratification
-Comfortable Life
-Pleasure (Enjoyable Life)
Self-Actualization
-Sense of Accomplishment
Personal Contentedness
-Happiness
Why craft beer?
I like the taste.

What’s important about the taste?
I don’t like watered-down beer – that taste. Craft beer tastes better. I want beer to taste like I think a beer to taste. I don’t like beer that tastes watered down.

What is it about taste, aside from the watered-down issue, that appeals to you?
I like beer that has a little bite. IPA’s are my favorite. I guess I like the bitter hoppy taste.

Do you like other styles of craft beer?
Yeah, but I don’t like dark ones. Porters or something like Guiness.

Why not?
They’re too rich – malty I guess you’d call it.

Do you try different IPA’s or stick to one brand?
I try different ones. I like to sample them.

Why is sampling important?
So I can try something new. I like to try new things.

Why is trying something new important?
I guess the adventure of it.

So you like adventure? Why?
I don’t know - its fun I guess. I like new things.

What else appeals to you about craft beer?
The high alcohol content.

Why?
Well, I can drink 6 Coors lights – get full and make multiple trips to the bathroom. Or I can drink 2 good beers and get the same “results” without going to the bathroom a million times.
What’s more important: Price, Taste, or The Style of Craft Beer?  
In this order, Style (IPA), Price, then the % of alcohol

Why is price important?  
I like to get the most “bang for my buck” so I’m willing to spend a little more on a craft beer with higher alcohol.

You’re younger, do you feel out of place at somewhere like DBC?  
Not really. But I do feel like the youngest person there when I am there.

Does that bother you?  
Not really.

Does that keep you from going there on a regular basis?  
Maybe, I prefer places with people my own age.

If a bar had 10 taps comprised of various Colorado microbrews and it had your demographic hanging out there, would you prefer that?  
Yeah!

So does the make-up of the crowd matter to you?  
I guess so.

Attributes  
Flavor  
Cost  
Alcohol Content

Consequences/Benefits  
Sense of adventure in trying new beer  
Ability to “get a buzz” with less beer

Instrumental Values  
None

Terminal Values  
Adventure – An exciting life
Rachel Mimken
Mike’s interview:

1. Why do you drink craft beer?
Um, I just like the taste.

2. What about the taste do you like?
Um, it’s just better than normal beer. It’s better than stereotypical beers like Budweiser, it has flavors.

3. What kind of flavors are you talking about?
Um, I like the IPAs… I don’t know just like different tasting porters and stuff like that. Just different flavors that what people usually drink.

4. And why do you like different flavors?
Just because I drank the same type of beer for a long time. It’s just good to have different flavors or tastes I guess.

5. Why is it important to you to have different tastes or flavors?
Just to mix it up a bit. It gets old after awhile and instead of resorting to mixed drinks and stuff like that. I can branch out and try different beers without getting as drunk.

6. Okay, so you’re not looking to get as drunk?
Right, yeah, just like enjoy drinking the beer.

7. And why don’t you want to get as drunk?
I guess just so I don’t feel as bad in the morning (laughs). Just so I can remember everything I do and just be able to socialize with people without being obnoxious.

8. Why do you want to still feel okay in the morning?
Um, just to be productive. Wake up at a reasonable hour and maybe get some things done without feeling totally sick.

9. Why is it important for you to be able to get things done on the weekend?
Uh, just because during the week you’re just so busy it’s good to get your personal stuff done on the weekends and rest up a bit.

10. How long have you been drinking craft beer?
About 3 years.

11. What or who got you introduced to craft beer?
Um, the reason I started drinking craft beers is because my friends and I started drinking like Guiness and other dark beers. Then from there the restaurants had different types of those beers. Then I just started seeing them more and more so I started trying them.

12. So accessibility was important?
Yeah.

13. Would you still drink craft beer if it wasn’t as accessible?
Um, probably not as much. If it wasn’t on tap somewhere I probably wouldn’t go out of my way to find it.

14. Would you say convenience is more important than quality?
Mm, I guess I wouldn’t say that. I actually think I like quality of beer more than convenience, but I mean after working 5 days a week it’s definitely good to just have a beer. I’ll see what’s there and if there’s craft beer there I’ll definitely have that, but I wouldn’t go somewhere else looking for a certain kind of craft beer.
Rachel Mimken
15. Would you say quality is the most important factor when choosing a craft beer or does something like price or convenience come before it?
Um, probably quality. When I'm looking for beer like at the store quality is probably the best option.

16. What would you say comes second to that?
Probably accessibility. If it was there I'd probably still get it even though I didn't really like it over stereotypical beers.

17. Why do you think accessibility is important to you?
I guess just like it's easier having it there. Whenever I go to a bar the first thing I look for is craft beers and if I see a craft beer on tap that I recognize that makes me want to buy it more. If I didn't I probably wouldn't try it right away.

18. What different factors encourage you to try different kinds of craft beer?
Um, I guess just friends giving me different opinions.

19. And why do you think from friends and not say, a bartender?
Um, because they have the same type of tastes and they know what I like. So I take what they say a little more to heart than what a bartender says I guess. Although I also take into factor that they like different beers themselves so I'll weigh a couple different options—it's a very complex decision (chuckles).

20. Is it really or are you joking?
It really is! I have so many things going through my head until I need to say something when the bartender asks me.

21. What kind of things go through your head?
Knowing different craft beers. How strong I know certain beers are, and how drunk I'll get off one. I'll judge the situation too. If I'm with a couple people I probably won't get a 14% beer, but if there's like a wild party going on I'll get the 14%, get a little drunk and be a bit more social.

22. So that drunkenness comes into play again?
Yeah I don't want to be too drunk and if I'm really full I won't go for a darker beer.

23. Is it important to you to have food there then?
Yeah I think that's really important because I think they go hand in hand. Not like anything serious just like appetizers or something like that.

24. How about things like games or live music?
Live music and beer kind of go hand in hand. I think they work well together. I mean I'm just a big fan of live music so maybe I'm a little bias. Maybe things like fuseball or other games would be cool too.

25. Would that (extras) be a determining factor when you're choosing where to go?
Yeah, I mean as long as it's not too crowded. It would always be cool to see live music if it's not too crowded you know.

26. Why is it important to you to not have it be really crowded?
I just hate fighting through people to get to the bar or waiting in line to play a game. If I want to get a beer or play a game I just want to do it right away. I hate wasting time that way.

27. Why don't you want to waste time?
You spend so much time of your life working, and working towards be able to have free time so you don't wanna waste your time waiting in lines and that sort of thing.

28. What atmosphere do you look for?
Rachel Mimken
Loud atmosphere, people socializing talking, music in the background. Live music, games going on. Games on the TV maybe. People just having a good time.

29. Do you look for TVs then?
Depends on the night. If there’s a good game on, definitely. If I’m going out for live music though I don’t really care. So depends I guess.

30. Besides for noise, is there anything about the interior of the breweries you look for?
High tables I guess. It’s awkward sometimes if the tables are too low and you walk in late. I want a big bar where people are sitting at high level. Make it as easy as possible to socialize.

31. Why do you want everything to be easy?
Just don’t want to feel awkward like kneeling at a table or something.

32. Anything else about the set up of the place?
I need to be able to walk around without knocking people or things over. Multiple access points to the bar.

33. So hearing a desired ease of process from you?
Very streamlined, very efficient, yeah (chuckles).

34. Why do you think you want things to be efficient?
I just want things to be organized and not chaotic.

35. Why don’t you want to be in a place that's chaotic?
Just the stress of it I guess.

36. Why don’t you want it to be stressful?
Just because working and schoolwork and stuff like that is already stressful. If I’m stressed there then why should I be there?

Values (Rokeach):
Freedom (escape)
Happiness
Pleasure
Social recognition

Demographics:
Age group: 26-30
Relationship Status: In a relationship
# Children: 0
Gender: Male
Zip Code: 80218
Education: Bachelors
Favorite music: Hip-hop, rap
Hobbies: Basketball, video games, and listening to music.
Rachel Mimken

Juli interview:

1. Why do you drink craft beer?

Gets me drunker faster and it tastes better than shit beer.

2. What about it tastes better?

Umm… It’s got more depth. It has more flavor and it doesn’t taste like ass like other beers. Like, Coors tastes like carbonated water and bananas to me, but like other beers taste like people actually put thought into them. Like, the Graham Cracker Porter at Denver Beer Co., you can tell that those are the flavors that they put thought into putting into the beer.

3. Why is it important that they put thought into making the beer?

Um, because that’s what makes a good product in the end. Anything that someone puts thought into is going to have a better result than something someone just spits out. I mean whether it’s beer, or curtains, or food…

4. Do you always try to buy “good” products?

No. (points to curtains) Like I bought those curtains from IKEA and they’re shit, but they cover my windows and they look okay so I’m alright with it. But anything that goes into my mouth or body should probably not be as bad as the curtains I bought from IKEA. I mean, I’ll def. drink shit beer, but preference-wise I’ll go for craft because, I mean, it’s more expensive, but it’s more worth it because it has a higher alcohol content and it tastes better.

5. Why do you like that it has a higher alcohol content?

Because it gets me drunker faster!

6. And why do you want to get drunker faster?

Because isn’t that kind of part of the goal when drinking beer…? Maybe that’s the college mindset I have still. So like, I don’t just drink beer to get drunk, I like the flavor too, but like it’s probably 50-50 for me. Like, I wanna get drunk when I’m drinking beer. I don’t wanna just drink some non-alcoholic shit. If I wanted to do that I’d just go drink some grape juice instead of wine (laughs).

7. Why do like the feeling of being drunk?

Oh my god…I’m just going to sound like an alcoholic on this!

Umm… It lets me let go of the inhibitions that I may or may not have already (I don’t really have very many inhibitions anyways…) But, it makes everything funny and more fun.

8. Why is it important to you to have those kinds of feelings?

Because sometimes you gotta just let go and have fun! You can’t just like always be uptight and you know… concentrating on stuff. It just lets me let go, especially after a hard workday. I just wanna have a beer, get some buzz going, forget everything that’s happened that week, and just fucking relax.

9. How long have you been drinking craft beer?

Craft, I wanna say 2 or 3 years. Beer in general…? Is that the next question (laughs)?

10. What made you start drinking craft beer?
Rachel Mimken

Because I was sick of drinking Bush light! I don’t know why or what encouraged me really. I think I just tried one once and liked it and so then if I could afford it, I’d drink it and if not, I wouldn’t. I just drank it and it tasted better than Bush light so I kept drinking it.

11. Did a lot of your friends drink craft beer at the same time too?
Umm, no. My sister did. She kind of got me into IPAs. It was right after she lived in Denver actually. Yeah so, like we were drinking craft beer before she lived in Denver, but IPA-wise…they’re huge here (Denver) and that’s what really pushed her towards them. So she moved back here and bought them so I always drank them with her and I started liking them too.

…So yeah, the one brewery in town, Southern Tier, is where we started drinking every Wednesday night, and then Thursdays and Fridays too (laughs). And that’s when we (her fiancé and her) started liking craft beer more.

12. So with your sister having been here (Denver) and tried a lot more craft beer, did you see her as sort of a “guide” or “gateway” into craft beer?
Not necessarily with ALL craft beers because we were all sort of drinking craft beer, but specifically with IPAs, yeah.

I don’t know about “gateway”, I think I was more of a gateway for her in terms of drinking in general (laughs).

Yeah, I’d say with IPAs though because she started drinking them before me.

13. Do you see IPAs as sort of the “pinnacle” of craft beer?
No. I actually think dark, like beers you can’t see through in the glass are the pinnacle. When there is a really dark, pungent beer I think people are more afraid to try it than a lighter one.

14. What do you think has had the most influence on you trying different flavors/types?
I don’t know really…I think I just got sick of what I was drinking at the time. Like I don’t think it was any certain thing or person. I actually went to the darker beers first.

15. Why do you think you did that?
I think because they have more distinct flavors. You can tell there’s like a mocha or a pumpkin flavor, or whatever they put into it. I’m usually like, oo I like coffee so I’ll try that. Like I think I look at the menu and am like, I like coffee so why not. Whereas, IPAs are just like IPAs. I mean, there are different degrees of them, but they don’t have a specific flavor.

16. Why do you think you’re drawn to things with specific flavors?
I have a really distinct palette. I think flavor-wise, I know what I like so it’s easier for me to pick things out because I know I’ll like it. I mean, I’m not super picky anyway so it’s not hard for me to try anything, but I just know what I like.

17. Do you think names have an influence over you choosing a certain beer?
Yes, definitely. If something has a really cool name-I mean I don’t just base it off the name, but if it has a really cool name and a flavor I like I will definitely choose it over a beer just with flavors I like.

18. Why do you think that is?
Because I’m trendy? I don’t know why. Maybe it’s the designer in me. Like, I’m drawn to books because of their covers. Like I just, I just like things when they have a better—maybe it’s the thought too. Going back to thought being put in, maybe it’s because someone put more thought into it than not. Well then it’s like, clearly that’s the better choice because they named it way cooler (laughs).

19. Do you think things are better when there’s more thought put into them?
I think you already asked that, but yeah.
Because everything will turn out better! Everything will turn out better than if you didn’t put thought into it. I mean it’s overanalyzed, so they’ve covered all their bases…(laughs)

20. Why do you like when people cover all their bases?
Because I do and I feel like when you put that much thought into something you’re not gonna get a shitty product because you have thought over everything. Right, like, it’s harder for the person producing it. So that’s a good thing because the harder it is, the more they’re gonna work, the more thought they’re gonna put in, and the better the products is gonna be. Did I answer your question?

21. Is atmosphere important to you?
Absolutely.

22. What kind of atmosphere do you look for?
Okay, this is very specific… A place where people are laid back enough to not give a shit what other people are doing, but that has to have like really good freaking music and a spot to dance. It doesn’t have to have like a dance floor, but it’s not like inappropriate to dance.

23. Would you say that you enjoy going to a brewery or an actual bar more?
Oo, it depends on my mood—if there was a combination of the two that would be perfect. Like breweries are super fun, everyone’s super chill and they don’t care, but if I started dancing in the middle of a brewery everyone would look at me like I’m freaking nuts. At a bar, no one cares, but at the same time everyone’s like grilling each other and it’s a shitty atmosphere, but I can dance there and no one would care.

24. Would you say that dancing is a deterministic factor for you when choosing a place to go?
Absolutely (laughs). If there’s a good place to dance I would choose that over a place with a million different beers because I can probably find something that I like or just drink liquor.

25. Does the availability of food drive your decision?
Hm, not really. I mean, if I’m going out drinking every place pretty much has something near enough or delivery so I’m not really super concerned about it. If I was going to get dinner and drinks that’s different, but if I’m going to a brewery I’m going to drink. I mean it would be nice if that had like a food truck, but I wouldn’t not go there because of that.

26. Do extras like games interest you?
Um, I mean sometimes, but I feel like I don’t ever play the games that much. If they have like a lot of one thing, like Ace—I know it’s not a brewery—has like ping-pong tables so I always wanna play ping pong when I go there.
So if they have a lot of one thing. A lot of times I won’t go somewhere because they have like one fuse ball table because I know I probably won’t get to play it.

It’s still not a driving factor though. I’m going there to drink their beer.

27. Anything else about the atmosphere, aesthetic-wise even?
You have to have a cool space. Otherwise people won’t feel comfortable. I think it’s way more exciting to go to a-like Punchbowl is a really cool space. I don’t wanna just go sit in a hole-in-the-wall just because it’s like a cool brewery. If it’s not comfortable or cool I’m just not as inclined to go there, especially if it’s crowded. Like if you have a crowded bar and you’re a brewery and that’s what you do. That’s not, that’s not…like you have to have a big bar if you’re a brewery I think. So space is definitely important.

28. Do you think even if it had good beer, but it was in a bad space that would affect you going?
I would still go, but it would depend on the day of the week. Like if it was sat. night and I knew it was going to be packed anyway I probably wouldn’t go.

29. Why do you think a cool space matters to you when going to a brewery?
I mean because a lot of the reason I go the brewery is to socialize and have fun. I could go buy your beer at Argonaut, like I could go get a 6 pack of your beer and probably have more fun at my place if your place has a bad atmosphere. So if they have a good atmosphere I’m gunna go to the actual brewery.

30. So is it safe to assume you expect a certain atmosphere from a craft brewery?
Yeah. I expect a certain kind of atmosphere, but at the same time I want a different atmosphere. It’s always like sit down, drink the craft beer- it’s not a lot of party-mode. It’s different because it’s way, way too laid back for me for a Sat. night. Thursday, Friday it is great.

31. Why is Saturday your party night?
Friday your tired so you just wanna just chill out, but Saturday you’re rested and you don’t have work the next day. You’re ready to just GO!

32. Why do you want to party?
Because it’s fun?

33. Why are you looking to have fun?
Oh my god…because I’m not ready to have kids yet (laughs)! I am ready to finish out my youth with a bang, and before I have kids I wanna go wild every weekend until I have babies and have to stay home.

34. Do you see adulthood and having kids as not being fun?
Yeah, of course (laughs). It’s a different kind of fun. More fulfilling maybe? I don’t know, I’ll find out I guess. I mean no, there’s no freedom, and you have to sit at home with your kids. I know you love your kids, but right now I don’t wanna have kids, I have Pongo (dog) and he’s okay to stay home alone for as few hours on the weekend.
Ladder:

Attributes:
Variety of flavors
Quality taste
Higher alcohol than most non-craft beers

Benefits:
Getting buzzed or drunk
Relaxation
Fun
Variety of flavor options

Values (Rokeach):
Freedom
Happiness
Pleasure
Social recognition
Thorough (thoughtful)

Demographics:
Age group: 26-30
Relationship Status: In a relationship
# Children: 0
Gender: Female
Zip Code: 80218
Education: Bachelors
Favorite music: Hip-hop, rap
Hobbies: Sewing, crafting, reading, and playing with her dog.
Rachel Mimken

Donny interview:

1. Why do you drink craft beer?
Um, because it has a lot more to offer. It’s just fun to experiment with all that different tastes and all the new things people are doing with craft beer. I don’t know, it’s fun.

2. Why is it fun?
Because its not the same thing all the time. If you’re feeling like a certain kind of beer you can get one. It’s almost like there’s a beer for every mood. It’s fun to be able to match the time of year too (seasonals).

3. So you like the variety?
Yes.

4. Why do you think variety is important to you?
Variety is important because variety is the spice of life (joking)! I don’t know it just makes it interesting. You can start to kind of take a liking to a certain type of thing and really find your beer drinker’s identity.

5. Would you say you identify with craft beer industry?
I would say by now I’m at like level 6 out of 10. I have a real appreciation for it. Sometimes I don’t know why I like a certain beer over another…

6. So why do you think you identify with craft beer?
Um, because I drink it a lot. At this point I don’t see myself going back. I think I’m in this for life really. For the most part I identify with it because I’m here in Denver and it’s kind of like what we do, go out and find some place with good craft beer.

7. So you see it as a culture thing?
I don’t necessarily see it as a culture thing. There’s definitely a craft beer culture. You know, you got your beer geeks and your aficionados. You know, but I just, I think of it as I’m just drinking beer now. It’s no longer “craft” beer. I’m going out for a beer, that’s just part of it now.

8. And do you think experience and knowledge has had a hand in that?
Yes. Definitely experience, because it’s been awhile since I’ve been drinking. You know, early on there’s definitely a balance of you trying some craft, then going back to what you’ve been drinking until you’re at the point that you’re drinking craft beer all the time because you’ve found things you like. You don’t feel like there’s a need to go back to the macro.

9. I’m hearing that some familiarity may be important for you?
I wouldn’t say familiarity as much as comfort. You know, just being comfortable with it. You know, there’s definitely beer that I’m not familiar with that I really wanna try now just because I think I’m more comfortable drinking different types of beer.

10. What do you think got you to point of being comfortable with craft beer and seeing it as the only option?
I think I just started to be a little more open-minded towards it. You start out and find some beers that you like and don’t like. You find some easy drinking ones, and then you kind of put off those other ones that you don’t like. So then in time you might come back to a beer you didn’t like before and end up now liking it. I think that was the “breakthrough” for me. All the sudden
you become comfortable because you realize that you can try all this stuff and it’s not gonna be a total failure if you don’t like the beer you got. You know, you’re still drinking a beer! Then in six months time you might try it again and like it.

11. Do you see that as some sort of game or achievement?
Uh, yeah, kinda.

12. Do you think that maybe your competitive background in sports factors into that at all?
Um, I don’t think it’s necessarily my competitive background in sports. I think it’s got more to do with me wanting to like beer. You know, all these different things people are doing. It’s such a craft that you know how much time and things that go into each specific beer. I almost feel bad sometimes when it’s not my taste knowing everything that went into making it. It’s kind of like, you know, I wanna be able to drink any kind of beer because beer is good.

13. Does that want to appreciate stem from what they put into the beer?
Yeah. Not the sports, but because there is such a culture here. I think that just kind of. It’s almost like all the breweries are pushing each other and us as well. They’re pushing the limits with their beer and that obviously pushing us as well because we’re drinking. So I don’t know it’s almost like it’s just the culture, just where you can really appreciate it.

14. Why else do you think that you want to appreciate it?
I want to appreciate it because it is someone’s craft. It feels like you’re a part of something that gives you a little more personality. You know, you can identify with craft beer I feel like. It’s really cool to be able to do that.

15. Any other specific qualities of that identifying community that you gravitate towards?
It’s not like craft beer drinkers are different people, they just have some experience with it and now they’re into it. It’s like a cool, experimental atmosphere almost, like open-minded. It makes you feel a little more open-minded too. You know all these people that are willing to try all these different beers.

16. So do you see the people as being the most important part of that?
I think the people have a lot to do with it. You know the people that work there. You know the person serving the beer can be the happiest person ever just to be serving their beer and shooting the shit with you and that definitely rubs off. So going to a brewery has a completely different vibe and atmosphere that can’t be matched by a bar. People are there for a different reason. And for whatever reason that just makes it a lot more fun.

17. What reason do you think they go to a brewery?
To drink good beer (laughs).

18. Anything else?
The atmosphere. Why do some people like going to dives? You know they just like that scene. People go to a brewery because the atmosphere is just… you know you can identify with other people there. You know if nothing else you have something in common with the people there, and that is your appreciate for beer. And that ties people together. It’s definitely a community type feel. I would say a lot of people identify with each other at a brewery because of that.
20. Just going back to the bartender usually being a friendly person... Why do you think that's important to you versus say, a bartender that just slides your drink over?
Uhh, because it makes me feel happy (laughs). I don't know it's a good feeling. It's just nice; it's nice to just come across friendly people.

21. Going back again, besides for having that sense of community are there any other factors that you look for in an atmosphere?
A beer garden.

22. Is that a deterministic factor when choosing a brewery?
Sometimes. Sometimes when you want to be outside in the good weather. You know, you're still gunna be drinking a good beer where ever. No one really makes anything bad. There are times though when you have your mind set on a certain beer and it won't matter if you're inside.

23. Anything else about the atmosphere? A vibe even?
A lot of the taprooms and breweries don't have TVs, and that intentional. Sometimes I really want to watch a game, but at the same time I'm happy that they don't have TVs. You know, where else can you go that doesn't have a TV? That's pretty cool. No distractions kind of thing. You can talk to people, whether that people at the bar or just to enjoy the company of the people you came with. Just a lot of fun that way.

24. What about it is fun?
The no distractions. You can just have a good conversation. Conversations just seem to go better. No one’s looking up at a TV or whatever. You know, after awhile the conversation always goes somewhere interesting it seems like.

25. So you enjoy the interactions at breweries?
Yeah, which is funny because I don't consider myself a highly social person. It definitely beats out the neighborhood bar. You know you got your regulars that might shut you out because you're the “new guy”.

26. So again that sense of community?
Yeah.

27. How long have you been drinking craft beer?
Started in college. At EBC (brewery in NY) was when we (him and I) started to drink it often.

28. So do you see EBC as the main factor in getting you introduced to craft beer?
Yes, absolutely.

29. What or who do you think got you interested in trying new kinds of beer and getting educated in it?
There was a lot. There was your dad. There was always craft beer there, which was the only option at your house. There was Collin (friend), who brews his own beer. And I mean, there was EBC, which was definitely the coolest bar in town. You know, it was just a lot of fun there. Being there, you felt like you needed to try some of this stuff because it was such a cool bar in a small town. Those were the three things that really funneled me in.

30. What do you think was so cool about EBC?
It wasn’t a dance club. It wasn’t douche.
31. Anything else?
EBC served food. It was probably the best food in town. So whenever we (him and I) ate, we ate there. So we always went to bars like Old Main (local bar), which is fine, but sometimes you just don’t want that experience. EBC was the outlet. It’s just a completely different vibe and bar.

32. Why did you want something different?
Because you get tired of getting black out drunk from five dollar shots from little thimble shot glasses. It’s definitely tiring.

33. What do you think from a brewery standpoint they have done, or could do that could further initiate their craft beer drinkers.

Uhh…

34. –That’s a tough one. How about what did they do to facilitate your entry specifically?
It’s nice to go to a bar and they have the friendly service that they can pick up on the fact that you’re not a craft beer drinkers and they can help guide you.

35. So knowledgeable staff?
Yeah. They’re always like, here try this, and try that. They aren’t going to force a pint on you and then after be like “hey, did you like that?”. They’re like, hey, let’s makes sure we can find a beer for you that you like. If you want to try a couple first, no problem.

36. Anything else besides the staff?
They are definitely always willing to tell you all about the beer. Like IPAs they’re always willing to tell you all about the hops and whatnot. I feel like though, I wouldn’t know as much about brewing if I didn’t live with Collin. That’s the problem with educating people about brewing. It’s such a dry subject. It’s basically chemistry. If you want to explain to someone how beer is made you should basically have them open up a chemistry textbook. I’ve even tried to read some books and it’s hard to get through unless you have a specific purpose for reading them. Like I read a book on sours because I love them. Like I love IPAs, but I probably won’t ever read a book on them.

37. So why do you think you would read up on sours versus IPAs?
Because I love sours. It’s once again, what I identify with.

38. What makes you love sours more than IPAs?
Because sours are crazy. They are not confined by rules. Like an IPA needs to follow these certain guidelines to be an IPA and they can’t stray too far from them. There are so many different types of sours you could go on for days.

39. Why do you identify with the crazier beer that’s not defined by rules?
Because it makes me feel like a badass (laughs). Like I’m drinking a sour here, what are you drinking folks? That’s part of it. First off, I like that sour taste. It’s got that light, refreshing characteristic. It’s just wild you know… what was your question again?

40. Going back to that “game” feeling… Do you feel like you’re almost at a higher level you’re drinking a sour and everyone else is drinking IPAs?
Um, maybe… I… I don’t know…
41. **Do you feel a sense of accomplishment how about?**
No, that’s not necessarily how I would put it. I don’t know necessarily why. I wouldn’t say I feel like I’m one-upping someone. Although, I think it does take a pretty experienced beer drinker to like a sour. I think that’s kind of the final step in beer drinking. So maybe, maybe you’re right. Maybe you feel like you’re kind of accomplishing something by drinking it. From what I’ve heard they are difficult to drink because it doesn’t follow guidelines and you don’t know what to expect. You can’t say I know what this is going to taste like if you’ve never had it before. I think that uncertainty, that lack of structure, is what sets sours apart. You got to really have an open mind.

42. **Do you see that going hand in hand with the experienced craft beer drinker, the willingness to try something?**
Yes. I also think, from what I’ve heard, through podcasts and whatever, it seems like that’s the new movement too. A lot of people think that’s going to be the next big thing with craft beer. It’s going to really grow I think. There a lot more breweries trying sours. I think, being able to say hey, I was part of that movement would be cool.

43. **Do you think craft beer always having some kind of trend like that is important versus domestic that pretty much stays the same?**
Yeah, I think that’s why we (him and I) got into it. But at the same time I think there are people that get into craft beer because they find a type of beer they like and they’re just going to stick with that beer versus you know, a watered down lager. You know, it might be a smoked porter. Everything has trends. I think that’s what keeps everything moving.

(Tangent)...  

44. **Why do you think it important for you to appreciate the product?**
I mean you’re buying it. I think that’s what’s ridiculous about people going out and picking the same beer all the time. I think people do it because it’s a habit. I have guys back home the swear they like Coors light over Bud light. Are you sure? Or is that just what you always buy and drink? You know if you’re going to buy it, and sometimes people are drinking to get drunk, but why not enjoy it on the way to getting drunk. Like if you’re going to buy a beer for whatever reason, why not enjoy it? Not just do it to do it. I think there’s a lot of people suck in that. I think they look at it like an expense and not a pleasure. I think that ties in with appreciation.

45. **Why do you think you aim for enjoyment when drinking a beer versus seeing it as an expense or a way to get drunk?**
Why not enjoy it? Why do we go out to eat? Yeah we need to get fed, but we go out to enjoy our meal. That’s how we should treat drinking beer. Sometimes you want this or this based on your mood. I feel like I treat beer the same way.

46. **Why do you think you choose one beer other another?**
There’s a ton of factors. The atmosphere. You know, what place makes me feel comfortable? What place doesn’t make me feel like I’m infringing on something? Like brewpubs, I won’t go to just to get a beer because the atmosphere is almost like you’re back at a normal bar. You’re looking for a place that almost fits your personality, which is so strange. I think I go to places because I just feel comfortable there.

47. **What do you think breweries could do to facilitate further entry (learning/trying)?**
I think it’s a habit thing, which is so hard. Like there are people who will go to a festival, whatever festival, and you’ve got a Coors tent next to a craft beer tent and if they always drink
the domestic that’s what they’re going to get. It’s almost like you have to force these people into a setting where they don’t have any other choice.

I think there are a lot of people who have no desire to like craft beer. Why would they feel like they should switch to something ridiculous where they don’t know if they would like it?

I think once you’re in, you’re in. Breaking through that initial barrier is the hardest part I think.

48. Do you see flights as effective?
I almost think sometimes it can deter the novice beer drinker because they go and get a flight and only like one beer in it. It’s almost like a turn off. They might be like oh I don’t like craft beer because I didn’t like most of those. I think some people can almost get intimidated. I almost feel like they’re more effective for the experienced beer drinker because they will want to try the whole menu and will identify with every single type of beer.

Values (Rokeach):
Sense of belonging
Happiness
Pleasure
Social recognition
Thorough (thoughtful)
(Sense of accomplishment) maybe

Demographic:
Age group: 21-25
Relationship Status: In a relationship
# Children: 0
Gender: Male
Zip Code: 80218
Education: Bachelors (mid masters)
Favorite music: Alternative
Hobbies: Skiing, biking, fishing, and really anything outdoors.
Kristine Serwitz

1. How long have you been drinking “craft beer?” probably 20 years—When New Belgium came out
2. How frequently do you drink “craft beer?” about once a week
3. Why do you drink craft beers? They have a different taste—they have more unexpected taste—it's a change from mass produced beers
4. Why is it important for you to have that different and unexpected taste? I am one to try different things—good or bad. I am always up for trying something new.
5. Why is it important for you to try new things? I am curious and always looking for something better. Continually looking for something that is a little more personal.
6. Why is it important for you to have something better and more personal? That's just how I am—perhaps I am opinionated—that is my personal tastes—perhaps I am more finicky in my more mature ways
7. Do you enjoy a more personalized experience vs. a general experience? Absolutely
8. What is it about that personalized experience that you enjoy more? Its more pleasurable—its my personal preference....I don’t like to be just a number. I enjoy the personal attention and exclusivity—it's a positive feeling. Do you wanna talk about some damn beers or what?
9. Do craft beers give you that same emotion? Sure, there is a certain sense of exclusivity because they are produced in limited production
10. What craft breweries do you prefer? O'dells, Deschuttes (from Oregon), Oskar Blues—Dales Pale Ale—I have one in the fridge.
11. Do you have 1 or 2 craft beers that you are loyal to? I tend to purchase more often—I like to support the smaller business—especially the tried and true who have a good quality control—I tend to buy something different but it tends to be something from a brewery that I am familiar with.
12. Is it important for you to be familiar with the brand before you purchase? Yes, I will purchase based on referrals—and I am looking for quality—I tend to purchase regionally and support small local businesses
13. Why is supporting small local businesses important for you? Because I have a small local business and small businesses need to stand together—I have a philosophy of purchasing small—I am not a purchaser of mass produced crap
14. You mentioned quality is important, why is that? I feel like I get a better quality from a smaller production—quality is a pride thing—I am not into shotty or piss poor stuff—I demand it from any good or service that I purchase—as well as in myself and in other people—I have those expectations—whether right or wrong
15. Why do you have those expectations? Well I guess you could say I am a critical Virgo—its just internal—its an inherent expectation—I have a low tolerance for junk and complacency
16. Is price important? It is—but I am looking for value—I am looking for a quality but price doesn't drive my purchasing decision
17. Why is complacency not acceptable to you? I value strong work ethic—and complacency is more prevalent
18. Why do you drink craft beers? . Unique Exclusive production—brewers have to create a unique product which requires a lot of ingenuity—there are parallels to my business being a small business owner who strives to create a unique and customized experience
Kristine Serwitz

19. So you would you say that you feel a sense of pride by drinking a craft beer vs a domestic beer? Absolutely, I can savor it and I can relate to the business

20. So is it important for you to have a personal relation or connection to your purchasing habits to a craft beer? Absolutely

21. Why is that important? It’s a pride thing—following the foot step in what you believe—there is a sense of self accomplishment. I see the brewers as hard working to produce a quality product. I am happy to support that and pay more for it. I have personal value in that.

Age 36-40
Married
2 children
Male
80538
Bachelors
Golf
Water Sports
Cars
Rock
R&B
Country
Blues
Kristine Serwitz

1. How long have you been drinking “craft beer?” about 19 years—starting with Fat Tire New Belgium—Sunshine Wheat
2. How frequently do you drink “craft beer?” every week—approximately 3x—that's what I drink—I don’t drink mass produced beer—90-95% of the time is a small Colorado
4. Why do you prefer craft brewing? It's the craftsmanship---its like a bottle of wine---american's are really getting into the taste and the complexity of the beers—I think that the common man wants something more—we are getting back to our roots of having local breweries—people are passionate about the work into the brews—I can appreciate that—for too long beer has been categorized as one style but that's not true—we now see people pairing beer with food and serving it in different glassware to give a better presentation—America being the melting pot—is now taking all these world-wide styles and finally getting to a point where they are perfecting it—they are becoming more sophisticated and specialized—we are seeing these breweries targeting niche market segments—I enjoy the education piece the customization of the products—it's a more personalized experience—craft beer can push the boundaries of what peoples taste buds are accustomed to—there is a communal aspect
5. Is it important to you to consume products made by people who are passionate about their work? Absolutely, I completely support the local industry—I believe in sustainability—I don’t want the imports—supporting your local commerce breeds a stronger economy—that means a lot to me and what they are producing is damn good—even when I travel—I will order a local beer—supporting your local economy and brewers breeds originality
6. Why is originality important to you? It creates diversity—and you can see certain characteristics in beer where they grow certain crop—ie the NW grows a lot of hops—and therefore they use a lot of hops in their beer
7. Is a more personalized experience important to you? Absolutely, I really want to support the local economy
8. Why is it important to you to support local economies? As an urban planner, transportation costs, transportation costs etc—sustainability—having locally produced goods means that you are able to produce a better quality product and that helps to support our local economy, states, regions, and small business. This trickles up to the National Economy
9. Why is the education surrounding craft beers important to you? I like to hear what the brewers are doing—beers are typically 4 ingredients (the traditional german way) I think it is fascinating to see what people can do with a pretty simple product—it’s a simple mans drink and has been for centuries—the trappist monks have really pushed the boundaries---I like how this little country—belgium has pushed the boundaries and America is adopting that and we have the freedom to do what ever we want—it's the free market enterprise
10. Why is pushing the boundaries of what people can do important to you? I want peoples expectations of what life should be about pushed—by pushing peoples boundaries on beer can lead to experiencing new foods and then be open to trying and experiencing new things—this industry can help people expand there worldly views
11. Why is the communal aspect important to you? I think America needs to be more communal—Europe has a much more communal feeling and people are more open—the
Kristine Serwitz

US is more sheltered—think of the Beer Gardens in Europe—We were just at Englisher Gardens and there are hundreds of people there enjoying themselves, enjoying the people around them and their beer—I wish you could see that in our city parks—but we have restrictions on drinking in public

12. Is price important? Sure—to a point. I am willing to pay 25-30% more for local—but it has to be a good product—and Colorado makes a good product.

13. What is most important to you when consuming beer? Taste and Community! The local brewery is like your favorite next door neighbor!

Age 36-40
Married
No children
Male
80202
Masters
Beer Gardens/Drinking
Travel
Rock
Alternative
R&B
Blues
Country
1. How long have you been drinking “craft beer?” Since college, approximately 17 + years
2. How frequently do you drink “craft beer?” 2 or 3 times a year
3. When you do drink, what craft breweries do you prefer? I am not that knowledgeable about craft brews…but try them upon recommendation or at certain occasions. I have tried a variety. Most recently, I purchased Dog Fish head because you heard it was Awesome and there is a TV show featuring the guy who brews it…its become very popular. It was expensive $15 for 4 bottles…trying to be bouiquey--It was horrible and not what I consider beer should taste like….I grew up in Germany--exposed to beer at age 13 and that is what beer tastes like—a German lager or pilsner. A Euro style beer is supreme and a microbrew is a long way off from that—I can’t even put it in the same category. I also recently purchased Fat Tire because we had a friend in town who prefers microbrews—they host a lot of events, my wife will order one at restaurants….if I had a go to microbrew it would be Fat Tire.
4. What do you like about micro beers or varieties? I prefer Belgian trappist monk beers—sometimes I buy a Chimay and a Duvel to compare them and see which one I like best—this is a true treat! You can’t drink more then 1 or 2—then you have to move on to a light d
5. Is price important? No, quality is more important—it only becomes important when I try something new and I don’t like it. Ie Chimay and Duvel are expensive but I don’t mind pay that price because I like it and enjoy it—also when you order it in a restaurant you get branded glassware—you get more of a cultured and luxurious experience. The beer glass is designed to hit the palate a certain way and flows very smoothly—makes the wine more drinkable.
6. Why do you drink beer? Other than water—nothing quenches your thirst better than a beer! There is no better drink than a beer---its refreshing and give you a great buzz. It's a friend—if you are at a party you can be standing alone and if you have a beer you aren’t alone—it's a great companion! It's a great experience alone or with friends—it's a genius product that has been around for century.
7. Would you say that you have developed a relationship with beer? Absolutely, even if you are suffering from a hangover—you quickly recover and will go back to loving it again! I don’t think twice to enjoying a cold beer.
8. Is it important to you have a relationship with beer? You don’t plan on having one—but you develop one—you develop and define a preference. I find that people who drink microbrews to be parsnickity—I have a stereotypical image of the microbrew drinker—he thinks he is smarter than you – hes a foodie—he tries to brew his own brew—they seem to be fussy and difficult—sometimes a hippie. I find people who are simple with simple beliefs to be more sincere and genuine. They try to hard—and can come across as fake—but a blue collar guy drinking a domestic brew could say that about me and my preference to a german import—even though I can easily enjoy a Pabst Blue Ribbon. I don’t want to hang out with the guy who just ordered the seasonal pumpkin chili tobacco pale ale. No hippie dreed lock in my beer for me! German beer has a law that you can only use 4 ingredients in your beer---it has to be pure. These boutique brews—the microbrews are just playing around with the chemistry.
9. So would you say that it is important for you to have a beer that you can relate too? That is exactly what I am talking about—my grandfather was a coal minor in Pennsylvania—he
drank Genesee—they call it a Genny—he was brand loyal—which is the easiest thing to get in that region. This was important to him and is important to me—I think this is something that is worldwide culturally—Its what your peers drink and so that is what everyone else drinks—my grandfather drank it, my father drank it, so it is good enough for me....the beer you drink can make you more acceptable amongst your peers.

10. Why is it important for you to be socially acceptable amongst peers or the setting that you are in? There are certain places ie a hole in the wall dive bar creates a mood the environment dictates the mood and can dictate the beer that I order ie I would order a blue collar bar—in a nice hotel bar—I would order a Chimay—with no intention to get drunk—its important to be aware of your surroundings and the environment that you are in so that you fit in

11. Why is it important for you to fit in? It means abiding by social standards so that you can have social connections—if you don’t then you have lost respect. Its important to be socially accepted and fitting in with people. Abiding by social norms are important—to not insult people. Its not about fitting in because you have a low self esteem its fitting in because its important to have social relationships and social connections and fitting in to the appropriateness of the setting...

12. Why are social relationships and social connections important? The social scene can drive my interest and the beer I drink—so if I walk into the a Superbowl party and all that is served is Budlight—then that's what I am drinking for the night. Its important to be adaptable and build relationships—its important to shrink the gap between people—social drinking can do that.—It all comes back to my upbringing of not rocking the boat and developing a relationship—beer is often a catalyst. When I was in a new situation growing up—I would have a beer in hand I was more social I didn’t feel alone in a new setting, I was more socially acceptable—it made me more relaxed and helped me to meet people I didn’t know--you instantly had something in common—beer is a good common ground and good conversation starter. It builds levity and community. At they end of the day drinking a beer is all about having a great social experience and having the best time with the people you are with in the moment.

Age 36-40
Married
2 children
Male
80202
Bachelors
Road Biking
Skiing
Art
All music
1. How long have you been drinking “craft beer?” Ever since Dan Serwitz sold me my first six pack when I was 20.

2. How frequently do you drink “craft beer?” Two or three times a week.

3. What craft breweries do you prefer? Blue Moon, Colorado Native, Sierra Nevada, Dales Pale Ale—I like beers with lots of Hops. I am having a Colorado Native as we speak!

4. Why do you like these beers? Taste and flavor profile. Sometimes at the end of the day you want a beer—a good beer! And a craft beer is a nice kick start to the evening.

5. Why is it important for you to have a nice kick start to your evening? My kids drive me crazy and after a long day of work you want to have a beer. I like beer over spirits. Lower alcohol content and that means I can have more than one throughout the evening.

6. Why is important to you to have more than one beer in the evening? Rarely do I have more than 2 beers—and then go to a Domestic light beer. I can’t drink more than that…craft beers are enjoyable but not that drinkable.

7. What is it that you enjoy about drinking beers? I enjoy having a cold beer in hand—I like having a cold refreshing beverage when I am cooking, doing yard work, etc. and I prefer it to be a beer.

8. Why is it important to drink a beer while doing these activities? It enhances the experience. Makes me more relaxed and happy.

9. Why is it important for you to have a more relaxed and enhanced experience? I am not so tense and can avoid being aggravated.

10. Why is it important to not be tense or aggravated? Because my wife is always telling me what to do—it’s easier to do it with a beer.

11. What do you like about their beer or varieties? I prefer pale ales and their different attributes. Craft beer is the closest thing you get to having a stiff drink if you like craft beers. I also like wheat beer like Blue Moon.

12. Is price important? No.

13. Are you loyal any certain crafts? Loyal to Blue Moon if I am drinking a wheat beer. But I am always interested in drinking different Pale Ales.

14. Why do you think that beer is good value for the price?

15. What other types of craft beer would you consider and why? I am pretty much open to any craft beer—that's the fun part about it—there is a lot out there to try.

16. What would it take for you to switch from something that you are loyal to—say Blue Moon? That's a tough one…it would have to be something that I really like. The story behind it draws me to the beer or it could be an experience with friends that would entice me to have that same beer again. And sometimes it depends on the time of year—craft beers are seasonal ie. Leining Kugles (sp?) has a summer beer that tastes like lemonade. Blue Moon is light and you can add an orange slice in the summer time.

17. Why is the story behind a craft beer important to you? Its interesting to see how people get into the business. Craft beers have really creative names and its interesting to see how consumers get behind the brand. IE Fat Tire has great marketing with the brand and the bikes—I can relate to the story because I like bikes and they have developed a community around the brand. I like that!
18. Why is it important to you to relate to the brand and community surrounding? It's fun to have a connection—hey I have been there and visited that brewery—it's really cool they do this and that. When people relate to that they reach out!

19. Why is it important for you to have that community connection? I like having that association… the important thing to me is that the beers taste good and the quality is good. If that isn't in place I won't purchase—rarely do beers get a second chance if you don't like them.

20. You were saying that craft beers help you relax… why is that important? I am pretty much relaxed all the time… It simply comes down to enjoying the beer!

Age 36-40
Married
2 children
Male
80033
Bachelors
Road Biking
Skiing
DJ
All music
Good, but Generic Starting Questions:

1. How long have you been drinking “craft beer?” 20 years
2. Why did you start drinking craft beer? To try something different
3. Why did you want to try something different? I was use to drinking domestic beers which were similar in quality and taste. Wanted to try a dark beer vs a light beer. I wanted to try a new flavor
4. Why is important for you to try something different? To see if there is something new out there I would like
5. Why is it important for you to try new things? To see if there is something better out there that I would like
6. And what did you think of the new flavors vs domestic? Initially it was fun to try all the new styles, and determine which style of craft beers I liked. I found that they were a lot more filling and many didn’t taste good at all. I found that I liked import beers more than the craft brews.
7. Why didn’t you like them? A lot of them tasted ok for the first couple sips but drinking a bottle or more made you feel bloated or gave you a headache.
8. Which craft beers from Colorado do you like? Left Hand Stout (Longmont) and Blue Moon (Denver) is good.
9. Why do you like these beers? Tastes good—good characteristics, very drinkable don’t make me bloat or give me a headache.
10. Why is taste and quality important to you? Because I don’t like to drink beer that tastes or smells like “Vomit”
11. You said quality is important, why? Because I value higher quality ingredients and the process in which they are made—I am conscious of what I put in my body
12. Do you ever research the quality of ingredients or the process in which craft beers are made? Yes
13. Why do you do this? To see what the brewers are doing different to other brewers and to see if this is the difference in quality and drinkability.
14. How frequently do you drink “craft beer?” Every now and then—once or twice a month.
15. Where are you when you purchase craft beers? Typically at a restaurant, occasionally I will buy a 6 pack at the liquor store to have something different
16. Do you purchase craft brews for specific reasons or events? No, I just like exploring new brews
17. Why do you like exploring new brews? I am curious and I like to verify my belief that most microbrews aren’t all that good—many taste the same and aren’t all that good
18. Why is important for you to verify your beliefs? I believe that most craft brews are overrated and it is important for me to have validity in my belief system
19. Why is it important for you to have validity in your belief system? To prove that I am “Right”
20. Why do you need to be “right”? I need proof
21. Why is it important for you to have proof? Because microbrews have become a clicky trendy craze and everyone thinks they are great. But the reality is you try them and most of them suck—so the more I try them the more I prove my point—they aren’t as great as the majority of microbrew drinkers make them out to be.
22. What craft breweries do you prefer in Colorado? Boulder and Left Hand
23. What do you like about visiting these breweries? They offer a more personal experience and you can enjoy the beer straight from the source
24. Why is it important for you to have a more important personal experience? I don’t know if it is more important but since the brewery is open to the public it gives you the opportunity to be more knowledgeable in how the beer is made.
25. Why is important for you to be more knowledgeable about the beers you drink? To know that you aren’t drinking a subpar product
26. Why do you drink beer in general? Its inexpensive and I like the buzz—I like the taste of it
27. Why is the Buzz important? Its enjoyable and relaxing. It makes everything so much more fun?
28. Why is it important for you to enjoy yourself, relax and have fun? Isn’t that why we are alive? To enjoy ourselves to enjoy life. People need to unwind from work and responsibilities.
29. Why do you need to unwind from work and responsibilities? For health reasons—you need to remove yourself from stress.
30. Why do you need to remove yourself from stress? Because it is healthy and fun.
31. Why is fun important? Because it’s healthy—I am revitalized and can get back to work after a break.
32. Why is it important for you to be more revitalized? So I can be more productive at work.
33. Why is it important for you to be productive at work? So I can be more effective at accomplishing tasks at work—so I can perform better.
34. Why is it important for you to perform better at work? I make more money—it makes me feel good when I perform better.
35. Why is it important for you to feel good about yourself? It is healthy to have a good self esteem and have confidence.
36. Why is it important to have good self esteem and confidence? Because it is important to be healthy.
37. What do you like about their beer or varieties? I only like the Ales, Porters and Stouts.
38. Is price important? Yes—but all are relatively priced the same and are similar in price to imports—they are more than domestic beers.
39. Why is price important? Because I think you can find a good quality beer for a good price and these beers fit that price range.
40. Why do you think that beer is good value for the price? Because it is significantly less expensive then my preferred drink—wine, but can be at times just as enjoyable.
41. What other types of craft beer would you consider and why? I am willing to try any of them to see if they suit my tastes.
42. What would it take for you to switch? It all comes down to quality and taste, caloric intake, side effects—I would drink more microbrews vs domestics if they could be in similar in those attributes.

Age 41-45
Married
No children
Male
80602
Bachelors
Road Biking
Skiing
Music
Rock
Hawa Kane

- Do you drink craft beer?
   
   Yes

- How long have you been drinking craft beer?

   Since I came in US in 2011.

- How frequently do you drink craft beer?

   When I hang out with my American friends. I don’t drink beer with my Chinese friends. It’s not in our culture. We usually drink sodas, green teas and sometimes wine. Chinese people don’t drink beer as much as American. When I drink beer, it’s because I am with my American friends and they all drink beers. I never go to a bar drink beer by myself only maybe if I feel depressed.

- What craft beer do you know?

   I know New Belgium. I tried it first with the advice of my American friend because I am a sort of novice in this domain. I also like German craft breweries.

- What do you like about it?

   I like the taste of German craft beers. It’s dark beer and it’s not too bitter. In China all the beer have the same color and the same taste and German beers are good change to me. The flavor is not too heavy or too strong.

- Is price important to you?

   Not really. I can pay $10 for a good bottle of beer. This because I don’t drink a lot, maybe once a month, so when I go out and my friends tell me that the beer is good I am willing to pay the price.

- What others craft beer to consider?

   All beer not heavy and strong flavored. I would like something different, like a different color or taste, than common beers. I will also listen to the recommendation of my American friends. They know the good brands.

- You said that you drink beers when you are with your friends?

   Yes with my American friends. They all drink beers and they have fun. I also want to have fun like them and be a little high. And we can “cheers” together. It’s an American culture. Here when people hang out or say “let’s go have a drink” it means going to the bar and having a beer. I want to have fun like my American friends, be a part of them.

- What would it take for you to switch?

   Switching is not a problem for me. I don’t drink a lot so I am not loyal to any brand. If someone tells me that its good I will give it a try.
Hawa Kane

Demographics:
- age : 25
- Post graduate
- Music: hip hop – jazz – rock
- Hobbys: cooking – hiking – painting – hanging out with friends
- In a relationship – No children – female
- Zip code: 80203

<table>
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<tr>
<th>Features</th>
<th>Benefits</th>
<th>Values</th>
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<tbody>
<tr>
<td>Good. Light flavor</td>
<td>Have fun with friends</td>
<td>Happiness</td>
</tr>
<tr>
<td>Different</td>
<td>Share a drink and try new flavor</td>
<td>Social recognition – be accepted</td>
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<tr>
<td>Affordable</td>
<td>Cheers with friends</td>
<td></td>
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<td></td>
<td>Live American culture</td>
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Hawa Kane

- Do you drink craft beer?
  Yes

- How long have you been drinking craft beer?
  Since 1998.

- How frequently do you drink craft beer?
  Once a week.

- What craft beer do you know?
  - Mountain Todd Brewery
  - Black Shirts Brewery
  - Hogs Head
  - Left Hand
  - Avery
  - Fort Collins brewery
  - Oscar Blues
  - Breckenridge
  - GCB
  - Odell
  - New Belgium

I know and tried all these brands because I am a member of the Craft Brewery Association and my brother owns a local brewery. We held a lot of meetings and we have information about the new breweries and discounts.

I also visit a lot fermentadlychallenge.com which is a website dedicated to craft breweries.

- What is your preferred?

  This is a tough question. It depends on the brewery. I like beers with a lot of citrus and natural flavor. I like hoppy. It also depends on what brewery I am geographically closed too because I like to go there and live the experience of drinking a craft beer inside the brewery.

- Is price important to you?

  Not really even if I am not price insensitive. I will not pay 12$ but I can pay 5 or $ 4 for a craft beer. The brewers charge for the experience and the possibility to try something different that's why I am willing to pay what they are asking for.

  It's not just a monetary price because I also invest my time to drive down there.

  It's like wine. Mass produce wine sucks so we pay more for good wine.

- What others craft beer to consider?
When a new brewery opens, I want to see what it is about and try. It’s certainly different because it’s new. I don’t say that I will try everything; I will not try bad ones with bad reviews. But if a relation tells me that it’s good I will go end try.

My loyalty to a beer is based on its location. If I have a good brewery close to me, I will go there more often. Then I will make some new relations, develop friendship.

But if the brewer stagnates and don’t try new things or flavors it’s also a problem.

- What do you like in drinking craft beer?

Craft industry captures quality local beer. You personally know as a consumer, who makes it. They are part of your community. It’s not just a product to drink but you can do others things with it like cook with it. The most important for me is that you know who the source, the farmers, are. That’s why craft breweries capture a lot of people that big breweries will never have even if they can make the same taste than a craft beer to a more affordable price (blue moon). But people will always go to the breweries and drink craft beers for the experience they will live. Craft beers have this king of localization that Colorado people want and want to take part of.

Demographics:
- age : 45
- Post graduate
- Music: jazz – rock
- Hobbies: cooking – outdoor activities – hanging out with friends
- Married with children
- Zip code: 80017

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<th>Benefits</th>
<th>Values</th>
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<td>Good drink. Quality.</td>
<td>Participate to the community activities</td>
<td>Help – Participate to the development of my community</td>
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<td>Different</td>
<td>Help local businesses</td>
<td>Self-esteem</td>
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<td>Local</td>
<td>Make new relationship</td>
<td>Happiness</td>
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<td>Lot of choices</td>
<td>Drink something different</td>
<td>Social recognition</td>
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<tr>
<td>Close</td>
<td>Live a whole new experience</td>
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<tr>
<td>Family affair</td>
<td>Not support industrial beers</td>
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Background info:

Dan – Explorer
31 year old male.
In a relationship.
0 children
College degree
Hobbies include – entrepreneurship, skiing, hiking, cycling, fishing
Music includes – blues, country, rock

1 How long have you been drinking “craft beer?”
   I’ve been drinking craft beer for quite a while now. I didn’t really drink any craft beer before I moved to Colorado.

2 So, how many years would you say you’ve been drinking craft beer?
   About 8 years

3 Where did you move to Colorado from?
   I moved here from St. Louis

4 What made you start drinking craft beer after moving to Colorado?
   Denver’s known for its craft beer market and I like beer. So, I decided to do a few brewery tours and find some craft beers that I like.

5 What made you decide to do a few brewery tours to find some craft beers that you like?
   A lot of people who I met in Denver talked about craft beers. I wanted to give it a shot and see if I liked it.

6 Did you want to like it before you tried it?
   I did. I think it seemed like the thing to do.

7 Why did you want to like it?
   I wanted to like it so I could talk about it like other people did. They seemed knowledgeable about it and I wanted to fit in.

8 How frequently do you drink “craft beer” Now?
   Now, I don’t drink it as much but I like it just as much. I used to live downtown and would go to places that served certain beer. Now, I pick up some from the liquor store every once in a while.

9 What craft breweries did you go to?
   I went to Breckenridge Brewery a lot because of the location. It was right near my apartment. But, I also went to Wynkoop, Cheeky Monk, and Denver Beer Company.

10 What do you like about their beer or varieties?
   I liked the variety. I like dark or hoppy beers and Great Divide’s IPA is my favorite. Breckenridge has a good wheat, though, and Denver Beer Company’s variety is always nice.
11 Why did you like the variety
   Because it allowed me to taste different types. Seasonal brews were always good, too and the variety always kept it fresh.

12 Why is keeping it fresh important to you?
   Because even though I like one beer like Great Divide’s IPA, having more to choose from and taste allowed me to like the IPA even more. It was always a go to beer, even if I didn’t drink it every time I had a beer.

13 Is price important?
   Price is definitely important. I’m not going to spend over $8 for a beer unless it comes in a 24oz glass.

14 Why do you think that beer is good value for the price?
   Because it’s the experience and flavor that you’re paying for. After drinking craft beer, anything mass produced seems tasteless. So, it’s the flavor that you pay for. Also, you tend to drink good beer with good friends. So, along with the flavor comes the experience.

Attributes
Something new
Something to talk about
Variety

Consequences/benefits
Keeping it fresh
The experience
Social activity

Instrumental Values
Knowledge
Fitting in
Making friends
Background info:

Charlie – Explorer
27 year old male.
Single.
0 children
College degree
Hobbys include – going out with friends, snowboarding, biking, movies
Music includes – hip hop, rap, rock, pop

1 How long have you been drinking “craft beer?”
I just started drinking craft beer about 2 years ago

2 What made you start drinking craft beer?
It’s something to do with friends. Brewery touring started to become a thing to do for me and my friends and we discovered some really good beers that we like along the way.

3 What made you decide to do a brewery tours?
It wasn’t for the beer at all, really. Or, at least not at first. It was something new for us to do on the weekends that got us out of the same old routine.

4 Why was it important to find something new?
Because the same routine was getting old and we wanted to do something different.

5 Why did you choose brewery touring and trying new beers?
Because we all like to drink and it was a new activity that revolved around socializing and drinking.

6 Is it important to mix both socializing and drinking?
The two typically go hand in hand with one another and with my group of friends, we typically meet up over a beer or something. So, meeting at a brewery and either doing samplings or doing tours wound up being the new social activity.

7 What do you like about socializing when you’re drinking?
Usually, people are more open and relaxed when they have a beer in their hand.

8 Are you?
Yeah, probably.

9 Why are you more relaxed and open when you have a beer in your hand?
It’s really just a mind trick unless you’re actually buzzed. Drinking and socializing are known to go together so just holding a beer while you’re socializing helps you socialize more.

10 How frequently do you drink “craft beer?”
I don’t drink craft beer as much as I drink mass produced beer. I’d say 2 or 3 times a month.
12 Why do you drink it less than mass produced beer?
   I would drink it more but it costs too much. I'll buy it if I'm socializing with friends or on a special occasion. But, if I'm just having a beer while I'm BBQing or something simple like that, I'll go to mass produced beer.

13 So, price is pretty important to you when it comes to beer?
   Yah, some beers are just way to costly. I prefer to spend less money than what craft beer costs on beer but splurge on special occasions for something a little nicer.

14 Why do you like craft beer on nicer occasions?
   Because it's just better overall. It's a nice change from typical beer.

15 Why is a change from typical beer important to you?
   Because typical beer gets old and nicer occasions call for finer things.

16 Why are finer things associated with nicer occasions for you?
   Because nice occasions tend to call for pricier items

Attributes
Beer activity
Higher price

Consequences / benefits
Something to do
Nicer occasions

Instrumental Values
Socialness
Change
David Frick

Background info:

Brad – Enthusiast
29 year old male.
In a relationship.
0 children
College degree
Hobbies include – running, sports, videography
Music includes – pop, rock, hip hop/rap

1 How long have you been drinking “craft beer?”
   I’ve been drinking craft beer for quite a while now.

2 When did you start drinking craft beer?
   I’ve been drinking craft beer since I was a kid, to be honest. My dad has been making craft beer for years and I would always get some even when I probably shouldn’t.

3 Did you learn a lot from him, then?
   Yah, definitely. I learned all about the different types, tastes, etc…

4 Do you use that knowledge when selecting craft beers that you purchase or consume now?
   I do. My dad taught me well and even though I drink the watered down stuff like Coors Light or Bud Light every now and then, I usually stick to craft beers a lot more.

5 Why do you think you usually stick to craft beers a lot more now?
   Probably because I know what to look for and I enjoy analyzing the beer as much as I do drinking it.

6 What do you mean by analyzing the beer?
   I can tell what ingredients they use, typically the grade of ingredient, and the proportions just by tasting a beer. It’s fun to taste them and decide whether they should have used more or less of something or used something in replace of something else.

7 Why do you enjoy doing that?
   Probably because a lot of people can’t and I can.

8 Why do you think most people can’t and you can?
   Because I have a greater knowledge of how to make beer and have the palate to be able to pull certain tastes out from others. Most people don’t have that kind of palate.

9 Is that something that excites you – to be able to taste and analyze the beers that most people can’t?
   Yah, I’d say so.

10 Do you typically drink craft beer by yourself or with others?
    I have a beer or two when I get home from work to unwind but I also drink with friends.

11 Do your friends share the same knowledge and palate as you?
    No, not really. They like to drink craft beer, too but I’m really the expert out of the group on the subject.
12 Is that important to you when you’re with them – to be the expert?
   No, other people that know what they’re talking about are fun to talk to. I just like knowing the
   process and background of the beers I’m drinking.

13 It sounds like knowledge is a pretty important factor to you. Is that right?
   Yah, I think so.

14 Why do you think that is?
   Because it makes me feel good that I’m an expert in a subject.

Attributes
   Different flavors

Consequences / benefits
   Having knowledge about the beer

Instrumental Values
   Makes him feel powerful and knowledgeable to be the expert
Megan R.

Age: 26
Gender: Female
Marital Status: Never married
Kids: None
Education: College Grad
Occupation: Dental Hygienist
Hobbies: Camping, working out, fishing, anything outside

Why do you consume craft beer?
I like the taste and how flavorful it is.

Why is taste important?
Because I don’t like things that don’t taste good

Why is it important for things to not taste bad?
It is not fun to drink gross beer.

Why do you like fun?
When things are fun, then life is just better.

Why do you need to live a good life?
Because it makes me happy!

What else do you enjoy about craft beer?
I really like how smooth a good graft beer is.

Why do you like your beer to be smooth?
It’s easier to drink.

Why is it important to be easy to drink?
Because it is easier on my stomach. Cheap beer gives me a gut ache.

Why do you want it to be easier on your stomach?
I don’t like stomach aches…who does.

Why don’t you like stomach aches?
When my stomach hurts, I don’t feel good and don’t want to do anything,

Why do you need to feel good?
It just makes life easier.

Why is it important to make life easier?
It makes me happy when things are going good and you don’t need to struggle through everything.

Is there anything else that comes to mind when thinking about drinking craft beer?
Yeah, I think of fires.
Fires? Ok. Why does craft beer make you think of fires?
I like to drink with friends around a good fire.
Why is drinking with friends important to you?
   Well I don’t really think anyone likes to drink alone but I like chatting it up with friends to catch up and tell stories [gossip].

What is it about catching up with friends that you like?
   Everyone is so busy! When it works out to get together I enjoy getting to hear about what has been going on.

Why do you like knowing what your friends are doing?
   Because I love my friends and it makes me happy to experience things with them.

Values
   Security
   Happiness (contentment)
   Inner Harmony (no conflict)
   Comfortable Life
   Pleasure (enjoyable life)
   True Friendship (close companionship)
   Cheerful (joyful)
   Loving (affectionate)
Exhibit #3
Denver Beer Company-
Management Interview
Denver Beer Company Interview

Patrick Crawford - Founder
- Co-founder of Denver Beer Co. (DBC)
- Background in physics and engineering
- Homebrewed a bit before
- Partner, Charlie, was the one with the real experience @ Wynkoop

Why did you start a bar?
- Started DBC because at the time Renegade and DBC were the only new breweries directly in Denver.
  - He sees them as the “new” kind of brewery. (Adventurous beer style, cool atmosphere).
  - Renegade was up and running at the time DBC was writing their business plan
- Atmosphere and other decisions were, and are, influenced by other breweries.
  - They also looked at German breweries (where Charlie studied), Denver weather, and their target market (TM) when deciding location and atmosphere.
- In choosing their location, they wanted to maximize the outdoor area and the neighborhood was a hotspot for their TM.
  - The long benches on the patio were inspired by those found in German pubs during a trip to Germany.
  - Charlie’s experience with other breweries influenced the visible brewing equipment.

Do you recognize any segments in your customers?
(Goes to grab business plan)
Directly from the business plan:
- Identified that couples under 30, single or married, without kids were one huge group. Another was married couples over 50. (Data they got from Neilson)

Ideal Customer (Prototype)
- From that, his partner and he created a customer profile of a 35 year old white male who shops at Whole foods, likes rock music, enjoys the outdoors, and is health conscious.
- (Named him Travis so we’ll refer to the profile as such!)

*Interesting point: Patrick sees himself as Travis. Seemed that decisions were more made with the owner’s interests in mind rather than “Travis”, which ends up being fine because they ARE Travis essentially... (Essentially they were creating an environment that they would like to be in)

Have you seen any surprise segments arise since you started?
- Women frequent the bar more than they expected. (i.e. He didn’t anticipate women coming in with a group of their girlfriends.)

Has that influenced some of your decisions, such as which beers to brew?
- Yes, there are definitely lighter options now.

What else influences brewing and flavor decision?
- Demand from customers. What is selling? Also what trends there are in the industry?

Did the segments have much influence over your marketing? Do you use an agency?
- No, it’s done by us. (Wife is in PR) She helped us learn how to write press releases and such.
(Refers back to marketing plan) No, we’ve pretty much stuck to what events and activities we laid out in the business plan. They do listen to people’s suggestions sometimes though.

Why do you change up your beer selection so often?
(They change every week or two)
- Wanted to do that from the beginning, and have seen that is what people want.
(Referring to “seasonals”, which often use seasonal ingredients and match the style to the time of year (fall=pumpkin, browns, ambers... winter=porters, stouts...) Not a steadfast rule, but breweries usually at least have a summer, fall, and winter seasonal.

- Advantage over the big breweries that cannot so easily to do this. (Capacity reasons)

(Personal position on this. I absolutely love that I get to, or have the option to try something new each time I go in there. However, it’s also sometimes frustrating when a popular brew is kicked after I only got to have it once. From a business standpoint though, I come back more often to make sure I can enjoy a brew at least twice before it’s gone. I think it will be important for them to consistently produce quality brews with this strategy so that I forget quickly how bummed I am that something is gone once I start sipping on their new selections.)

**Had discussion about how Denver’s customer base influences this decision.**
- He’s from the north east like I where craft beer is difficult to find, let alone good beer.
- Bit obvious, but Denver has a sophisticated customer base.
- Patrick used the term “promiscuous” to illustrate why he believes his customers like the forever changing taps.
- Beers they decide to make are also based on trends in industry

**He has also noticed a trend starting bars/taprooms that they want “rotating taps” now instead of having one beer linger there for months and months.

**Had a discussion about what types of customers choose which types of beer off the board:**
- Tony talked about walking in a asking “what’s good”. He mentioned me choosing the graham cracker, and people choosing that one often.
- Patrick talked about people seeing the GABF (great American beer fest) medal as an indicator of quality for people. It’s also one that’s often recommended by friends.

My standpoint on this is that the medaled beers usually become a brewery’s flagship because people do search them out and I think the medal also acts as assurance that it will be worth it because the nerdiest of the beer nerds said so. I think the medals are a huge asset for a brewery, as it lends credibility.

Maybe you wine nerds could shed some insight into how some equivalent(s) of a GABF medal for wine affects the wine consumer’s purchase decisions and/or a winery’s reputation?

He then talked about how:
**Naming of the brews is really important, especially in packaging.**

- He gave example of the Graham cracker porter conjuring feelings of being a kid, camping.

**They have increased capacity and are looking to start distributing.**

Do your customers dictate what type of beers you will distribute?
- Yes, we’ll distribute the graham cracker of course, and then some other popular seasonals.

What prompted you to start the barrel room?
The barrel room is a new addition next door to DBC that can hold events (55 ppl)

- Demand really. Got calls all the time from nonprofits, parties, and other businesses to rent out the space.
- General demand over any specific segment’s demand seemed to be the dominant reasoning for why they made certain decisions.

Do you see a desire from customers to learn more?
- Yes, especially with homebrew questions.
Do you see that as threat?
- In the beginning maybe, but not really anymore.

You guys are incredibly popular--15,000+ fans on FB---do you cater to those fans in specific ways?
- Yes, try to. Gave example of posting a picture of Patrick playing hooky from work and going skiing yesterday. “Doesn’t have really anything to do with beer, but believe many people can relate to that”.

Do you see a lot of graduating or moving of customers from one segment to another (becoming more of a beer geek)?
- Yes

Talked about using flights (samples of beer) as adoption tools:
- Flights are a great way to introduce people to new beers.

Is that why your flights are so cheap?
(1$ for a 5oz. with no obligation to get more than one is something I can hardly find anywhere anymore)
- We don’t do happy hour or discounted beers much so leaving the flights so cheap is for our customers.

Do you do tours?
- Do them, but not very popular.
* Odd to me because they seem very popular at other places.

Perhaps DBC has become a place for the experienced beer drinker primarily and they don’t need to see another tour, or maybe the size of the brewery doesn’t excite people enough to want to do one...

Question about rituals:
- Seemed a bit thrown, but offered up their loyalty card as one possibly
- Started talking about “the promiscuous drinker” card (drinks 30 and get a stein, drink 50 and get to brew with them.)
Exhibit #4
Team ZMET Picture Interviews
ZMET
Picture Metaphor

Whitney Darlington

Jenna
Assignment VI - Picture Metaphor Technique: Sunshine Wheat Interview

Researcher: Whitney Darlington

Interviewee: Jenna (Friend)

Product: New Belgium’s Sunshine Wheat Craft Beer

Step 5: Most Representative Picture:

Me: “Which of these pictures is most representative of what the brand (product/service) means to you, that is its brand image? Why?”

Jenna: “I think out of all the pictures I gathered, the one of the people laughing is most representative of New Belgium and of the Sunshine Wheat beer. It’s just a happy beer. It’s name is uplifting and I drink it with my friends. The labeling and the color of the beer reminds me of the sunshine name, but also of laughter and happy people.

Me: “What makes the happiness in the picture so important to you in regards to Sunshine Wheat?”

Jenna: “It’s important because I want to enjoy life and be with my friends. I just moved to Colorado last year so I want a good friend group. I mostly drink out a dinner for entertainment. Like before, I want to stay happy. Sunshine Wheat is just a happy beer.”

Step 6: Opposite Images:

Me: “Which pictures represent the opposite images of Sunshine Wheat?”

Jenna: “The Rainstorm in the City pic, the Old Boring Car pic, and the 50 lb Dumbbells.”

Me: “Why? Tell me more about why those pictures represents the opposite.”

Jenna: “Well, they all are pretty dull and boring, which Sunshine Wheat isn’t really. The rainstorm is the opposite of sunshine which refers to the name of the beer and the color. Sunshine Wheat has a very bright gold color. The old car is just old and boring. It’s not happy or fun like the beer is. I picked the 50 lb dumbbells as opposite because they are heavy and I see Sunshine Wheat as a lighter beer. I don’t know if it’s technically a light beer, but it seems light to me.”

Step 7: Sensory Images

I then asked her one at a time about the taste, touch, smell, sound, color, and emotions were and were not of Sunshine Wheat. Here is what she came up with:
Jenna’s Sensory Images for Sunshine Wheat Beer:

**Taste:** Wheat, but not Hops

**Touch:** Marble, but not a Knife

**Smell:** Flowers, but not Garbage

**Sound:** Laughter, but not Screaming

**Color:** Yellow, but now Black

**Emotion:** Happiness, but not Anger
Step 8: Mental Map

Jenna’s Mental Map of Sunshine Wheat

Light → Not feeling full → Less Calories → Good Health

Friends

Having drinks at dinner → Entertainment → Camaraderie → Avoid Loneliness

Outdoors

Colorado Culture → Belonging → Self-Image

Self-Confidence
Research Summary and Implications:

II. Research Summary: Analyze these findings. Summarize your results.

Overall, I found this exercise very enjoyable and informative. I’ve never thought of interviewing this way so the results I found from going through this with my friend, Jenna, were intriguing. She seemed to enjoy it as well. First, it was pretty interesting to go over the pictures she chose to represent her favorite craft beer, New Belgium’s Sunshine Wheat. The first picture we talked about was the one of the field with a bright sunshine. To her, this represented the happy and bright color and the light taste of the beer. She also mentioned that this was a very non-overwhelming environment (much like the beer.) The next picture was of people laughing. She ended up picking this as the most representative picture because to her, drinking Sunshine Wheat means hanging with friends, having fun, and relaxing. She again mentioned that wheat beer is light and fun. Another picture she chose was of a person hiking in the mountains during the summer. She said that this stood for Colorado summer activities and that Sunshine Wheat made her think of outside and summer. The bicycle picture represented Jenna riding her bike to the bars to hang out which is another fun activity. Finally, the bells stood for a happy sound. Overall, it’s easy to see that most her storytelling revolves around a happy feeling that she gets when she thinks about and drinks Sunshine Wheat. It’s very much a social activity for her.

This became even more evident when I had her put the pictures into piles. For example, Pile 1 contained the field and mountain pictures (outside.) Pile 2 was people (bike and laughing pictures.) Pile 3 was the bell by itself, and Pile 4 was the opposite pictures that are elaborated about above in Step 6. Jenna then went on to say that Piles 1 and 2 were similar because they represented happiness. She said that Piles 2 and 3 were similar because laughing and bells are both sounds. Lastly, she said that Piles 1 and 4 were similar because they represented environments. From this research, I would conclude that being happy is a big deal to Jenna as well as being in environments and around people that also make her feel this way. Sunshine Wheat seems to do a good job at bringing out these feelings. Drinking craft beer to her is more about the environment and the socialization than about the quality or taste of the beer itself.

III. Strategic Implications: Assume that a substantial number of consumers shared these meanings. What implications could your data have for developing marketing strategies?

Assuming that a substantial amount of consumers shared Jenna’s sentiments about Sunshine Wheat, I would conclude that many of their customers drink this beer because of the atmosphere it puts them in and the feeling it gives them. Happy attributes are key here as well as camaraderie. This data could have several implications for developing marketing strategies. First, New Belgium could market Sunshine Wheat as a great beer to drink outside with friends. For example, they could use advertising that depicted hikers enjoying a beer by the river after completing a nice summer hike. New Belgium could also push enjoying beers with groups of friends. For instance, they could advertise their tour as a social activity to get people in the door. They could also show people laughing and enjoying the beer together in a group. Playing on emotions is very important for a consumer like Jenna. She’s not so much worried about the quality of ingredients as she is about the happy color of the beer and the label.
She likes the light taste and how it brings her joy because of the atmosphere she is in. Overall, marketing strategies that hit on these points would more likely be effective for this consumer group.
ZMET
Picture Metaphor

Whitney Darlington

Hawa
Picture Metaphor Technique: Hawo- Craft Beer

1. Step 1: Story Telling Using Pictures

Me: “Tell me the story about your pictures.”

Hawo:

What Craft Beer Is:

-Cheers Picture (Friends touching glasses together): This picture symbolizes being with friends, a good ambience, and having fun. It shows the happy feeling I get. I want to find this environment when I drink craft beer.

-Community Picture: This stands for local business owners. I get a sense of community from craft beer. It’s our duty and our responsibility to help our community to grow. I would rather buy to help the community and get good quality. Craft beer is like good wine. If you really appreciate it, you will go to specialty stores to get good quality.

-Farmer Picture: This picture is related to community. This is someone fighting for his business and local products. I want to help him.

What Craft Beer Is Not:

-Alone Picture: This symbolizes how I would feel if I didn’t drink craft beer. When you drink with friends, you are not lamenting on your problems.

-Industry Picture: Craft beer is the opposite of a huge industry. For example, Proctor and Gamble want to own all the big beer companies. Craft beer is more like a small community. It’s not an industry that is solely concerned with profits.

-Wal-Mart Picture: I will never buy craft beer at Wal-Mart, even if they sold it there. Big companies always try to take over the smaller ones. I will only buy craft beer from breweries. I don’t like mass production and consumption.

2. Step 2: Missed Images

Me: “Were there any pictures you would have liked to obtain but were not able to find? Tell me about those.”

Hawo: “I really couldn’t find anything to describe the quality and taste of craft beer without putting in a picture of the actual beer.”
3. Kelly Repertory Grid Sorting Task:

Me: “Now I would like for you to sort your pictures into piles. Put pictures that are similar to one another in a pile. You may have as many piles as you like. How is this group of pictures different from the other?”

Hawo:

-Pile 1: Farmer and Community Pictures- They both show helping the local community.

-Pile 2: Industry and Wal-Mart Pictures- They both symbolize mass production/consumption.

-Pile 3: Alone and Cheers Pictures- They both stand for feelings even though they are opposite feelings of each other.

4. Step 4: Construct Elicitation:

Me: “Tell me about Pile 1.”
Hawo: “Both of these symbolize community. I am in favor of supporting the communities.”
Me: “Why are you concerned with this?”
Hawo: “Because I do not support mass consumption/production. I’d rather support the local business.”

Me: “Tell me about Pile 2.”
Hawo: “Both these pictures symbolize big industry. This is opposite of craft beer, which I support.”
Same reasons as above.

Me: “Tell me about Pile 3.”
Hawo: “These pictures stand for feelings so I put them together. These are opposite feelings though. The cheers pictures stands for happiness, and the alone picture stands for how I feel when I’m by myself.”
Me: “Why would you rather be with friends drinking craft beer?”
Hawo: “This is the image I get from craft beer. Happiness.”

Step 5: Most Representative Picture:

Me: “Which of these pictures is most representative of what craft beer means to you? Why?”

Hawo: “I would have to say the farmer. Again, he represents local business in the community. It’s easy to drink craft beer because I can appreciate the vision behind it. A lot of hard work goes into brewing it.”
Step 6: Opposite Images:

Me: “Which of the pictures represents the opposite of craft beer the most? Tell me more about why it represents the opposite.”

Hawo: “The Big Industry picture. It symbolizes mass production, which craft beer is not. If they could, big business would ‘eat’ the craft breweries. That’s just not cool at all.”

Step 7: Sensory Images:

Hawo’s Sensory Images of Craft Beer:

- Taste: Different, but not Impersonal
- Touch: Wood, but Glass
- Smell: Strong, but no Bland
- Sound: Stream, but a Jackhammer
- Color: Variety, but not Unique
- Emotion: Interested, but not Easy
Step 8: Hawo’s Mental Map

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<thead>
<tr>
<th>Attributes</th>
<th>Benefits</th>
<th>Values</th>
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<td>Friends</td>
<td>Hanging Out Together</td>
<td>Belonging</td>
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<td>Variety</td>
<td>Entertainment</td>
<td>Self-Confidence</td>
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<td>Small Business</td>
<td>Support CO</td>
<td>Community</td>
</tr>
</tbody>
</table>
Step 9: Image Collage:

NOT:
ZMET
Picture Metaphor

Tony Garver

Tizzle
ZMET – Picture Metaphor

*Tizzle* – *Craft Beer*

By Anthony Garver
ZMET: Step #1
Representative Pictures

- Represents post boarding activities
- Off the slopes and having a beer
- Represents watching football and drinking good beer
- Delicious beer
- Represents the perfect pairing: pizza and beer
- Beer is great with sausage, pepperoni, and bacon pizza
ZMET: Step #1
Non-representative Pictures

- Represents healthy food
- Beer is NOT healthy

- Represents physical exertion
- Wants water, not beer

- Represents sugary flavor
- Doesn’t like sweet tasting beer
ZMET: Step #2

Missing Photos

• What pictures would you have liked to include, but didn’t:
  – Found what I was looking for through Google
ZMET: Step #3
Kelly Repertory Grid Sorting Task

Food

- These photos represent food items
- Two are unhealthy, one is healthy

Events

- These photos represent activities
- Two have beer involved, one doesn’t
ZMET: Step #4
Kelly Repertory Grid Sorting Task

Which photos belong together? Or which should be by itself?
The candy and pizza should go together, hiking is my itself.

The one by itself, why?
It’s healthy, unlike the others.

What do you think the other two have in common?
They are good tasting, but not healthy.

Is healthy good or bad?
It’s good, I’m healthy and try to eat healthy and exercise.

Why is being healthy important?
So you can do stuff, so you feel good.

Why?
When you feel good you can do things, like hike.

Why is doing things important?
Because it’s fun, having fun is important, that’s what life’s all about.
ZMET: Step #4
Kelly Repertory Grid Sorting Task

**Which photos belong together? Or which should be by itself?**
Red Zone and Après are together.

**The one by itself, why?**
The apple because it’s healthy

**What do you think the other two have in common?**
They are activities that involve beer drinking

**Do you have to be at an event to drink beer?**
No, but it makes it more fun.

**Is fun important, why?**
Yes. To enjoy life!

**So enjoyment is important?**
Yes. Who wants to not enjoy something.

**Does beer help you enjoy?**
Definitely!
What is it about this photo that qualifies it as the most representative? It shows what I like to do after boarding – hanging out on the deck, in the sun, around people, and drinking beer.

Why is that important to you? It makes me feel good. I feel rewarded after the long day.

What about the crowd, do you interact? Yeah, we all have something in common so it's fun to hang with them and talk about the day.
What is it about this picture that least represents craft beer to you? The apple is healthy, beer isn’t. The apple is the opposite of beer.

And healthy is important? Yeah. Like I said, so I can do things and enjoy life.

It’s important to you to enjoy life, why? Life’s short, why not enjoy it.

Does an apple represent more enjoyment than a beer? No.

But if beer is more enjoyable, but being healthy lets you enjoy life, how do you reconcile the two? One keeps your body healthy and the other makes you feel good. Both lead to enjoyment.
### Sensory Perceptions About Craft Beer

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<th>Does Not Represent</th>
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<td>Taste</td>
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<tr>
<td>Cool</td>
<td>Touch</td>
</tr>
<tr>
<td>Out of the Oven</td>
<td>Smell</td>
</tr>
<tr>
<td>Chatter</td>
<td>Sound</td>
</tr>
<tr>
<td>Dark Red</td>
<td>Color</td>
</tr>
<tr>
<td>Relaxation</td>
<td>Emotion</td>
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<tr>
<td></td>
<td>Stale</td>
</tr>
<tr>
<td></td>
<td>Warm</td>
</tr>
<tr>
<td></td>
<td>Burnt</td>
</tr>
<tr>
<td></td>
<td>Loud</td>
</tr>
<tr>
<td></td>
<td>Anything Bright</td>
</tr>
<tr>
<td></td>
<td>Bored</td>
</tr>
</tbody>
</table>
Interesting Terms Used:
- Event
- Red
- Minimalism
- Enjoyment
- Lunch
- Snacks
- Healthy
ZMET: Step #9

Summary Image - Collage

Stimulate Senses

Natural Body/Hydration

Contradiction
ZMET
Picture Metaphor

Tony Garver

Phil
ZMET – Picture Metaphor

*PH – Craft Beer*

MKTG 6060-Buyer Behavior
Week 8 Assignment
Anthony Garver
ZMET: Step #1

The Pictures

• This photo represents friends meeting over good beer, good conversation, and having a good time.

• It’s always casual, easy going, and fun!
ZMET: Step #1

The Pictures

• This photo represents my grandfather. I didn’t have a picture of him, but I felt like this was a good representation of him and his generation.

• He’s the one who taught me to brew beer.
ZMET: Step #1

The Pictures

• This photo represents the precision that it takes to brew good beer. Like great sound, good beer can move you – I think...

• There’s an emotional connection for me in the brewing process – like making music then listening to it!
ZMET: Step #1

The Pictures

• This one represents authenticity.
• For me craft beer is authentic, original, tried and true.
• And a good beer is like a comfortable pair of old Levi’s – you love ‘em!
ZMET: Step #1

The Pictures

• Craft beer is unique, not like everything else. I like to think no two are alike.

• Craft beer has a cultish following too – I think...

• So I like to compare craft beer drinkers to Mac users.
Great craft beer starts with the best ingredients, this photo represents the idea that cost sometimes has to be incurred to get the best ingredients to make the best beer.
ZMET: Step #1

The Pictures

• This photo is of Bob Canon – the beer meister at the Boston Beer Company

• It represents a workman's ethic (dirty shirt), pride, and shows the tools of the trade
ZMET: Step #1

The Pictures

• This photo represents satisfaction
• When I drink a good beer – it’s satisfying
• When I brew a good beer – it’s even more satisfying!!!
• Plus I love the “Stones!”
ZMET: Step #1

*The Pictures*

- This photo represents my peaceful back yard.
- It’s where I hang out with my friends and drink beer.
- This yard is a little feminine – mine has a bocce ball court!
ZMET: Step #1

The Pictures

• This photo represents something that is bland tasting!

• Craft beer may not be good, but it’s never bland – like Bud Light!
ZMET: Step #1

The Pictures

• This one represents a huge crowded bar.
• Nameless people penned in like cattle – I hate that!
• I don’t like crowds!
ZMET: Step #1

The Pictures

• From one of my favorite movies – The Matrix
• The photo is of 3 Agents who look almost identical
• This photo represents what I don’t want from beer – identical taste or flavor
ZMET: Step #1

The Pictures

- This one, an ad, represents something similar to the Agents – non-descript beer
- That’s really why I drink craft beer – to experience the variety
ZMET: Step #1

The Pictures

• Same as the other two – the same beer over and over is what I’m trying to show here.
• I need originality, flavor, taste – not the same thing over and over...
ZMET: Step #1

The Pictures

- This one represents something that I think is “tasteless” – or more accurately someone, but you get it
- Tasteless doesn’t work for me...
ZMET: Step #2

Missing Photos

• What pictures would you have liked to include, but didn’t:
  – It was hard to not include beer in the photos
  – I wanted to find a picture of my actual grandfather, but couldn’t
  – I also wanted to find a photo of the Indian from that Clint Eastwood movie – the “Outlaw Josie Wales”, but I couldn’t find that either.
  – It was hard to find photos that depicted pride or flavor
ZMET: Step #2

Missing Photos

• Why did you want the photo of the Indian?
  – I wanted to depict pride. The Indian and Josie Wales meet and the Indian is so strong and proud
  – It would have represented the brewing process
  – Flavor is the other thing that I wanted to demonstrate through a photo, but I couldn’t find something that worked.
ZMET: Step #3

Kelly Repertory Grid Sorting Task

Pile #1

This pile represents the things that I like about Craft Beer: Authenticity, Family, Friends, Uniqueness, the Craft of Brewing, and Satisfaction.
ZMET: Step #3
Kerry Repertory Grid Sorting Task

Pile #2
This pile represents the things that I DON’T like about Craft Beer: Bland and Tasteless, Crowded Bars, Beer that is Too Similar to other Beer, Bud Light/Miller Light
ZMET: Step #4
Kelly Repertory Grid Sorting Task

Photo Key & Slide Selection Key

<table>
<thead>
<tr>
<th>#</th>
<th>Code</th>
<th>Photo Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-1</td>
<td>Comfortable Yard</td>
</tr>
<tr>
<td>2</td>
<td>1-2</td>
<td>Friends Enjoying Beer</td>
</tr>
<tr>
<td>3</td>
<td>1-3</td>
<td>Grandfather</td>
</tr>
<tr>
<td>4</td>
<td>1-4</td>
<td>Familiar &amp; Reliable</td>
</tr>
<tr>
<td>5</td>
<td>1-5</td>
<td>Unique</td>
</tr>
<tr>
<td>6</td>
<td>1-6</td>
<td>Great Ingredients</td>
</tr>
<tr>
<td>7</td>
<td>1-7</td>
<td>Pride</td>
</tr>
<tr>
<td>8</td>
<td>1-8</td>
<td>Precision</td>
</tr>
<tr>
<td>9</td>
<td>1-9</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>10</td>
<td>2-1</td>
<td>Bland &amp; Tasteless</td>
</tr>
<tr>
<td>11</td>
<td>2-2</td>
<td>Tasteless</td>
</tr>
<tr>
<td>12</td>
<td>2-3</td>
<td>Too Similar</td>
</tr>
<tr>
<td>13</td>
<td>2-4</td>
<td>Crowded</td>
</tr>
<tr>
<td>14</td>
<td>2-5</td>
<td>Unrecognizable/The Same</td>
</tr>
<tr>
<td>15</td>
<td>2-6</td>
<td>Not Unique</td>
</tr>
</tbody>
</table>

Random Slide Selections

Random #1: 1 3 2 4 5
Random #2: 7 9 8 13 6
Random #3: 11 12 14 15 10
ZMET: Step #4
Kelly Repertory Grid Sorting Task
Slide 1-1, 1-7 and 2-2

Which photos belong together? Or which should be by itself?
Kim Kardashian should be by herself.

Why?
She’s tacky and tasteless.

What do you think the other two have in common?
They remind me of brewing.

What about that?
That I really enjoy brewing on the weekends and sitting in the back yard enjoying the beer I’ve made.

Why is that enjoyable?
Because I might have some friends over or my wife and I might spend time together... The back yard and beer is special to me – my own personal retreat

Why is the retreat important?
I can relax.

So being relaxing is key?
Yeah, relaxing and being comfortable is important to me.
## Attributes
- Social engagement
- Taste

## Benefits/Consequences
- Relaxation
- Social time with people who are important in his life

## Values
- Comfortable life
- Pleasure
Which photos belong together? Or which should be by itself?
The “Stones” album cover and the picture of the older people should go together –
Generic should be alone.

What is it about the photo of the older people and the Rolling Stones album cover
that makes them go together?
They really don’t, but generic isn’t even close to them, so...

Earlier you said the photo of the older folks reminded you of your grandfather and
you said the album cover represented satisfaction, is there anything that you can
think of that connect those two thoughts?
Maybe... If I think about my grandfather, he was really proud of the beer he brewed.
He was always excited to share it with my dad or other relatives. Interesting... I
actually see how this works. I think he got great pleasure from brewing.

So he was satisfied?
Ha, yeah...

So do you derive pride or satisfaction from brewing?
Yeah! It’s a big part of why I do it. I like the creative aspects and the reward of
knowing I created something with my own two hands.

It sounds like both you and your grandfather shared that. Does that impact drinking
beer that you don’t brew? Do you derive satisfaction or pride in trying other beer?
Not pride. But I can see satisfaction. Particularly when I get try a new beer that is
really good, really well made – it can be satisfying.

And does the generic drugs photo illicit any feelings when considered with the other
two photos?
I think both the “Stones” and my grandfather were originals – not like anything else.
So, yeah, generic could be considered the opposite.
ZMET: Step #4
Kelly Repertory Grid Sorting Task
Slide 1-3, 1-9 and 2-3

Attributes
Flavor/Taste
Quality

Benefits/Consequences
Identification with tradition/family

Values
Sense of Accomplishment
Which photos belong together? Or which should be by itself?
Well, because I originally separated them into the good and the bad piles, I’d say the photo of the Agents belongs by itself. It represents everything being the same – no originality.

Lack of originality is a big deal for you, why is that?
Well, in the context of beer, it’s because I am kind of picky. I like variety and quality. I want beer that tastes good. If I wanted boring beer, I’d drink Bud Light.

So why is variety so important?
In beer, it’s why craft beer drinkers like to sample. They are always looking for something new and great.

So why is it important to you though?
Oh, same reason, I like something new – it’s like exploring!

So what makes exploring so great? Some people like the same-old, same-old?
Yeah, not me! I like the adventure of a new bar, new flavors, and new discoveries.

Adventure? Why?
I don’t know… doesn’t everyone like adventure? (thinks but can’t come up with an answer)

How about the photo representing precision – the speaker photo. What about that picture makes it special?
For me it represented precision in the brewing process.

So do you think precision and variety are linked?
Maybe… I guess if a brewer is really precise in their techniques, they have a better chance of making better tasking beer.

What about your friend’s photo, do you think that has anything to do with variety or quality? Anything to do with precision?
Not really.

Does it (friend’s photo) have anything to do with the “Agents” photo?
My friends are total originals, so maybe in that they are NOT like the agents.
ZMET: Step #4
Kelly Repertory Grid Sorting Task

Slide 1-2, 1-8 and 2-5

Attributes
Variety, Taste

Benefits/Consequences
Uniqueness, Opportunity for Adventure in Tasting

Values
N/A from this comparison
Which photos belong together? Or which should be by itself?
Definitely the crowded bar and the Model T assembly line belong together. This grouping is actually perfect because it puts Levi’s against those two.

Why is Levi’s by itself in this grouping so important?
I knew you were going to ask that... Because they are the original cool jean.

So being original is good?
Yes.

Why – in the context of craft beer?
Because that’s what makes the craft beer go around. Like I said before, craft beer drinkers are constantly searching for something new and original.

What is it about originality – in general – that is so appealing?
Nobody wants to be that same as the person next to them. Like the Model T – they were all the same. How boring...

So originality in taste/flavor, but also in your persona?
Yeah. I think that’s fair...

Would it be fair to say that craft beer drinkers are trying to carve out space as individuals – more so than traditional beer drinkers?
Maybe... yeah, I think that’s an interesting way to look at it. Most of the guys I drink with are pretty original people.

You were in Vicki’s class; do you think originality is a higher level value?
Sure. I do. I know plenty of people who strive to be original – it’s important to them.
ZMET: Step #4

Kelly Repertory Grid Sorting Task

Slide 1-4, 2-4 and 2-6

Attributes
Variety

Benefits/Consequences
Uniqueness

Values
Originality
Which photos belong together? Or which should be by itself?
The green bean casserole and whole foods.

Why?
They both represent food and neither have anything to do with the Mac.

Earlier you said the Mac represented originality, is Whole Foods original?
Not really, not anymore. Sprouts, Vitamin Cottage, etc...

Do you like green bean casserole?
No. But we ate it as kids...

So how do you think the two photos (casserole & Whole Foods) are different from the Mac photo – in the context of craft beer?
Mac represents unique or non-conformist. Whole Foods was about ingredients, but it’s a little elitist. The casserole is just boring and bland.

Whole Foods is elitist?
A little. Even though they have good food, it’s expensive and so their customers are a little wealthier. Let me say it this way, the average price of a car parked in the lot of Whole Foods is higher than at King Soopers.

Hum, is that bad?
No.

Do you think Mac’s are expensive?
Heck yeah!

Isn’t it the same thing?
Maybe...

Okay, back to the topic... Do you think craft beer drinkers are elitist?
No. They are usually just nerds. They found something that interests them and community is developed around that interest. They’re not rich or anything – but the beer can be expensive.

Is community important?
Yeah, you like to talk with people who have similar interests. Kind of like the Mac story – a company that survived and thrived because of its users. That actually would be a good way to look at that photo to – as a representation of community.
ZMET: Step #4
Kelly Repertory Grid Sorting Task

Slide 1-5, 1-6 and 2-1

Attributes
Taste

Benefits/Consequences
Uniqueness

Values
Being a part of Community
What is it about this photo that qualifies it as the most representative? The photo is of Bob Canon. He’s kind of a folk hero in the craft beer world. He’s a German trained beer meister and the head beer meister for the Boston Beer Company – aka: Samuel Adams Beer. He represents to me what a craft beer brewer should look like; blue collar, somewhat soiled clothing (from working), holding a tool from his trade, and looking proud.

What’s important about being blue collar in relation to craft beer? Nothing specifically, although I think the craft beer industry is full of 9-5 guys who may have been something else in a previous life-like an engineer or software programmer, and now they are working with their hands making beer every day. You don’t need a college education to brew beer.

So how does pride factor in? From making something with your hands. It’s like building a house or furniture or baking a cake, you get a sense of accomplishment from doing those things – you’ve got something tangible to show for your effort and work.

Is that proof important? For me it is. I don’t know many accountants or bankers that ever have something tangible to show for their efforts – except maybe taxes being prepared, but that’s not sexy!

So the beer would be the proof for you? Yes.

When drinking someone else’s beer, do you think of this the same way? When someone makes a good beer or even an average beer, they put a ton of time and effort into that batch. They may make it from a recipe or they may be experimenting, either way they put a lot of effort into brewing it. I like the idea that I’m enjoying something that someone else has been really passionate about making. Like great cake, you can almost taste the effort when its really good.
What is it about this picture that least represents craft beer to you? This one was about the same product in the same color & style coming off an assembly line. It reminds me of mass produced beer. It looks the same and it tastes the same.

What is it about being the same that is so off-putting to you? I like variety – I think everyone does to some degree. For beer it’s important to me to have the opportunity to try different beer styles and flavors. Craft beer drinkers are tasters, typically. It’s the sense of experimentation and adventure that makes me enjoy craft beers.

So you’re not a fan of Coors, Anheuser, Miller products I take it? Nope. That’s what the picture represents.

Does your sense of adventure permeate throughout your life, or does it only apply to beer? I’d say I’m fairly adventurous. I like to camp and typically I’ll hike in to new places. I tend to stay in the same area, but rarely camp in the same place.

So the adventure is in the experimentation for you? Yeah it’s about trying something new and not always knowing what to expect. Sometimes I’m disappointed, but usually I learn something new. With beer, I have found some of my favorites by purposefully avoiding the beers I’m already familiar with.
### Sensory Perceptions About Craft Beer

<table>
<thead>
<tr>
<th>Does Represent</th>
<th>Does Not Represent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesome Food/Wheat/Barley</td>
<td><strong>Taste</strong></td>
</tr>
<tr>
<td>Heavy Glass/Something Substantial</td>
<td><strong>Water</strong></td>
</tr>
<tr>
<td>Fire/Smoke</td>
<td><strong>Touch</strong></td>
</tr>
<tr>
<td>Soft Aluminum</td>
<td><strong>Smell</strong></td>
</tr>
<tr>
<td>Bourbon Street (New Orleans)</td>
<td><strong>Indistinguishable Chatter of a Crowd</strong></td>
</tr>
<tr>
<td>Friends Talking and Laughing</td>
<td><strong>Sound</strong></td>
</tr>
<tr>
<td>Pale Gold/Pale Amber</td>
<td><strong>Emotion</strong></td>
</tr>
<tr>
<td>Sad/Loneliness</td>
<td><strong>Color</strong></td>
</tr>
</tbody>
</table>
ZMET: Step #9

Family, Tradition, Craft & Pride

Authenticity, Friends & Unique

Comfort & Relaxing

The same tasteless beer...
ZMET
Picture Metaphor

Tony Garver

Alec
ZMET – Picture Metaphor

AK – *Craft Beer*

By Anthony Garver
ZMET: Step #1

Representative Pictures

- Represents taste
- Drinks craft beer for taste

- Represents adrenaline
- New adventures
- Trying new beers

- Represents getting “buzzed”
- Likes drinking to get “buzzed”
- Craft beer is a good way to get “buzzed”
ZMET: Step #1
Non-representative Pictures

- Represents beer tasting like water
- Craft beer shouldn’t taste like water
- Represents mass production & sweat shops
- Mass produced is common
- Craft beer isn’t common
- Represents auto manufacturers who lack innovation & creativity
- Doesn’t like lack of creativity
- Doesn’t like beers that don’t innovate & change
ZMET: Step #2

Missing Photos

• **What pictures would you have liked to include, but didn’t:**
  – Found what I was looking for through Google
  – It was difficult to find photos beyond the ones that I did find because my dislikes are so narrowly focused
ZMET: Step #3
Kelly Repertory Grid Sorting Task

Contrasts
- Represents contrasting images
- Differ in Color
- Differ in meaning: Taste vs. No Taste

Mass Produced
- Represents mass production
- Unoriginal
- No Innovation

Others – Non-Related
- Are not related except for representing nature
ZMET: Step #4
Kelly Repertory Grid Sorting Task

Which photos belong together? Or which should be by itself?
Mass production and water on one side – Rolling Stones on the other.

The one by itself, why?
The Rolling Stones were unique and the picture reminds me of taste. The other two are ordinary and without taste.

What do you think the other two have in common?
Mass production makes ordinary things, water is ordinary and mass produced things aren’t usually innovative or creative – they’re just the same.

Is ordinary bad?
Ordinary is boring and unadventurous.

Is adventure important?
Yeah, it’s a big part of my life – I like to do adventurous stuff.

Why?
It makes me feel alive, like I’m doing something exciting and fun.
Which photos belong together? Or which should be by itself?
Mass production and the auto companies on one side – Buzzy bee on the other.

The one by itself, why?
Well it’s not anything like the other two, they are about manufacturing, mass-production, and being ordinary. The bee is about nature, being outside, and getting buzzed!

What do you think the other two have in common?
Like before, mass-production makes ordinary things and those things aren’t usually innovative or creative – they’re just the same.

Why is innovation so important?
Because it gives us new things – I like to try new things. It’s that adventure thing I talked about earlier.
What is it about this photo that qualifies it as the most representative? The adventure, being outside, conquering a challenge.

What’s important about conquering a challenge? It makes you feel good about yourself. You get a sense of pride from achieving things like climbing a mountain.

Why is adventure important? So you feel alive. Adventure and challenge are connected to me. They go together usually.
**ZMET: Step #6**

*Least Representative Photo*

*What is it about this picture that least represents craft beer to you?* Because I don’t drink craft beer just to spite the big manufacturers.

*So you’re not drinking craft beer to “stick it to the man?”* Yeah. Some people drink craft beer because they hate the establishment, that’s not why I drink it.

*What’s wrong with the establishment?* Nothing, I’m saying that I’m not drinking craft beer just to avoid supporting the establishment.

*Do you think craft beer drinkers are anti-establishment?* A lot of them are.
ZMET: Step #7

Sensory Perceptions About Craft Beer

<table>
<thead>
<tr>
<th>Does Represent</th>
<th>Does Not Represent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavorful</td>
<td>Taste</td>
</tr>
<tr>
<td>Smooth</td>
<td>Touch</td>
</tr>
<tr>
<td>Outdoors</td>
<td>Smell</td>
</tr>
<tr>
<td>Open/sounds of nature</td>
<td>Sound</td>
</tr>
<tr>
<td>Red</td>
<td>Color</td>
</tr>
<tr>
<td>Happy</td>
<td>Emotion</td>
</tr>
<tr>
<td></td>
<td>Plain/Bland</td>
</tr>
<tr>
<td></td>
<td>Rough</td>
</tr>
<tr>
<td></td>
<td>Garbage</td>
</tr>
<tr>
<td></td>
<td>Echo filled</td>
</tr>
<tr>
<td></td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Sad</td>
</tr>
</tbody>
</table>
ZMET: Step #8

Mental Map

1. Opposites – water has no taste
2. Natural
3. Opposites because water doesn’t provoke unnatural feelings
4. Opposite – tongue wants new, good taste and auto manufacturers are flavorless
5. Opposite – One is wide open the other is confining
6. Feeling of something other than natural, normal feeling
7. Opposite – Lack of excitement or adventure
8. Produced because people expect it to be produced
9. Auto manufactures don’t provide “buzz” feeling – old and outdated
ZMET: Step #9
Summary Image - Collage
Research Summary

The research subject (Alec) is a Twenty-three year old male who prefers craft beer over traditional mass-produced brands. Alec is a recent college graduate and lives in the Capital Hill neighborhood of Denver. He is single, but resides with a girlfriend. As a recent college graduate, Alec’s income is on the lower-end of the middle income range.

The subject and I met over several hours where he presented, and we discussed, 3 images that represented craft beer and 3 images that did not represent craft beer. The interview techniques included the Zaltman metaphor elicitation technique (ZMET), multiple instances of laddering, and the Kelly Repertory Grid. These techniques allowed for a dive deeper into the subjects feeling and uncovered more deeply rooted perceptions and values.

Through the interview and evaluation of the representative photos, several key attributes, benefits, and values were uncovered. Alec cites taste and alcohol content as appealing attributes of craft beer. In terms of Rokeach Values, Alec’s interview revealed that his preferred end-states of being (Terminal Values) are: Pleasure, Sense of Accomplishment, and Happiness. These values derive primarily from the benefits of adventure and flavor.

The images that Alec presented as non-representative of craft beer centered primarily around two factors; taste and lack of originality. The 3 photos that did not represent craft beer consisted of the following attributes: tasteless, mass-produced, and lack of innovation.

A Kelly Repertory Grid was performed on 2 randomly generated combinations of 3 photos from all photos presented by the subject. The pool of photos contained both representative photos and non-representative photos. The subject was asked to evaluate the both sets of 3 picture groupings for photo compatibility and inconsistency. In each instance, laddering was used to develop a deeper understanding of the subject’s perceptions and values around grouped photos.

- Group one (sweat shop, glass of water, and Rolling Stones Logo) revealed taste and uniqueness as important attributes to his appreciation of craft beer. Pleasure was determined to be the higher level values for this set of photos.
- Group two (sweat shop, auto company logos, and a bee) revealed mass-production as a negative quality associated with beer in general. Higher than average alcohol content was associated with the photo of the bee, i.e. getting a buzz from drinking the beer. The higher level value for this grouping was pleasure.

The most representative photo was of a man climbing a rock. Alec felt that this photo represented adventure, being outside, and conquering a challenge. Alec indicated that being outside, hiking, and climbing represented adventure. As that relates to craft beer, he stated that craft beer is about trying different styles – it was adventurous to him. The least representative photo was that of the sweat shop. This photo represented mass-producers – something not usually associated with craft beer. He explained that he drinks craft beer for adventure, flavor and alcohol content, but not to avoid supporting large manufacturers. He also opined that many craft beer drinkers do so to avoid supporting large brewers. This was not his intent.

The subjects sensory perceptions of craft beer were tested across six categories: taste, touch, smell, sound, color, and emotion. Alec was asked to evaluated what did, and what did not, represent craft beer by each category. His responses favored outdoor activity, fresh air, and pleasant sensory factors. His negative sensory perceptions were dark and odorous in their nature.

The subject drew a mental map based on the photos and from that it was determined that he identified many opposites in his comparison. The majority of his feelings in comparing his images are based in taste and uniqueness or innovation – not being mass-produced.
Finally, the subject was asked to create a collage using the photos from the interview. Alec did this without the interviewer’s assistance and he did so using both representative and non-representative photos. The results were somewhat expected given the length and depth of the interview process and the discussion around the interviewee’s passion for craft beer. He grouped the images into one set of photos with the climbing image as the largest. Taste and originality images anchored the lower left-hand corner. The image of the bee was next largest; located in the upper right-hand corner of the collage. The image of the sweatshop was very small and located in the lower right-hand corner of the collage by itself. Two main themes came from the collage: Adventure/Natural and Lack Luster (i.e. tasteless and non-innovative).

In conclusion, the interviewee valued taste as a primary attribute with a sense of adventure being his primary benefit. The higher level value was pleasure.
ZMET
Picture Metaphor

Rachel Mimkin

Juli
Assignment VI

Microbrew
Storytelling

• “This chick is just having a great time and that’s how I feel when I’m drinking good beer”

A-1

A=What it is
Storytelling

• Craft beer is much better in quality and taste than say, Bud light
Storytelling

• Craft breweries are very warm and welcoming
• Sense of community
Storytelling

- Craft beer makes me think of hipsters, which I don’t like, but it’s definitely true
Storytelling

• Craft beer is about joking around and having a good time.
Storytelling

• Drinking craft beer is not chugging bad beer
• Craft beer is about *enjoying* your beer

B-1

B=What it isn’t
Storytelling

- Wishes it was more like a rave, but admits it is not a theme of craft beer
Storytelling

• Craft beer is not for babies
• Babies should also not be present while I drink my craft beer
Storytelling

• Craft beer is not for the shy or apprehensive person
Missed Images

• Wish could have found a better representative picture of warmth (the fire)
Sorting

- These two go together because they represent the two types of people I don’t want around when I’m drinking craft beer

- These two go together because they both represent having a good time

- Even though these are opposite I still think they go together because a rave is a place I also see a hipster going
Construct Elicitation

• All these pictures are similar because I (interviewee) think of having a good time and drinking as being connected.

• They are different because the middle picture (B-1) shows the guy not enjoying HOW he gets drunk.
Construct Elicitation

- The top picture (A-2) is different from the bottom two (A-5 and B-2) because it’s “yummy” (better taste).
- The bottom two (A-5 and B-2) are similar because they are primarily about having a good time.
Ladder

**Attributes:**
Variety of flavors
Quality taste
Higher alcohol than most non-craft beers

**Benefits:**
Getting buzzed or drunk
Relaxation
Fun
Variety of flavor options

**Values (Rokeach):**
Freedom
Happiness
Pleasure
Social recognition
Thorough (thoughtful)
Most Representative

• The most representative picture is the lady laughing because craft beer means happiness and fun to her
What it’s not

• Craft beer is not about forcing down bad beer to get drunk, and it’s not about being in a rave-like atmosphere

• Not for babies or shy people
Sensory

Taste: Nuts, not fish
Touch: Cold, not hot
Smell: Pungent, not sweet
Sound: Fizzy, not bells
Color: Brown, not purple
Emotion: Happy, not sad
Research Summary

• Associates craft beer with happiness and fun
• Wishes craft beer wasn’t associated with “hipster”
• Sees craft beer environment as warm and inviting
• Wishes sometimes that the environment were a little more youthful and energetic (dancing)
Research Implications

• In future marketing efforts, managers of craft breweries could consider adding either an atmosphere or additional events that are more energetic
  – Live music
• Naming the beers funky names
• Provide descriptions of beer
ZMET
Picture Metaphor

Rachel Mimkin

Donny
Donny

Photo metaphor
Storytelling

- Adventure=craft beer
  - Trying new things
  - On a journey

A-1

A=What it is
Storytelling

• It’s a science/craft
• Well thought-out
Storytelling

• If you like beer, you like craft beer
Storytelling

• Someone that is just beyond happy to be doing what they’re doing

• Enjoying the experience of making beer
Storytelling

• It’s not about the money

B-1

B=What it isn’t
Storytelling

- He’s a stiff
- Doesn’t belong with craft beer
- Craft beer is not all business
Storytelling

- Craft beer is not just beer dressed up
- Doesn’t have to fool you to make it “fancy”
  – Example: Bud Light Premium
Storytelling

- They are trying to sell you the beer without actually selling you the beer
- Not about gimmicks
Missed Images

• Wanted to find a picture of someone where their appreciation was so completely transparent
Sorting

• These two go together because they represent why beer is made

• These two go together because they both represent the business aspect of craft beer

• These go together because they are both “all about money”
Sorting

- These two go together because they are both lifestyles
Construct Elicitation

• A-1 and B-1 are different because adventure is something you’re seeking for the experience, whereas money is a necessity

• A-1 and A-2 are similar because you’re trying something, or seeking out some outcome

• A-1 and A-2 are also different because science is more regulated in contrast to adventure where there are no rules
Construct Elicitation

• B-3 and B-4 are connected because you’re not actually selling the true product
• B-4 and A-2 are similar because it’s a very calculated process
**Attributes:**
- Taste
- High Alcohol
- Variety/Unique ingredients
- Unique atmosphere

**Benefits:**
- Relaxation
- Social Opportunity
- Buzz
- Variety/Unique ingredients

**Values (Rokeach):**
- Happiness
- Pleasure
- Social recognition
- Sense of accomplishment
- Thorough (thoughtful)
- Sense of belonging
Most Representative

- Craft beer has a personality
What it’s not

• Not about solely making money
• Not about fooling people
Sensory

Taste: Bold, not bland
Touch: Silky, not grainy
Smell: Malty, not nothing
Sound: Rock, not techno
Color: Dark, not clear
Emotion: Excitement, not boredom
Summary Image
Research Summary

- Associates craft beer with adventure and discovery
- Craft beer is a science
- Craft beer is not about making money or deceiving consumers
Research Implications

• In a humorous, informed way, developing a marketing campaign around calling-out “fake” craft beer
  – Something that most craft beer drinkers get riled up about
• When determining pricing strategy:
  – Price is not the most important purchasing factor
• Making a practice to, through marketing and/or service activities, illustrate the science behind the beer
ZMET
Picture Metaphor

Kristine Serwitz

Joel
1. STORYTELLING

What Carver’s Is: AN ACTIVE MOUNTAIN LIFE, EVERYDAY IS A NEW EXPERIENCE!

Snowy Mountain Town Image—when I was first introduced to Carver’s microbrew I was living in Durango, CO which is a snowy mountain town—I grew up skiing from the age of 6 on so I have a lot of positive nostalgic memories of small ski towns—“Gonna get a beer?—Gonna get a Carver’s—it’s a lifestyle Bro!”

Hiking Image—I associate Carver’s with my life in college in a mountain town—all these activities relate to living in a mountain town—“Wanna go hiking?” “Yes, I do.” “Wanna drink a beer? Yes I do!—Wanna go get a Carver’s.”

Mountain Biking Image—Durango is a mountain biking hub—Carver’s and the two go hand in hand.

Fishing Image—No greater experience than having a beer while fishing—grab a jug of Carver’s and drive out to a river.

Skiing Image—Apres Ski—it’s go time for a cold beer! I am thirsty—fire me up with a Carver’s beer. After a long day of skiing my friends and I would jump back in the car—drive down the mountain—eat dinner and drink a Carver’s beer

Café Image—Carver’s has a great patio—and you can see it and hear it from down the street—It just draws people in and makes you want to have a beer.

Snow Bunny Image—I am feeling fantastic—I had a great day on the slopes—I had a fantastic meal at Carver’s—I am drinking a great Carver’s beer and you know what I want next….she could even be serving me that beer and that would be supreme.

Summary of Metaphor Images: Freedom!!! These images make me feel cozy, comforted, safe—these images are just beautiful to look at. Mountains provide a different view and perspective with each image—the opposite is the ocean—the ocean view can look the same for miles… I just love going to the top of a peak—it all comes down to comfort for lack of a better word—doing any of these activities are universally liberating—de-stressing, unwinding at a café, skiing--wind in your face--sitting on a chair going back to the top to do it all over again.

What Carvers is NOT: PRETENSOUS, STRESSFUL, YOU DON’T TRY SOOOO HARD TO BE THIS COOL GUY – THERE’S NO HIGH PROFILE IMAGE IN THE BUSINESS
IMAGE—IT'S A T-SHIRT KIND OF GUY—BEARDED WITH HIKING BOOTS—This
doesn’t mean that he hasn’t achieved monetary success.

Shopping—This particular beer is associated with lifestyle—and Durango does not
have large shopping malls that are busy, hectic, stressful—people spending money
on crazy dumb stuff they don’t need.

Work—people making a killing everyday on wall street—killing themselves
working crazy hours—their idea of lifestyle is completely different—they have
different personality types—they drink Kettle One—Not a Carver’s Microbrew.

Traffic—mountain towns don’t have crazy stopped traffic—people come to towns
like Durango to get away from traffic hell like this.

Cool Dudes—Don’t get me wrong---I like to dress in a suit—and its not that you
can’t wear a nice suit in Durango—but do you need to is the question and does
anyone in Durango give a shit because you are wearing a nice suit—The answer is
NO—these guys are drinking martinis, doing blow, and taking ladies out in cocktail
dresses—they are vain.

Summary of NOT Images: Stress, confinement, crushing, claustrophobic hell. Sitting
in traffic, an office, standing in line in a mall... is God awful Hell!!

It makes me think of the jeep ad—he’s all clean shaven but in his reflection he is
unshaven and wearing a plaid shirt

Michelob Ultra Ad campaign with Lance Armstrong

MISSING IMAGES—You can get anything on the internet—I didn’t find my images of
friends from college—I don’t have an image for that—it exists only in my mind—

MOST REPRESENTATIVE IMAGE: Snowy Mountain Town
#5 MOST REPRESENTATIVE PICTURE

#6 Opposite Images
#7 Sensory Images

**What the Brand is....**
- Taste - Refreshing
- Touch - Bubbly
- Smell - Vomit
- Sound – Glass clinking
- Color - Sunset
- Emotion – Alive

**What the Brand is not...**
- Taste - Watery
- Touch - Warm
- Smell - Flowers
- Sound – Ice in a glass
- Color - Clear
- Emotion - Sadness
Carver's Beer

Pleasant

Enjoyable

Fun

Excitement

Satisfaction

Relaxed

No responsibility

Less inhibited

Delusional

Self-Confident

Happy
Summary

• People associate Carver’s beer with a snowy mountain town
• Carver’s is fun, relaxing, and enjoyable
• People associate Carver’s with a comfortable lifestyle that is stress free and away from hectic pretentious city life
• Carver’s gives people a sense of warmth, excitement, and a bit of irresponsibility
• Carver’s makes people less inhibited and gives people greater satisfaction, self-confidence and most importantly, impact’s people’s terminal value need of happiness
• See chart on next page for identified values through the picture metaphor technique
**Instrumental Values**
(PREFERRED MODES OF BEHAVIOR)

- **Competence**
  - Ambitious (hardworking)
  - Independent (self-reliant)
  - Imaginative (creative)
  - Capable (competent)
  - Logical (rational)
  - Courageous

- **Compassion**
  - Forgiving (pardon others)
  - Helpful (work for others)
  - Cheerful (joyful)
  - Loving (affectionate)

- **Sociality**
  - Polite (courteous)
  - Obedient (dutiful)
  - Clean (neat, tidy)

- **Integrity**
  - Responsible (reliable)
  - Honest (sincere)
  - Self-Controlled

**Terminal Values**
(PREFERRED END STATES OF BEING)

- **Social Harmony**
  - World at Peace
  - Equality (brotherhood)
  - Freedom (independence)
  - National Security
  - Salvation (eternal life)

- **Personal Gratification**
  - Social Recognition
  - Comfortable Life
  - Pleasure (enjoyable life)
  - Sense of Accomplishment

- **Self-Actualization**
  - Beauty (nature and arts)
  - Wisdom (understanding)
  - Inner Harmony (no conflict)
  - Self-respect (self-esteem)
  - Sense of Accomplishment

- **Security**
  - Taking care of Family
  - Salvation

- **Love & Affection**
  - Mature Love
    - (sexual and spiritual intimacy)
  - True Friendship
    - (close companionship)

- **Personal Contentedness**
  - Happiness (contentment)

**Rokeach Values**
Carver’s Marketing Strategy

• Value Proposition: Carver’s Craft Beers quench your satisfaction for good times and good beer!
• Tagline: Enjoy the Good LIFE!
• Target Market: Adult Men Age 21-60—active lifestyle—participate in many outdoor activities, prefer mountain living—detest pretentious city living, want to feel good and be happy
• Product Offering: Ice Cold Craft Beer, when you want it, where you want it.
• All marketing communications from Carver’s Microbrewery need to focus on the main Terminal Value of happiness and produce the most representative imagery as well as the active sporting activities that these men like to participate in (skiing, hiking, mountain biking, fishing etc) to effectively gain the attention of their target market. Effective use of this imagery and the creation of attention grabbing copy will impact their target market’s cognitions and positively impact their decision to purchase Carver’s Craft Beer as these marketing communications will address this audiences need for Personal Gratification—Social Recgonition, Comfortable Lifestyle, and Pleasure—enjoyable life!
ZMET
Picture Metaphor

Kristine Serwitz

Dan
Picture Metaphor Technique
Durango Brewery
Durango, Colorado
Story Telling:

What the Brand IS:

**Bar:** Well, when you walk into a bar it invites you to order a drink. If I walk into a shoe store it means I want to buy a pair of shoes—when I walk into a bar it means I want to buy a drink—the Durango Brewery has a nice dark beer and its good every time. When I walk into that brewery, I want a dark stout.

**Camping:** When you are camping it’s nice to have a beer. Beer and the outdoors are synonymous—I am not working—I am away from responsibilities--both are calming, relaxing, and enjoyable. You can order a jug of craft beer from Durango Brewery and take it with you camping.

**Chicago Blackhawks:** That picture is the ultimate culmination of hockey—as a player, spectator and coach—beer drinking is synonymous of celebration and when the Blackhawks won the Stanley Cup—that was one of the greatest celebrations of my life! There is nothing better than enjoying a great favorite beer with one of the greatest moments of your life.

**Walleye:** Catching a walleye is enjoyable—I like the pursuit of the hunt—the reward is filleting the fish, frying it up and enjoying it with a cold beer from the Durango Brewery.

**Woman:** I like beautiful woman—in particular, it’s a turn on to see a beautiful woman in leg wear—Its exciting and drinking a beer is exciting--It’s nice to have 2 exciting experiences at the same time!

**Drums:** Playing music is intensified by drinking beer—In college, I would pick up jug of Durango brew—go home, relax, unwind and play my drums—I still do this 20 years later.

What the Brand IS NOT:

**Bulls eye:** The bulls eye is an image of good marksmanship in target shooting and the basic fundamentals in firearm shooting—which is safety! One should not participate in beer drinking while shooting a gun—that violates the primary law of safety!

**Inauguration:** I associate beer drinking with celebration—it’s a luxury not a necessity. The inauguration of President Obama was not a time of celebration for me, as I believe that his policies are hurting the American people in many ways—including their pocket books. Less disposable income=less purchasing of luxury items such as extended trips to Durango and visiting the Durango Brewery.
**Cycling:** Well clearly, this cyclist is not thinking about drinking beer—he is suffering in his fight to beat his component who is coming up on his tail—in this situation, drinking a beer is the last thing you are thinking about---even a beer as good as one from the Durango brewery.

**Benghazi:** I associate beer drinking synonymously with celebration—not times of mourning—watching our administration sit and watch while our country is being attacked is not a celebratory moment for me---this situation does not make me want to enjoy a beer.

**Books:** Books require a lot of attentiveness to digest their contents---its difficult to absorb complex content while enjoying a beer—especially if you want to comprehend and retain the information.

**Missing Images:**

I couldn't find an image of Mitt Romney being inaugurated. I would have bought a ton of Durango Brew then...

**Sorting into different piles:**

**How are the piles different from one another?**

One pile is positive and provides positive reinforcement for drinking Durango Brew--the other is negative—and I don’t want to celebrate or drink good beer such as beer from the Durango Brewery.

**Most Representative Picture:**

**Chicago Blackhawks**—hockey is the thing that has always been the forefront of my activity, sport, ambition---I associate drinking beer with celebration—I have waited for the Blackhawks to win my entire life! Now that’s worth celebrating with a Durango Brewery Brew--Everyday!
#7 Sensory Images

**What the Brand is....**
- Taste - Drinkable
- Touch – Cold, Crisp
- Smell – Nutty, Smoky, Ashy
- Sound – No sound
- Color - Chocolatey
- Emotion – Relaxing, Active, Enjoyable

**What the Brand is not...**
- Taste - Heavy
- Touch - Warm
- Smell - Vomit
- Sound – No sound
- Color - Ugly
- Emotion - Bad
Mental Map

- Durango Beer
- Pleasure
- Fun
- Excitement
- Enjoyment
- Relaxed
- Active
- Happy
Summary

• Durango Brewery is associated with enjoyment, fun—the Blackhawks are the ultimate culmination of that!
• People associate Durango Brewery with an active lifestyle that is stress free and away from political unrest.
• Durango Brewery gives people a sense of warmth, pleasure, relaxation and a bit of excitement.
• Durango Brewery impact’s people’s terminal value need of happiness.
• See chart on next page for identified values through the picture metaphor technique
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Durango Brewery Marketing Strategy

- Value Proposition: Durango Brewery Craft Beers—Cold, Crisp, Pleasure in a bottle!
- Tagline: Pleasure in a bottle!
- Target Market: Adult Men Age 21-60—active lifestyle—participate in many activities—particularly sports and outdoor activities—detest politics, want to feel good and be happy
- Product Offering: Ice Cold Durango Craft Beer—the ultimate culmination in life!
- All marketing communications from the Durango Brewery need to focus on the main Terminal Value of happiness and produce the most representative imagery as well as the active sporting activities that these men like to participate in (fishing, camping, hockey etc.) to effectively gain the attention of their target market. Effective use of this imagery and the creation of attention grabbing copy will impact their target market’s cognitions and positively impact their decision to purchase Durango Brewery Craft Beer as these marketing communications will address this audiences need for Pleasure, a Comfortable Enjoyable Lifestyle, and Happiness!
ZMET
Picture Metaphor

Hawa Kane

Whitney
I – RESEARCH FIELD
The brand the consumer has chosen for this exercise is a Craft beer named Ellie’s Brown Ale.
1. The first picture represents a Chocolate Labrador. His name is Ellie and it is actually the dog that this craft beer was named after. It also reminds me my own Labrador dog.

2. The second one is a picture of a forest on fall. It is related to the brown ale of the beer. The coloring of the beer reminds me the weeds and the taste is a crisp taste. Ellie’s Brown Ale is not a summer or a winter Ale, it’s a fall type of beer.

3. The third picture is a red truck in the middle of a field. This picture with the fall one takes me back to Tennessee where I grew up and where my family still is. My dad also has a truck like this and he drinks Ellie’s brown Ale craft beer.

4. This picture shows a group of friends having fun together. This is exactly the environment I am in when I go to a brewery with friends.

5. The fifth picture represents Colorado. Drinking craft beer is a part of Colorado culture. It fits with the habits of where I come from and my relations. My friends in Colorado will make fun of me if I show up with a Coors.

6. The man in this picture is frustrated and angry. Drinking craft beer helps get away from this environment. My job is like that, people are upset all the time.

7. This picture of a resort with a pool is a summer picture. Ellie’s is not a summer beer. It’s not light or refreshing as summer beers, it has a lot of flavor on it.

8. The last one represents uniformity. Drinking a craft beer is not that. It’s not ordering a popular beer.
I don’t have any missed image and got everything I wanted.
3 & 4 Sorting Task - Customer sorts pictures into meaningful piles and why are they similar

- Pictures 1, 2 and 3 represent the pile Going back home.
- Pictures 4 and 5 represents Being in Colorado now.
- 6, 7 and 8 are the Opposite to Ellie’s Brown Ale.
5 – Most representative picture

The most representative picture is the chocolate Labrador. It means happiness and sense of comfort. It reminds me back home and make me miss my dog.
The opposite image to the brand is the crazy guy. It shows frustration and angry. I don’t feel like that when I am enjoying this beer.
7 – Sensory image

- Taste: it’s cinnamon, but not bitter.
- Smell: smells like chocolate, but not acid.
- Touch: like a wood table, but not a carpet.
- Sound: like waterfall, but not yelling.
- Color: ground, but not yellow.
- Emotions: calm, but not frustrating.
8 – Mental Map

values

Benefits

Attributes

- Comfortable life
- Good times
- Pleasure
- Joy
- Strong flavor
- Rich
- Diversity
- Good taste

- Family memories
- Home emotions
- Chocolate Labrador
- Have fun
- Friends
- Falling leaves
- Fall
- Have fun
-/Fall
THANKS
ZMET
Picture Metaphor

David Frick

Dan
• The interviewee picked this picture because the dark bubbles represented good craft brew found at Breckenridge Brewery. He stated that the dark complexion of the bubbles are that which are found in dark lagers, stouts, or similar dark beers Breckenridge Brewery serves.
#1 Storytelling

• The interviewee picked this picture because the dirty hands represents hard work that’s put into each batch of good craft beer at Breckenridge Brewery.
#1 Storytelling

- The interviewee picked this picture because Breckenridge Brewery reminds him of the mountains. He said it’s served at some ski resorts, which further enforces this association.
#1 Storytelling

- The interviewee picked this picture because he said Breckenridge Brewery is unlike other breweries. He said their beers are different and are very different from beers such as Coors Light and Bud Light.
#1 Storytelling

• The interviewee picked this picture because he said the grass reminds him of quality natural ingredients that are used in making Breckenridge Brewery beers.
#1 Storytelling

- The interviewee also picked this picture because of the natural ingredients represented and used in the brewing process. He also says this picture represents quality ingredients.
#2 Missed Images

- One picture that was unobtained was that of active people relaxing and laughing but not partying. The interviewee said that he was looking for a “casual fun conversation over beers” but couldn’t find one he liked.
#2 Missed Images

- Another picture that was unobtained was a good representation of good taste. The interviewee said he could find “good taste expressions” but had trouble finding images that depicted taste in other ways.
#2 Missed Images

- Another picture that was unobtained was a good representation of beer aroma. The interviewee stated that he was trying to find something that accurately represented the smell found in craft breweries.
#3 Sorting Task

- These two pictures go together because they both represent quality ingredients made in Breckenridge Brewery craft beer.
These two pictures go together mainly because of the name and direct correlation. Breckenridge (mountains) Beer (bubbles)
#3 Sorting Task

- These two pictures go together because the hard hard that goes into Breckenridge Brewery’s craft beer makes it unequal or better than other beers.
#4 Construct Elicitation

- All these pictures go together because they all have to do with making craft beer. They make me think of high-quality beer because of the ingredients, hard work, and finished product.
#4 Construct Elicitation

• Interviewee: These three pictures go together because they’re the personality of Breckenridge Brewery. They represent the location, relaxation, and being different from other beers.
The individual that I interviewed considered this image to be the most representative picture of Breckenridge Brewery’s brand. Most of the pictures the interviewee chose involved the outdoors and relaxation. They usually had a picture of a beer in it, as this one does.

When asked why this image was chosen as the most representative, the interviewee explained that it represents outdoor activities, taking in the sights of Colorado, fun, relaxation, and tasty beer. When asked what the beer in the image represents, he replied “fine, quality craft beer.” The atypical beer glass and typical craft beer bottle in the image indicate this to the interviewee.
#6 Opposite images
The interviewee picked the pictures in the previous slide because they represented to him, what the Breckenridge Brewery brand was not. He explained his choice of these pictures as representing that Breckenridge Brewery is “far from the young partying, mass produced, boring, bland, and monotonous beer that’s often sold in grocery stores, like Budweiser.”
#7 Sensory Images

Breckenridge Brewery is...
- Taste – hops, wheat, barley, grass, citrus, fruit
- Touch – cold, wet, bubbly
- Smell – refreshing, complex
- Sound – clanking glass, laughter, conversation, live music
- Color – orange, brown, yellow, black
- Emotion – happy, satisfied

Breckenridge Brewery is not...
- Taste – bland, salty, watery
- Touch – warm, flat (not bubbly), dry
- Smell – garbage, simple
- Sound – techno, silence
- Color – grey
- Emotion – angry, upset
II. Research Summary

• The Breckenridge Brewery brand is associated with happiness and originality

• Because Breckenridge brewery produces smaller batch beer than mass produced beer, the beer is of higher quality and tastes better

• The Breckenridge Brewery brand is different than other brands

• Breckenridge Brewery products are unique

• Consuming Breckenridge Brewery products leads to pleasure
III. Strategic Implications

- If a substantial amount of consumers shared these meanings and associations found from the interviewee in this assignment, Breckenridge Brewery could greatly benefit by using them in their future marketing efforts. For instance, they could incorporate the attributes and benefits into their advertising campaigns in order to associate them with the higher end-values of happiness and originality. Using images or concepts similar to those that the interviewee picked out that represents the brand, Breckenridge Brewery could paint a mental picture in their consumers head that make a connection and increase consumers. Furthermore, using the images that represent the brand while staying away from images that don’t represent the brand (unless using a strategy of showing what the brand isn’t) and using the proper associations, Breckenridge Brewery would develop a “voice” for the company that consumers would expect and relate to.
ZMET
Picture Metaphor

David Frick

Charlie
#1 Storytelling

- The interviewee picked this picture because it represented relaxing with friends, which is what Dillon Dam Brewery represents for him.
#1 Storytelling

- The interviewee picked this picture because the atmosphere and food at Dillon Dam Brewery reminds him of a better quality micro-brewery. He said everything about Dillon Dam Brewery is better than other breweries.
#1 Storytelling

- The interviewee picked this picture because he said he only goes to Dillon Dam Brewery when he’s on trips to the mountains, which is often because of skiing.
#1 Storytelling

- The interviewee picked this picture because he said the other times he visits Dillon Dam Brewery is in the summer when he’s on camping trips.
#1 Storytelling

• The interviewee picked this picture because he said Dillon Dam Brewery reminds him of quality family time. He said his family is from Colorado and they go to Dillon Dam Brewery after family outings in the nearby mountains.
#2 Missed Images

- One picture that was not found was one that represented peacefulness. He said he wanted to find a peaceful picture because visiting Dillon Dam Brewery meant he was on vacation, on a family trip, or doing something fun like skiing or camping.
#3 Sorting Task

- These two pictures go together because they both represent relaxing with people who are close like family and friends.
#3 Sorting Task

- These two pictures go together because they both have to do with active, outdoor activities which are always related with going to Dillon Dam Brewery.
#4 Construct Elicitation

• These four pictures go together because they all remind the interviewee of outdoor, active times with either friends or family.
The individual that I interviewed considered this image to be the most representative picture of Dillon Dam Brewery’s brand. He said that even though the picture doesn’t have anything to do with beer, it best represents the brand due to the casual elegant atmosphere.

When asked why this image was chosen as the most representative, the interviewee explained that it reminds him of a vacation in the mountains. He also said that the stone and fire in the background resembled the inside of the brewery.
#6 Opposite images
The interviewee picked the pictures in the previous slide because they represented to him, what the Dillon Dam Brewery brand was not. He explained his choice of these pictures as representing that Dillon Dam Brewery is “not an overcrowded, trashy college bar. Rather, it’s an escape from work and everyday life.”
#7 Sensory Images

Dillon Dam Brewery is...
- Taste – hoppy, bitter, orange
- Touch – cold glass, wooden tables
- Smell – burgers, pizza
- Sound – music, talking, upbeat music
- Color – brown, red, warm colors
- Emotion – outgoing, happiness,

Dillon Dam Brewery is not...
- Taste – bad, horrendous
- Touch – hot, dry
- Smell – bathrooms
- Sound – classical
- Color – white, black
- Emotion – depressing
#9 Summary Image
II. Research Summary

• The Dillon Dam Brewery brand is associated with enjoyable feelings including happiness

• Because Dillon Dam brewery is associated with active, outdoorsy activities, it’s also associated with friends and family since those are the types of people that participate in these activities with one another

• The Breckenridge Brewery brand is elevated from other brands
III. Strategic Implications

If a substantial amount of consumers shared these meanings and associations found from the interviewee in this assignment, Dillon Dam Brewery could greatly benefit by using them in their future marketing efforts. For instance, they could incorporate the attributes and benefits into their advertising campaigns in order to associate them with the higher end-values of enjoyableness and happiness. Using images or concepts similar to those that the interviewee picked out that represents the brand, Dillon Dam Brewery could paint a mental picture in their consumers head that make a connection and increase consumers. Furthermore, using the images that represents the brand while staying away from images that don’t represent the brand (unless using a strategy of showing what the brand isn’t) and using the proper associations, Dillon Dam Brewery would develop a “voice” for the company that consumers would expect and relate to.
ZMET
Picture Metaphor

A.J. Carpenter

Megan
Storytelling

• Breweries are where the craft beer comes from. When I think about the craft beer I think of the breweries too. I really like doing the tours!
Storytelling

• Thinking about the hops, barley and different ingredients to create beer. I don’t like the smell of the ingredients but I like the beer it makes.
Storytelling

• Growing up we where always camping and living it up in the great outdoors. Beer goes perfect with camping and just being outside in general.
Storytelling

- I love drinking some good beer and catching up with good friends around a bonfire.
• Being new to the craft beer thing I really like learning about craft beer on brewery tours.
Before I came to Colorado I didn't even know about craft beer so now I like trying different craft beers when I'm out at the bar.
Storytelling

• Fall just makes me think of being outside and drinking with friends. It's my favorite time of the year and there is so much to do.
Storytelling

- Relaxing and swimming in the summer and sleeping on the beach. This picture makes think of summer nights.
Storytelling

• I am a dental hygienist and I can't drink at work so that's why this picture is not craft beer. Craft beer doesn't remind me of working.
I hate running and even thinking of running and drinking beer makes me sick so it doesn’t remind me of running or exercising.
I don’t think I have ever drank then went to the gym. Having a good time and drinking doesn’t remind me of going to the gym.
Storytelling

• Beer reminds me of having a good time at concerts. Drinking is just part of the experience.
Missed Images

- I found all the images that I needed.
Sorting Task

These are grouped together because all four of these pictures have something to do with a brewery. Whether it's touring it, learning about the process or drinking the beer.
These pictures are grouped together because they all involve the outdoors and being outside in the fresh air.
Sorting Task

These two are together because they both involve exercise and working out. I don’t drink then.
Sorting Task

This one is by itself because it is the only one that involves music and large crowds
Sorting Tasks

This one is by itself because I am a dental hygienist and it involves being at work and not drinking beer.
• Most Representative picture
  – The bon fire picture reminds her of having drinks by the fire and staying up late with friends

• Opposite Images
  – Work, lifting weights, and running are all things that she would never enjoy at the same time as craft beer
Sensory Images

- **Taste**- Hops, barley, coffee, not bananas or avocados
- **Touch**- cold and wet, not hot and rough
- **Smell**- outdoors, fall, fires, not a dentist office
- **Sound**- crackling fires and laughing, not drills
- **Color**- earth tones, not blue or pink
- **Emotion**- happy and fun, not sad
Mental Map
(AKA Hierarchical Value Map)

HAPPINESS

- want to live enjoyable life
- life is easier
- life is easier
- wants to feel well
- easier on stomach
- easier to drink
- smooth
- more flavor
- dark
- thick
- not fun
- dislike bad taste
- better taste
- tells stories
- catching up
- good time
- friends
- fires
- relaxing
- job security
- do my job well
- get away from work
- want to be at work
- not get sick of my job
II. Research Summary:

Being that our group project is on the craft beer industry I did my interview on that. The respondent had great pictures ready when we met and she explained them all very well. It was clear from the photos she chose that drinking beer was a way to get away and relax. Consuming craft beer to her was somewhat the process of brewing, but more so where she consumed. Out of her photos we decided on a few attributes of craft beer then we started laddering our way through to her underlying values. I was amazed how I eventually got her to say almost the exact wording in the values you introduced us to in unit 6.
We started with attributes about the actual beer and came up with dark, thick, and smooth. Then I asked her to think about attributes that were not describing the actual beer and she came up with fires which lead to friends and eventually relaxing came out. From there we laddered our way up to a few different things such as Inner Harmony (no conflict), Comfortable Life, Pleasure (enjoyable life), True Friendship (close companionship), Cheerful (joyful), Loving (affectionate) but at the end it was happiness and security that she valued the most.
III. Strategic Implications:

The findings from the laddering interview could greatly benefit future advertising campaigns for craft beer companies. The attributes that lead to happiness should be included but the end state values should be the concentration of the ads. If this approach were put in place then I think the target market would be very receptive to the values that they may or most likely not even be aware of. The consumers may emotionally bond to the ad as they are the values that many share.
ZMET
Picture Metaphor

A.J. Carpenter

Uncle Joe
This picture of Vail is the first thing that comes to mind when I think about drinking craft beer. We have been skiing a lot lately and love to relax on this deck looking up at the hill.
I put this picture in here because baseball/softball just goes hand and hand with drinking beer. The only sports I play now are beer leagues and we drink while we play.
• This picture attempts to represent all the different varieties of craft beer. That is one of my favorite things about it!
STORYTELLING

• This represents two things: happy hour after work and doing business over a couple beers.
I play in a men's hockey league on Wednesday nights and we always bring a few beers to enjoy in the locker room after we skate.
This picture of the guy trying to get up is one thing that does not remind me of beer. I don’t think of drinking even the best beer right when I wake up.
The picture with the little boy playing in the mud is another thing that is not about drinking a beer. The last thing I want to do when I am drinking is take care of another life.
• I was going to put in a picture of a melted down remains of a drink to show how craft beer is not watered down but I just ran out of time.

• I also wanted to include a group of guys drinking out in the nature. That is something that reminds me of drinking beer.
I grouped these pictures together because they are all representing where I like to drink craft beer. I put on a picture of Coors Field but really I was explaining softball and how we drink as we play. The picture of the guys celebrating shows how we wish that we drink beer after we skate in the locker room. The next one is taking a break from skiing to have a beer which is the norm when I ski. Turns out that beer is linked to sports in my opinion.
These photos are more representative of how the beer is or makes me feel than where I drink it. The first is the relationship between the business world and beer. I do a lot of business over beers. This also is a symbol of after work happy hour with the guys. The other picture is representing the endless variety of craft beers that are out there.
SORTING TASK

The photo with the guy reaching for the alarm is by itself to show how drinking craft beer is not just getting up to me at least.

The one with the boy in the mud is also by itself but it is close to the alarm photo. Kids are a big responsibility and I don’t want to be responsible when drinking beer.
• **MOST REPRESENTATIVE PICTURE**
  – The picture with all of the people enjoying the day on the deck. “I have been skiing a lot more this year so the first thing I think of a beautiful weekend at Vail”.

• **OPPOSITE IMAGES**
  – Both the picture of the alarm clock and the picture of the kids playing are opposites to drinking craft beer to Joe. “Now that the kids are older and out of the house drinking craft beer does not make think of getting up early or cleaning up kids”.
SENSORY IMAGES

• **Taste**- different, not diluted
• **Touch**- cold, not painful
• **Smell**- earth, not fresh clothes
• **Sound**- rivers, not a library
• **Color**- the rainbow, not clear
• **Emotion**- happy, not rushed
MENTAL MAP

Happiness

- Challenge myself
- Experience life to the fullest
- Try new things
- Not boring
- Flavor
- Variety
- More enjoyable
- Higher quality
- More filling
- Alcohol content
- Save money
- Don’t need to drink as much
- More enjoyable
- Save money
- Not get burnt out
- Helps to detach from work
- Relaxing
- Enjoy my job
- Not boring
- Happiness

Experience life to the fullest

Try new things

Not boring

Flavor

Variety

More enjoyable

Higher quality

More filling

Alcohol content

Save money

Don’t need to drink as much

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Relaxing

Enjoy my job
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