

A GLIMPSE INTO SEATTLE'S INDEPENDENT BREWERY SCENE

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Abstract

For my senior project, I decided to take a look at Seattle's widely known, extensive, and very successful independent micro-brewery industry. To guide the trajectory of my project, I asked myself the following question: "How is the local brewery culture of Seattle unique, and how does it build community and collaboration in local neighborhoods?". To keep the scope of my project manageable, I focused on 7 independent breweries in particular that represent this unique community in Seattle. I conducted interviews with members of each brewery, followed by a photography tour of the facilities. My guiding questions and topics for the interview focused on how the brewery got started, their views on Seattle's brewing culture, and how this local industry manages to put collaboration above competition.

Mission

Documenting the rich culture of Seattle's independent brewery scene through photography and interviews with local owners, brewers, and employees.

Participants

1. Stoup Brewing, Ballard
2. Reuben's Brews, Ballard
3. Lucky Envelope Brewing, Ballard
4. Peddler Brewing, Ballard
5. Optimism Brewing, Capitol Hill
6. No Anchor Bar, Belltown
7. Lowercase Brewing, Georgetown



Takeaways

As I was conducting my interviews with very passionate and hardworking individuals in this local industry, I learned that Seattle's brewery scene is all about collaboration and friendship. Rather than competing for each customer and sale, these breweries see each other as partners with common interests. One of these interests is forming an industry that stands in unity against corporate beer producers. All of the breweries value products at the highest quality, bringing passionate customers together, and making local neighborhoods thrive.

CEP / Urban Development Context

- Breweries as an economic boost within neighborhoods
 - Building community in a neighborhood creates local pride
 - A way of creating walking tours through neighborhoods (e.g. Ballard Brewery Passport)
 - Usage of local seasonal ingredients (hops, fruits, etc.)
 - Partnerships with local food vendors / trucks
- "Across the country, in once bustling manufacturing centers, breweries are giving a new fizz to sleepy commercial districts" (NY Times 2018)

