

Screening on May 6, 2017 at Digital Gym Cinema followed by Q&A with the filmmakers.

Blood, Sweat, & Beer

A feature documentary about the explosive growth of the American craft beer industry and the dramatic journeys of two start-up breweries. The film follows a trio of 23-year-olds as they struggle to start The Brew Gentlemen Beer Company in Braddock, PA. Matt, Asa, and Brandon hope their brewery will help this once-prosperous steel town bounce back from decades of neglect, violence, and population loss. The film also tells the emotional story of Danny Robinson, a boardwalk brewery owner and restaurateur whose empire is threatened by an aggressive trademark lawsuit that could leave him penniless.



Four entrepreneurs, two brand new breweries, and one ultimate goal: to quench the thirst of the craft-craving masses.

Director: Chip Hiden and Alexis Irvin

Official Website: <http://bloodsweatbeermovie.vhx.tv/>

TALK ABOUT IT | DISCUSSION

- How have craft breweries helped to revive neighborhoods and build community along El Cajon Boulevard?
- What does it mean to open a craft brewery in a neighborhood that's historically been served by liquor stores and mini-marts? Who decides what's best for a community?
- How does the consolidation in the industry by conglomerates affect the ability of craft brewers to compete for ingredients, wholesalers distribution, and retail shelf space?
- Considering that the population of Braddock is two-thirds African-American, and that 85% of craft beer consumers are white males, how can craft brewers reach out to more women and people of color?

MAKE CONNECTIONS | ADDITIONAL RESOURCES

READ

The Craft Beer Revolution: How a Band of Microbrewers Is Transforming the World's Favorite Drink

By Steve Hindy

The co-founder of Brooklyn Brewery tells the inside story of how a band of homebrewers and microbrewers came together in one of America's great entrepreneurial triumphs. Citing hundreds of creative businesses like Samuel Adams, Deschutes Brewery, New Belgium, Dogfish Head, and Harpoon, he shows how their combined efforts have grabbed 10 percent of the US beer market—and how Budweiser, Miller, and Coors, all now owned by international conglomerates, are creating their own craft-style beers, the same way major food companies have acquired or created smaller organic labels to court credibility with a new generation of discerning eaters and drinkers.

This is a timely and fascinating look at what America's new generation of entrepreneurs can learn from the intrepid pioneering brewers who are transforming the way Americans enjoy this wonderful, inexpensive, storied beverage: beer.

The Audacity of Hops: The History of America's Craft Beer Revolution

By Tom Acitelli

Weaves the story of the rise of American craft beer into the tales of trends like Slow Food and the rebirth of America's urban areas, and paints an unforgettable portrait of plucky entrepreneurial triumph. The backgrounds on all your favorite craft brewers are here, including often forgotten heroes from the movement's earliest days as well as the history of homebrewing since Prohibition.

WATCH

Craft: The California Beer Documentary

The film explores California's important place in the world of craft beer. Featuring interviews at 80 breweries from every corner of the state, the film deals with topics ranging from California's beer history, and the possibility of a craft beer bubble.

LOCAL CONNECTIONS | ORGANIZATIONS

<http://www.thehomebrewersd.com/> Opening its doors in 2012, **The Homebrewer** is a homebrew supply store, which also operates the Home Brewing Co., a fully licensed brewery and tasting room. The staff is eager to share notes, recipes, and the opportunity to learn about the homebrewing process first hand.

<http://theboulevard.org/> Formed in 1988, **The Boulevard Business Improvement Association** is one of the seventeen business improvement districts of San Diego, which includes the communities of University Heights, North Park, Normal Heights, Kensington, Talmadge and City Heights. The organization regards socio-economic progress as one of its primary goals and holds special events as a way of bringing people together.

<http://mediaartscenter.org/>

Created out of the expansion of the San Diego Latino Film Festival, which originated in 1993, and incorporated in 1999, **Media Arts Center San Diego** has grown into an organization that promotes access to media arts as tools for community self-expression and social change. MACSD supports this mission by conducting Youth Media workshops. Working closely with local school districts, libraries, and parents, MACSD provides project-based learning opportunities for youth to learn pre-production, production, and post-production, utilizing professional equipment and software, as well as the skills and knowledge of professional media artists.

Contact larry@mediaartscenter.org or kania@mediaartscenter.org to learn more.

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