

Craft Beer: How to Learn to Like Your Work Team!

In our new century, the term “face-time” now often means screen sharing, video conferencing and other technology solutions instead of actual in-person meetings. Building relationships with human interaction are critical for successful work teams.

The Value of Socializing with Work Teams

Modern organizations are often a complex network of employees, freelancers, customers, and suppliers, sometimes distributed across multiple cities or countries. The days of a noon whistle blowing on the factory floor announcing lunch break are long gone. Yet a 2011 study by Knoll Inc. documents that “while collaborative technologies are fine for exchanging formal knowledge, they don’t work well to help you get to know colleagues on a personal level (their passions, their family, where they went on their last vacation, etc.)—in other words the dialogue that used to take place around the company water cooler.”

Why Craft Beer?

Americans bring new ideas combined with old traditions and are creating wonderful beer. A recession friendly price, beer offers a fun exploration of tastes and food pairings for a few dollars a pint. “For me the innovation in brewing in the US...has been by far the most exciting thing to happen in brewing, possibly ever, “ said James Watt, cofounder of BrewDog in Scotland. The lower alcohol content of beer, versus small batch bourbon for example, let’s consumers manage their consumption more easily when doing group tasting events.

“AT WHICH CRAFT BEER STORE, WE GET TO SUPPORT GREAT CRAFT BEERS! ONE EXAMPLE: BOULEVARD BREWING CO. BURST ONTO THE CRAFT BEER SCENE IN 1989 AND TOOK KANSAS CITY BY STORM WITH A VARIETY OF IPAS AND THE NOW HOMETOWN FAVORITE, KC PILS. SINCE THEN THEY HAVE BECOME A NATIONALLY RECOGNIZED BREWERY WITH DELICIOUS YEAR-ROUND BEERS AND SOUGHT AFTER SEASONAL RELEASES. LET’S LOVE BEER TOGETHER!”
JODY REYES, FOUNDER



Beer Me!

Since 2009 more Americans prefer to drink beer when they consume alcohol.

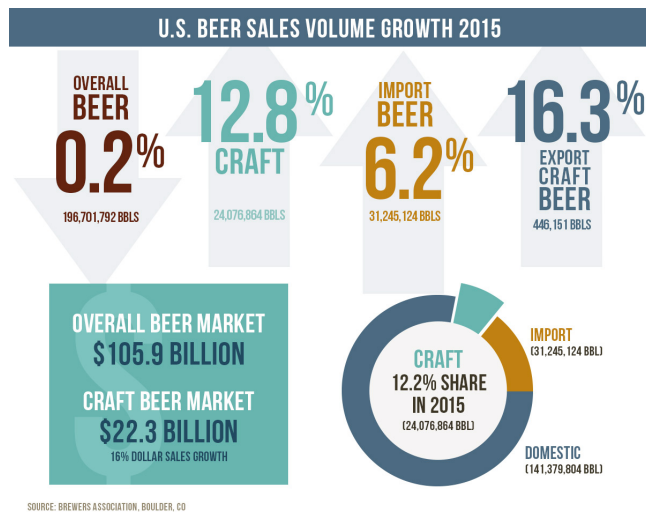
In 2015:

- 41% reported they prefer to drink beer
- 31% most often choose wine
- 23% imbibe liquor as a first choice

Overall beer sales had a slight decline, but craft beers are a strong category for growth:

27.6

27.6 gallons is the annual per capita consumption of beer among US adults.



Conclusion

Freedom, creativity, innovation and independence are just some of the common themes celebrated in craft beer on the American beer scene. Combine that with a group beer tasting event and you have the ingredients for a strong, productive and happier work team!

About the Author:



Jody Reyes is the Founder and Owner of Whichcraft Beer Store in Austin, TX. He welcomes work teams for beer tastings and relationship building! Please reach him at: Jody@whichcraftbeerstore.com

Footnotes:

https://www.knoll.com/media/18/144/WP_FiveTrends.pdf

<http://www.craftbeer.com/the-beverage/history-of-beer/craft-beer-today>

<http://www.gallup.com/poll/174074/beer-americans-adult-beverage-choice-year.aspx>