

## **Craft Writing: Beer, The Digital, and Craft Culture**

A one day symposium on craft beer and writing

September 30, 2016

Sponsored by

Martha B Reynolds Speaker Series

Department of Writing, Rhetoric, and Digital Studies

College of Arts & Sciences

University of Kentucky

### **Program**

10:00-10:15 Welcome

#### **Session 1**

10:30-12:00

Heather Vandenengel, *All About Beer, Beer Advocate*, "Beer as Culture: Witnessing and Writing About the Modern Beer Movement"

- introduction by Jenny Rice, the University of Kentucky

Jeremy Danner, Boulevard Brewing, "Beer Social Media – The Bar that Never Closes"

- introduction by Evan Coppage, Country Boy Brewing

Joe Tucker, Rate Beer, "Sensory Language at RateBeer: Use and Utility"

- introduction by Ralph Quillin, Rooster Brewing

#### **Lunch on your own**

12:00-1:20

Restaurants along Limestone: Pazzo's, Han Woo Ri, Local Taco, Sav's, Street Craves.

#### **Session 2**

1:30-2:30

Julia Herz, Brewers Association, "Craft Beer Story ideas and The State of Beer in the U.S."

- introduction by Lori Beck, Holy Grale

John Holl, *All About Beer*, "Don't be a Beer Writer"

- introduction by Kevin Patterson, The Beer Trappe

#### **Keynote**

3:00-4:30

Jeppe Jarnit-Bjergsø, Evil Twin Brewing, "Travelling Brewer"

- introduction by Sam Cruz, Against the Grain Brewery

**Buffet**

5:00

**Friday Night  
Beer!**

Please enjoy your time visiting Lexington's finest craft beer locations where we can continue conversation and enjoy some of our city's finest offerings.

But first join us at **West Sixth Brewery** (501 West Sixth Street) in the Barrel Room for a post-symposium happy hour. In addition to their 18 beers on draft in the main taproom, West Sixth will have the Barrel Room open at 5:00 pm, showcasing some barrel-aged beers and wild ales, as well as tapping a new beer at 6:00 pm.

Please drive responsibly.

**Country Boy Brewing**

436 Chair Avenue

**The Beer Trappe**

811 Euclid Avenue

**Ethereal Brewing**

1224 Manchester Street

**Lexington Beerworks**

213 North Limestone

**Blue Stallion Brewery**

610 West Third Street

**Life Brewpub**

2628 Richmond Road

Thank you to Country Boy Brewing for their continued support of Craft Writing.

Thank you to everyone for coming to Lexington and joining us for Craft Writing!