

MICROBREWERY BOOM

THE RISE OF MICROBREWERIES



Craft beers offer something different

It was about 7,000 years ago when beer was first brewed. With the advent of big breweries, it became more of a science with a focus on producing it fast and cheap. But the art of brewing has been taking off in recent years as small breweries focus on so-called craft beers with special recipes and unusual ingredients. As Adam Riley explains Massachusetts has seen more of these smaller facilities **pop up** all around the state.

And right now, we've just, we're **rinsing** the grain and bringing that all over here into the kettle where we're going to boil it.

An important step in the beer-making process of Mystic Brewing and Chelsea is one of the growing number of microbreweries in Massachusetts. This year they'll make 2600 barrels of high-end Belgian-inspired beer and ale.

It doesn't seem to be just beer it seems to be just our food culture in general which was very mass-produced and continues to be mass-produced but the interest in not mass-produced things just continues to increase.

It's a trend Bryan Greenhagen armed with the Ph.D. loves. He's proud that his beer is different even something of an acquired taste.

Lemony, peppery, a little bit wine-like, typically dryer.

And he's happy to be a part of this **niche** which is growing about twenty percent a year.

Our beer is definitely a little bit different. It's not the let's have a whole you know case of cans kind of aspect. It's maybe some respect for the beer and especially to notice how the flavor profiles go very well with food and make dinner better.

Max Toste serves dozens of craft beers at Deep Ellum in Boston, he says New England has been **on the leading edge of** experimentation of the production of special brews. There are now more than 80 craft breweries in Massachusetts, up from 45 five years ago.

There's a real demand for artisanal products. I think Boston specifically being such an international city with a lot of students and a lot of people who are hungry for new culinary experiences both food wine beer and otherwise. There's a real market for it.

That allows brewers in Chelsea, Framingham, and beyond to prosper taking advantage of a beer palate that is becoming more sophisticated.

I think what's great about the craft beer scene is that people are starting to realize that they can spend their money on what is good. You know I think that quality is going to win over quantity.

“We're not getting rich”

This from a product that starts with just four basic ingredients, water, barley, yeast, and hops.

We have our brew house here.

Adding his personal stamp is what gives Bryan Greenhagen so much satisfaction.

We're not getting rich by any means but like yes, it's very fun.

Especially for beer connoisseurs.

Adam Riley WGH News.

Many of these breweries offer tours and tastings if you'd like to try them out yourself, we put a link with more information on our website Greaterboston.org.

MICROBREWERY BOOM

Part 1: Comprehension - Watch and summarize the video thinking of who, what, when, where & why.

Part 2: True or False Questions

- a) True or false - Beer was first brewed 700 years ago. T/F
- b) True or False - Mystic Brewing and Chelsea will make 2600 barrels of Belgian-inspired beer and ale. T/F
- c) True or False - All beers start with 4 basic ingredients. T/F
- d) True or False - Bryan Greenhagen is making a lot of money from his business. T/F

Part 3: Guess the meaning of unknown vocabulary.

- a) "Pop up" (0:21 min) _____

- b) "Rinsing" (0:26 min) _____

- c) "Niche" (1:14 min) _____

- d) "On the leading edge of" (1:40 min) _____

Part 4: Dictation

a) Fill in the blanks (0:03 - 0:16 minutes)

With the _____ cheap.

b) Fill in the blanks (1:19 - 1:24 minutes)

It's not _____ of aspect.

c) Fill in the blanks (1:53 - 2:07 minutes)

I think _____ food wine beer and otherwise.

MICROBREWERY BOOM

Part 5: Talking Points

1. What do you think about when you hear the word beer?
2. What are microbreweries?
3. Do you drink alcohol? What type of alcohol do you drink?
4. What are the most popular drinks in your country?
5. How old do you have to be to drink alcohol in your country? Do you think it should be 25?
6. When did you first drink alcohol? Tell me in as much detail as you can about that experience.
7. Have you ever tried a beer from a microbrewery, or do you know any?
8. Do you think “quality is better than quantity” when it comes to drinking alcohol or eating food? Why or why not?
9. Which foods go best with alcohol?
10. According to the report people in Boston like to seek out new culinary experiences. Do you like to be adventurous when you eat out or do you always go to the same restaurants?

Part 6: Role play Scenarios

Scenario 1: Brewmaster and Visitor.

You are a brewmaster at a craft brewery in Massachusetts, and your partner is a visitor who is interested in learning about the brewing process. Roleplay a conversation where the brewmaster explains the brewing process, including the use of unique ingredients and the history of brewing in Massachusetts.

Scenario 2: Tasting Room Friends.

You and your partner are friends visiting a craft brewery in Massachusetts. Roleplay a conversation in the tasting room where you taste different craft beers and discuss their flavors, aromas, and brewing techniques.

Scenario 3: Craft Beer Enthusiasts.

You and your partner are avid craft beer enthusiasts who meet at a craft beer festival in Massachusetts. Roleplay a conversation where you discuss your favorite craft beers, share recommendations, and exchange stories about your experiences when drinking craft beer.

Part 7: Writing Activity - Tell me in detail about the last time you ate out, where did you go and what did you eat? How was the experience?

Part 8: Critical Thinking - Craft Beer.

Objective: To Craft Your Own Beer Brand from a marketing perspective.

Work in groups to create our own unique craft beer brand and present it to the class. Brainstorm and discuss ideas for your craft beer brand. Come up with a brand name, logo, target market, and marketing strategy.

Then as a class reach a consensus on the best one.

MICROBREWERY BOOM

Part 9: a) Below are some articles/videos for additional reading, read/watch and see if you can find similar grammar points or vocabulary.

1.[Business Daily] Craft beer boom: https://www.youtube.com/watch?v=AoxTpatgk_M

2.Craft Beer Boom: The Numbers Behind the Industry's Explosive Growth: <https://www.visualcapitalist.com/numbers-craft-beer-industry-u-s/>

Answers:

Part 1: Comprehension

This is a new report from GBH News based in America. They are reporting on the increasing number of microbreweries being set up in America. There are now more than 80 craft breweries in Massachusetts, up from 45 five years ago. The reporter interviews some of the businessmen and women who have set up microbreweries. One microbrewery owner said he thinks what's great about the craft beer scene is that people are starting to realize that they can spend their money on what is good. The reporter Adam Riley explains Massachusetts has seen more of these smaller facilities pop up all around the state. Big brewing companies tend to focus on producing fast and cheap beer, with the new microbreweries there is more of a focus on the art of brewing again. Max Toste serves dozens of craft beers at Deep Ellum in Boston, and he believes that there's a real demand for artisanal products in Boston because there are many students. Lastly, Bryan Greenhagen who has a Ph.D. describes how he makes expensive beer for a niche market.

Part 2: True or False

A: False B: True C: True D: False

Part 4: Dictation

a) Fill in the blanks (0:03 - 0:16 minutes)

With the advent of big breweries, it became more of a science with a focus on producing it fast and cheap.

b) Fill in the blanks (1:19 - 1:24 minutes)

It's not the let's have a whole you know case of cans kind of aspect.

c) Fill in the blanks (1:53 - 2:07 minutes)

I think Boston specifically being such an international city with a lot of students and a lot of people who are hungry for new culinary experiences both food wine beer and otherwise.

Part 7: Writing (example)

I went to a steak restaurant in Seoul last time I ate out. The restaurant is famous for its good steaks and expensive beers. I chose a ribeye steak, which was cooked perfectly and very delicious. I also tried one of their special beers. The beer was unique and went well with the steak. The restaurant had a nice atmosphere, with soft lighting and comfortable chairs. The staff were friendly and gave good service. It was a bit expensive, but the food and experience were worth it. I enjoyed my dinner there and would like to go back again.

Part 3: Guess the meaning of unknown vocabulary or phrases.

a) "Pop up"

Answer: I think this means a store or business that opens quickly or randomly because in the video the speaker states that there are now so many microbreweries opening throughout Boston.

b) "Rinsing"

Answer: I think this means to clean something with water because in the video the speaker talks about the process of cleaning the grains and boiling them.

c) "Niche"

Answer: this means a specialized market segment because in the listening the speaker talks about how his beers have unique tastes and differ from other beers. This means that they are sold in their own specialized market.

d) "On the leading edge of"

Answer: I think this means to be leading or at the forefront of something because in the video the speaker talks about how the New England state is the first state to have so many microbreweries.