

Foodways Texas Craft Brewery Oral History Project
Interview Uncle Billy's Brew & 'Cue
Interview with Brian Peters & Amos Lowe
Date of Transcript: 2.11.2013

1 [Interviewer requests and receives permission to record the interview and to use the
2 information gathered]

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4 00:00:00

5

6 **NIKO TONKS:** This is Niko Tonks, recording for Foodways Texas. We're here at Uncle
7 Billy's Brew & 'Cue, on Barton Springs, in Austin, Texas. And I'm here with Brian and Amos.
8 And I'm gonna ask you guys to introduce yourselves, and just say you date of birth, for the
9 record, as well.

10

11 **BRIAN PETERS:** My name is Brian Peters, and I was born September eighth [8th],
12 nineteen sixty five [1965].

13

14 **AMOS LOWE:** My name is Amos Lowe, and I was born April twenty second [22nd],
15 nineteen sixty seven [1967].

16

17 **NIKO TONKS:** Alright. Alright. So, the -- the first [1st] thing I want to talk about is
18 just -- just a very generally, some stuff, some personal history stuff. Brian, I know a little bit
19 about your background. But Amos, I don't know anything about -- about you. So, do you
20 want to just tell me how -- how you came to be in Austin brewing beer?

21

22 **AMOS LOWE:** Yes, I haven't been around as long as Brian has. That's probably why
23 you don't know so much about me.

24

25 [Laughter]

26

27 **AMOS LOWE:** So, in the scene, in the scene, crusty guy. In the scene, I was a
28 mechanical engineer most of my life. So, went to U.T., graduated from U.T., became an
29 engineer, and I don't. A buddy of mine, Scott Simmons, invited me over for "Brew Day" at his
30 house one [1] day. And that was it, I was hooked. I loved it; we had a lot of fun. And so, I

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33

34 started to try to figure out a "Brew Beer". And lucky for me, Tim Shorts and Brian Peters were
35 my local Brewers, at the time. And, so, they taught me pretty much everything I know. And,
36 so, I continued engineering for much too long. Until.

37

38 BRIAN PETERS: Well, we all did it. I did it too.

39

40 AMOS LOWE: Until Swifty [sp], asked me to - - to work with him here. So, I started
41 here part time, a few years ago. And then, after about a year of that, I started Brewing full
42 time here.

43

44 NIKO TONKS: So, when you said that - - that Tim and Brian, also with Swifty, we're
45 gonna get to in a second [2nd]. It, they taught everything you know. Were you just coming by
46 the Brewery, and asking questions? Or,?

47

48 AMOS LOWE: Yeah, so, what I did was, I got a Recipe Kit, made one [1], decided
49 what I liked, and what I didn't like about it. And then went up to the "Bitter Inn", and we
50 would sit there, and we'd try beers. And they'd be brutally honest with me, and - - and we'd
51 talked about, you know, how to change it, and how to make it different. And so, that's where
52 I learned the most. And then Tim and Brian would recommend books for me to read. And I'd
53 go home, and read them. And then, so, I did a lot of studying. I've always, you know, I come
54 from an Engineering background. So, I enjoy Science and Brewing Science is the Science I
55 enjoy the most.

56

57 [Laughter]

58

59 AMOS LOWE: So, but it was mostly me Brewing beer, lots of beer, and bring it to
60 them, and - - and then being able to handle, you know, what they had to say. And, then
61 finally figuring out how to do it right, so. It took a little while, not long.

62

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64

65 [Laughter]

66

67 **NIKO TONKS:** And just, out of curiosity, are you, cause I'm always curious how
68 people end up in Austin? Are you from Austin originally?

69

70 **AMOS LOWE:** I'm from League City, which is South of Houston. I fell in love with a
71 girl at U.T., and I had been in the Navy previous to that. So, I've been around a while. And
72 got, went into The Navy to get money for school, cause I didn't have any. So, went to work for
73 Lockheed Martin in Houston. And then, met Gretchen, my wife, and decided to go to U.T. to
74 get an Engineering Degree. And so, that's how I ended up here, and I never left.

75

76 **NIKO TONKS:** There you go. Alright. And, Brian, I guess, my first [1st] question for
77 you is, where does Swifty come from? What's the deal with that?

78

79 **BRIAN PETERS:** Well, counter what some people are saying, and out in the streets
80 right now.

81

82 [Laughter]

83

84 **BRIAN PETERS:** Let's just start with, I did not come up with it. Which is, I think, a good
85 nickname, rule of thumb. Yeah, no rule, no making your own nickname. The Swifty's are half
86 [1/2] pints. And I got the name, instead, I'm glad they didn't call me, "Half [1/2] Pint". From
87 trying to keep people from leaving, when we were at "The Bitter End", and, you know. Like,
88 "Oh, I've got to get going.?"

89

90 **AMOS LOWE:** He still does it; he did it to me today.

91

92

93

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95

96 BRIAN PETERS: Yeah, "I got to get going", and I say, "Oh, come on, man, have a - -
97 have a Swifty". You know, have a half [1/2] pint." And, no one [1] will say, no, if it's a Swifty.
98 Right. I mean, what are they gonna say? Like, "I don't have time for a Swifty", are you
99 kidding? So, of course, they always stay. And then I kind of like, give them some calamari, or
100 whatever. And pretty soon, you're having a little "Happy Hour", and I don't know. I like the
101 "Social Aspect", a lot, obviously, of the job, and that's part. And I think that's how I got that
102 name, is mostly, cause I'm always asking people to have a little half [1/2] pint with me.

103

104 NIKO TONKS: That's a good answer. That explains, so I'm drinking a Swifty right
105 now.

106

107 [Talking Over Each Other]

108

109 NIKO TONKS: Alright. So, I know that your - - maybe your first [1st] "Professional
110 Brewing" experience here, in Austin, was at "Lago". So, maybe it's a big story, and it's a too
111 general question. But, how did - - how did Lago come to be?

112

113 BRIAN PETERS: Well, that was, I moved to Austin in ninety one [1991], and soon after,
114 I was - - I was "Home Brewing". I met Chip at a "Home Brewing Meeting", and Chip, Chip
115 McElroy [sp], and we just decided that we should Brew together sometime. Cause we figured
116 out we were both in Travis Heights, and he had a great "Double Bock", and I knew how hard
117 Lagers were. I was already thinking about, you know, the outer reaches of Home Brewing,
118 which is Lagers, and stuff. So, I was making some Lagers, and he wanted to, I didn't know his
119 setup, and all of a sudden, I met him again. Not at a meeting, just walking around. I think we
120 drove past him, we saw him walking his dog. And I said, "We've got to get together", and he
121 had. He had the "Modified Kegs". I was still doing five [5] gallon batches. And that's when - -
122 when we decided that we were, but I had a restaurant stove. So, he brought his "Modified
123 Kegs" over to my restaurant stove, and there it was. "Live Oak" was born out of that basically

124

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126

127 coming into my kitchen with those kegs, and sitting them on that stove. We both got into;
128 obviously we were already talking Lagers. And he had been the - - to Prague, and I hadn't.
129 But, I soon after went to Prague. And he told me where to go. And pretty soon, I was
130 obsessed, as much as he was with "Czech Lagers". And we felt like, well, let's just jump real
131 quick to - - to, we, for a minute, we considered a "Brew Pub". But let's just move forward. I
132 passed that idea, that was not gonna work. They were just legalized, but we were not gonna
133 be the first [1st] ones, nor the best ones to do that. And when we rewrote the Business Plan,
134 to be a Production Brewery, it went a lot faster, and we raised the money, and we were still
135 completely a "Shoestring Budget". I mean, it was as tight as you can make it. But we were
136 able to get the money; we were able to get it going. And we found a great location, for what
137 we wanted. But, I mean, we specifically wanted a "Meat Packing Plant", or an "Ice House".
138 An "Ice Manufacturing" spot, and we found a "Meat Packing Plant".

139

140 NIKO TONKS: Can I ask you why? Why one [1] of those two [2] things?

141

142 BRIAN PETERS: The floors, you know, I mean, the ceilings are awful, but the floors are
143 awesome. I mean, you've got - - you go to other Breweries, and their floors, and how many
144 problems they're gonna have, because they haven't. I mean, every square inch of that is - - is
145 treated, you know. And we just wanted floors that were already taken care of. Ready to be
146 Brewed on. And, you know, we knew, I think we knew from the beginning, we were gonna be
147 horizontal. I mean, obviously before the building showed up, we're not gonna be able to
148 afford anything. We didn't have the money to do it. So, we were buying, we went to our first
149 [1st] "Dairy Auction", before we had raised all the money, and bought tanks, and brought
150 them back from. I think the first [1st] one [1] was in Tyler, that's way up near East of Dallas,
151 right? Okay. So, a "Dry County", we had to register at the hotel, just to like have a drink.
152 Have a beer.

153

154 [Laughter]

155

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157

158 **BRIAN PETERS:** And we went to the Auction, and bought a couple of tanks. The
159 original ingredients, the hot and cold liquor, which is now, I think, just, I think you use only
160 one [1] of them now. Those came out of Tyler. And that was long, before we raised the
161 money. And we were just like, "We're going to go ahead and just put this Brewery together."
162 And, you know, if you're determined enough, and you pretty much have a Vision, I think it's
163 going to happen, it will happen. And that's, it took forever; it seemed like forever, at the time.
164 From the Inception of when Chip and I said, "We're gonna start Live Oak, to when we actually
165 sold our first [1st] keg", was close to three [3] years. It was, yeah. And the end of ninety
166 three [1993], to the spring of ninety seven [1997], or, you know, January of ninety seven
167 [1997]. So, yeah, it took a long time. But we, you know, raising the money for two [2] Home
168 Brewers, who are basically really excited, in a community, I mean, that was the first [1st] wave
169 of Brewing. So, there was a lot of excitement, at that time. But we were, we didn't have
170 connections, you know. Pretty soon we, it took twelve [12] months to raise the money. And
171 then, eventually we did, and "Live Oak". "Live Oak" has, we got rolling. But I wouldn't
172 recommend it. I mean, we only raised two hundred and fifty thousand dollars [\$250,000], and
173 that's just not enough money, even back then. That's not enough, that was crazy. What we
174 did was crazy. And we did it, cause we were determined.

175

176 [Laughter]

177

178 **NIKO TONKS:** So, money obviously was difficult. But how did you? How did you
179 guys get the knowledge to - - to move from Home Brewing, in a ten [10] gallon, or, in fifteen
180 [15] gallon kegs, to a thousand [1,000] gallon Dairy Tanks?

181

182 **BRIAN PETERS:** I don't think we realized it was any difference. We just jumped. I
183 mean, we knew, I mean, I - - I brewed at Waterloo a little bit. I knew how to Brew on a bigger
184 system. But, overall, that was easier than Home Brewing. And, I guess, we scaled it up.
185 Literally scaled it up. And, just literally, and just - - and just went. And it all worked just fine.

186

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188

189 You know, and part of it is, I'm an engineer, you know, Amos is an engineer. Chip's kind of a,
190 he's just - - he's just more of a theoretical Scientist kind of a guy. But he's definitely into it. He
191 understands that the Systems involved. But I tore into taking used equipment, and whatever
192 pieces we had, and built what you see today. Still it's pretty much what you see, is what I put
193 together. All the In Brew House piping, all the electrical, I did. It's not pretty, but it functions,
194 and we - - we understood what we wanted to do. And the truth is, going from Home Brewing
195 to Large Production Brewing; actually the process isn't an issue. It's really running a business
196 is, I think, is gonna be an issue. But Process wise, it's not a big deal.

197

198 NIKO TONKS: So, just - - it's just the two [2] of you guys. How - - and - - and you're
199 basically, you're doing everything. How did you arrive at the - - the conclusion to not bottle,
200 just do Draught? And, how did that impact what you did?

201

202 BRIAN PETERS: Well, we were gonna bottle, and we bought a Bottling Line. But then
203 we didn't have quite the money. We - - we just didn't have any money. So, once you start
204 with two hundred and fifty [\$250,000], then you start not having money after that. We
205 couldn't pay ourselves. We weren't able to really have enough money to buy more Malt. So,
206 we're putting it on credit cards. You know, and you're just doing whatever you can to survive,
207 hoping you can get to your "Break Even Point." Which I forget what we - - what we had
208 determined was our "Break Even Point." But, let's just say it's fifteen hundred [1,500] barrels,
209 or something. All of the Dream of Bottling, unless you have a - - a second [2nd] offering, or
210 have somebody who just walks in, and says, "Here's another two hundred thousand
211 [\$200,000], is - - is out the window. So, all of that just sat outside. And we didn't touch it.
212 And, and then, you know, the more we talked to Brewers, and the more we talked to
213 Production places, they were like, "Don't bottle, it's the worst thing you can do. Just build
214 your Draught." And it was way easier than going to look for more investment money, was to
215 go sell another Draught Account. So, it was, "Let's get in that, and go sell another Draught
216 Account." And that's what we do. We ice down the little tiny kegs, you know, these little

217

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220 three [3] gallon kegs. And we put them in the back of the van. And we would drive in, with
221 no appointments, and just go door-to-door, to bars. And talk to whoever is there, our
222 Manager at GM, or whoever is there. "No, I don't have time". It was like, "Oh, but you've got
223 time for, before I was fifty [50], you've got time for a little quick one [1]." So, that was my
224 angle, was that Chip would start talking about how, cause we were like this crazy "Ben and
225 Jerry's", like really crazy fanatical beer guys, driving around with beer in the van." And people
226 were like, curious, "Like why? What are talking about? Who is your distributor? And what's
227 going on? What are you talking about?" And it's like, and not having a distributor is really
228 confusing to people. And then, I, that's when we would tag team. I would run out to the
229 beer, I would grab some glasses from the bar. Go get some samples, and bring them back in.
230 And, or they would come out to the van, and we would tail gate. And that's how we sold the
231 Original Accounts. And we would sit there, and tell them the whole story. And the people
232 would be just like, they'd go from, no "blanking" way, to "I will give you a tap, as soon as, you
233 know, that one [1] comes up." When, after you tell them the story. Cause it's new people
234 then. You know, now everybody and their brother is opening a Brewery, so, people are kind
235 of used to it. Then it was, they are like, "We, what are you talking about? You have beer in
236 your van? "You know, and it was pretty new then, for especially for people here. And so, and
237 - - and educate them, and then, get them to get you a tap. It was nice, so.

238

239 NIKO TONKS: Do you remember what the first [1st]? What the first [1st] "Live Oak"
240 tap, where? Where it was?

241

242 BRIAN PETERS: I think it was "Club", no "Dog and Duck", "Dog and Duck", and then
243 "Club Deville". Club Deville used to come in, and they would start at the same time. They
244 were building out, when we were building out. And so, we knew Michael and everybody from
245 Club Deville, from the very beginning. And but, Club, but Dog and Duck, of course, and Billy
246 Forester [sp], was ready from day one [1]. And, they were the first [1st] sale. And then, Club
247 Deville was probably the same week. Those were definitely the first [1st] two [2] accounts.

248

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251 Awesome, you know. Huge. Michael Parker was behind the bar, at - - at Dog and Duck, at the
252 time. I mean, not Dog and Duck, yeah, at Dog and Duck. And he would sell Pales, he loved it.
253 I mean, anybody would walk in, didn't know what they wanted, you have to have a "Live Oak
254 Pales", and we sold a lot of Pales at the Dog and Duck.

255

256 [Laughter]

257

258 BRIAN PETERS: And he was the one [1] responsible. So. And, anyway is there more to
259 that, not really.

260

261 [Laughter]

262

263 NIKO TONKS: Alright. So, I want to jump back to, maybe a more general
264 philosophical question. Before we start talking about Uncle Billy's, in particular. And that's
265 why you guys chose Brewing? Obviously both of you had backgrounds in engineering, like we
266 were just talking about. So, what is it? What is it that - - that drove you to stop being
267 Mechanical Engineer, in your case, Amos? And - - and go to "The Bitter End", and - - and get
268 rejected? You know, on - - on beer advice? You know, what - - what made you keep coming
269 back?

270

271 AMOS LOWE: I [Inaudible].

272

273 BRIAN PETERS: He sees that about a history of being brutally honest.

274

275 [Laughter]

276

277 BRIAN PETERS: No, no, that's very valuable. Yeah, you've got to have people tell you
278 the truth. I mean, when you first [1st] start Brewing, if you don't have somebody tell you the

279

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282 truth. Then, you know, you're nowhere. So, you know, when you Brew beer at your house,
283 and all your friends come over, they're not gonna sit there, and give you the, you know, the
284 straight up truth. But, you need somebody that will so, you can get better. And end up, you
285 know, here, someday. So, it wasn't "Means Beer", by any means. It was just the - - the Bible,
286 and honest. but, I just, you know, I love, I always loved beer. Even as, you know, a really
287 young man. So, I drank most of my life. And, then when I started, you know, Brewing my
288 own, and then I was drinking beer at "The Bitter End". I mean, that was a magical time. The
289 beer at "The Bitter End" was amazing, with him and Tim there at the same time, it was just
290 nuts. And so, I just, I just fell in love with it. And then, you know, I wanted to create
291 something like that. I wanted to do something that was special, and - - and that was that
292 enjoyable to people. And so, you kind of touched on it earlier. The Social Aspect of it. I love,
293 you know, that's why I'm in a Pub, and I love Brew Pubs. And I love it when people get
294 around, and drink beer, and talk about what's going on. And, the Social part of it is - - it's one
295 [1] of the things I like best. You know, sitting around, and talking to everybody, and seeing
296 friends. And that's another nice thing about a Brew Pub, is your friends usually come by, and
297 see you.

298

299 [Laughter]

300

301 BRIAN PETERS: So, I just kind of fell in love with it. And wanted to do it. I don't know
302 exactly why. I think it's just because I was so taken by what they were doing at "The Bitter
303 End", that I - - I wanted to get, you know, better as - - as a Home Brewer. And then, once I got
304 into it deeper, then it just, you know, was obvious to me is what I wanted to do, so.
305 And now it was a big jump. I mean, it was.

306

307 [Talking Over Each Other]

308

309 BRIAN PETERS: It wasn't - - it wasn't like obvious. I mean, now it seems obvious, in
310 hindsight, maybe more so.

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312

313 AMOS LOWE: Well, there's a lot of other things that, you know, in life, as you know,
314 if anybody can just stop doing what they're doing, and do what they want to do, it's not that
315 easy. So, for me, I, you know, it was a - - it was "My Dream" for a long time. It was more of a
316 Dream, like someday, I will run my own Brewery, and, you know, it was kind of far off. And
317 then, all of a sudden, it became not so far off, really quickly. And it was time to make a
318 decision, and, you know, luckily my wife let me do it. And here I am. And now, you know, I
319 get paid to make beer everyday, and it's the best job I've ever had, for sure.

320

321 NIKO TONKS: I guess, the same question - - the same question to you. What is it?
322 What is it that - - that, I mean, maybe you will just say the same things? But that - - that
323 drives you to - - to do this, instead of, you know, have a desk job?

324

325 BRIAN PETERS: Well, having a pad, I also was an engineer, right before I met Chip, an
326 Electrical Engineer. And so, I had my time in the - - in the desk department a little bit. I feel
327 like this allows a lot more control of what I do in my life. You know, when I wake up in the
328 morning, I feel like I'm not just like a "Miniature Cog" in some weird giant machine. I feel like
329 I control something all the way, to where people are drinking it. And, that's pretty awesome.
330 That's probably the number one [1] thing I like is, that I love having my hands in the whole
331 process, until it's delivered to the person, who is drinking it. And that's, I love all those
332 aspects. I love every aspect of it. I love producing beer. I love making, I love the sounds, I
333 love the smells. Which, yeah, you know, you just know. You know, in the morning, when
334 you're taking that shower, and instead of dreading to go to work, you're like, "I can't wait to
335 get in, and make beer." And, of course, like what Amos was talking about, again the Social
336 part. Brew Pubs, for me, are, I've done both now, and I feel like Brew Pubs is a - - Brew Pubs is
337 a better fit. Because of the Social Aspect, and the, I'm not looking to become a corporate, a
338 big Production Brewery anymore. I don't want that. I never wanted that with "Live Oak." I
339 wanted it to be, you know, maybe get up to about ten thousand [10,000] barrels, or
340 something with maybe a half [1/2] a dozen employees, at the most. I see what other

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344 Breweries go when they jump into the next - - next level, and it's a little too much for what I'm
345 comfortable - - I'm comfortable doing. And so, at a Pub Level, you have, you have a lot more
346 creativity still. You know, there's absolutely, they're - - they're completely two [2] different
347 species, in a way, you know. You can do whatever you want, and it's so much fun. You're
348 limited though, in what, how much you're gonna sell. But, man, it's - - it's still awesome, what
349 - - how much do you want to sell?

350

351 [Laughter]

352

353 BRIAN PETERS: You know.

354

355 AMOS LOWE: Whatever you want everyday, that's pretty fun.

356

357 BRIAN PETERS: Yeah, that's definitely. Tim, and, if you ever get a chance, talk to Tim
358 Shore, he - - he would definitely mention, I'm sure, that that's a big part of that he misses,
359 from Brewing at a Pub. He Brewed at "The Bitter End" for nine [9] years. And, you know, now
360 he's been a real help for, almost like probably nine [9] years.

361

362 AMOS LOWE: Yeah, nine [9] or ten [10] years.

363

364 BRIAN PETERS: And it's fun, man, we have a lot of fun. You know, I sat in a cubicle in
365 an office for a while, and it wasn't good for me, man. It was difficult to be quiet that long.

366

367 [Laughter]

368

369 BRIAN PETERS: You know, I mean, this way it's, now I think about going back and
370 sitting in an office, I just, man, I don't think I could do it. You know, it's just, like hands on, and
371 actually doing physical labor, and producing something "start to finish", and having a good

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375 time every day, and not dreading Monday. You know, is a -- is a wonderful thing. And when I
376 first [1st] started full time, it took me a while to figure out what day it was. Because I used to
377 always know, I knew what day it was, man. I knew, especially Sunday night, and I knew, you
378 know, Monday morning, and I had all these things that I had to do. And then when I started
379 Brewing Beer, it didn't matter, cause I had fun every day, and, you know, it was. It sounds
380 kind of cliché, but it's true.

381

382 AMOS LOWE: Oh, well, I saw it. You were here, just on Fridays, for a while. For
383 whatever that was, four [4] or six [6] months. I don't remember how long. And you would get
384 phone calls, and you would just be in the foulest mood, after the phone call.

385

386 [Laughter]

387

388 BRIAN PETERS: Because the job site would call, or whoever was on the site, would
389 call, and something was wrong, with one [1] of the, you know. And it's just like, "Oh, huh".
390 And so, all of that completes -- seems to completely disappeared. There's none of that
391 anymore.

392 Yeah, you know, there's stress in this job, you've got to be good, and you, you ---

393

394 AMOS LOWE: It's hard. And it's hard work.

395

396 BRIAN PETERS: Just talking about hard it is, it's a really hard job still. People get into
397 this thinking it's all glamour. It's really a demanding job. It's a super demanding job. But
398 when you see us on, you know, Friday afternoon, or something, we're having beers, it looks
399 real easy.

400

401 [Laughter]

402

403

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405

406 **BRIAN PETERS:** But it is physically hard work, but I feel better physically. You know, I
407 used to have upper back issues, sitting at a computer all day. I have none of that anymore,
408 which is nice. But, yeah, it's a, there's a little bit of stress, as far as keeping the beers on tap,
409 and keeping them moving, and being really good, and keeping everything tightened up. But,
410 compared to where I was, it's, you know, not even the same ball park, so. It's a - - I'm
411 definitely in the right place. And I finally got there; it took me a long time.

412

413 [Laughter]

414

415 **NIKO TONKS:** That's, you know, a lot of people don't ever get there.

416

417 [Laughter]

418

419 **AMOS LOWE:** That's true.

420

421 **NIKO TONKS:** One [1] of the things that both of you mentioned was, the - - the
422 advantage of being in the Pub format, is that, you know, you get to brew what you want.
423 And, I guess, the question I would have is, where do you? Where do you get ideas from? How
424 do the - - how do the beers go from whatever idea it is, to - - to, you know, reality? And what
425 is that? What is that process look like?

426

427 **BRIAN PETERS:** Us chatting back and forth.

428

429 [Laughter]

430

431 **BRIAN PETERS:** Well, it depends. A couple of aspects, for sure there's stuff you've had
432 in your past. I mean, there's always, you know, if - - if imitation is flat, or there's definitely
433 imitation and flattery involved. So, there's always things I've tried, that I'd like to try to

434

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436

437 match. And I'm always intimidated, and - - and I put them usually in my "Top Five [5] Beers",
438 are beers that I can't make. You know, I know I'm not good enough. But if there's something
439 that I can try to make, and I think I can do a good job, I'm gonna probably try it. You know, if I
440 love the beer, I will definitely try to make it. And, did a little research, a little just winging it,
441 and see how close you get. "Hot Broad" is that way? I mean, you know, "The Hot Broad",
442 would I rise, is - - is similar to that, cause it's just a beer. And then otherwise, it's just, yeah,
443 whatever we feel like, you know. And a lot of times you come in, and you're changing it, as
444 you go. And we - - we both have similar tastes, which really helps. I - - I would be interested
445 to know, if there are Brewers that brew together that, that don't have similar tastes, cause
446 that would be kind, to me, it would be really challenging.

447

448 AMOS LOWE: It would be really hard to get anything done.

449

450 BRIAN PETERS: I think it would be, you know, you talk about opposites attract, I think
451 that would be a disaster.

452

453 AMOS LOWE: And we do, you know, sometimes, like he said, we're inspired by
454 people, and what they're doing. I have a lot of friends that are Brewers, and I'm impressed by
455 them, and inspired by what they do. And so, they are definitely influences on me. And then,
456 you know, there's times when we just decide to make something. Like "Oh, wouldn't this be
457 cool? Maybe this would be really good." And so, we just sit there, and we figure it out that
458 morning. And so, yeah, having similar tastes, we actually get through it pretty quickly. But if
459 you had to battle somebody that was a little bit different, it would probably be a little more
460 stressful. And - - and it wouldn't be as, you couldn't be as quick. You know, sometimes it's
461 just, you know, thoughts. Like, "Oh, wouldn't this be good? Man let's try it." And - - and
462 those are fun days, to me. When we're sitting here, you know, at eight [8] in the morning, and
463 say, "Well, what are we going to do?" And we're milling grain, and we're, you know, heating
464 water, and we're getting ready, that's really fun, man. You know, and then get it done it's,
465 you know, even more fun to drink it.

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466 [Laughter]

467

468 00:24:42

469

470 BRIAN PETERS: Yeah, there's no "Test Batching."

471

472 [Laughter]

473

474 AMOS LOWE: Test Batch isn't in our System, is there?

475

476 [Laughter]

477

478 BRIAN PETERS: And for our Full Batches, we feel pretty confident with the ingredients
479 we use. We know them really well, you know, it's like a chef, and you're given, you're given a
480 great coverage. You have whatever you need. That you just go in it, and figure it out. We
481 both have Lager obsessions. And so, that helps, in terms of making. I don't, it's just good, you
482 know, for me, we're - - we're not trying to have the longest name beer, with all the
483 ingredients that go in it. We don't like that Coconut Ginger, you know, whatever. And if you
484 go G Berry Infused, lactose, it's basically we like Traditional Styles, and then, you know, what -
485 - what we've seen that's come out of them, are like the Belgian, the American hybrid stuff,
486 and things like that. And, but we like the Classics for sure. We both like Belgian Ales, but
487 mostly like The Blanc, The Triples, the drier ones. We - - we do not like Maltie Beers, so that
488 works out pretty well. Except for those who don't, you know, want to come in here and drink
489 Malty Beer.

490

491 AMOS LOWE: We tried to make one [1] sometimes.

492

493 BRIAN PETERS: Yeah, you know, there's things that we have in common, that it's like,
494 you know, we're basically twins, in a way. We're not gonna race to make an English Style
495 Beer. But he's come more, in terms, around, in terms of us making Sours, and - - and like a

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496 Flanders's Red, and - - and even a Limbic [sp]. We - - we were playing around with that a little
497 bit more. When I first [1st] met, Amos, it was like, "That goes out." But.

498

499 00:26:26

500

501 AMOS LOWE: I love it, I love Pilsner. I mean, a lot of the Pilsner's, the big part of the
502 reason I'm a Brewer, man, I had that beer, and I was, "This is the best beer I've ever had."
503 How do I make this? And that's why those are called, "[Inaudible] Beer", it's a better
504 [Inaudible], and so now he's in there every day. Talking about fermentation, and stuff. How
505 do I make this beer? And he told me, you know, and we get our books, and we'd read books,
506 and just, you know, it was. And so, for the longest time, that's all I wanted to do. For like six
507 [6] years, all I made were Lagers. You know, mainly Pilsner, because that's what I like to drink
508 at home. And then I went to Pale Ales, and IBA's, and then, you know, what was it? Two [2]
509 years ago, I guess, at the CVC, we saw the guys from Canton [sp], were - - were giving a
510 seminar. And I was so inspired by their passion, and by how, you know, for them, it was all
511 about tradition, and - - and how their great grandfather did it, and the grandfather, and the
512 father, and now the son. And it was just very inspiring to me. And so, then that sort of got
513 me into the Sour Beer thing, whereas I wasn't that into it before. And I like it as, you know,
514 fun projects. But I still, you know, if I had to Brew Pilsner every day, I wouldn't be sane.

515

516 [Laughter]

517

518 NIKO TONKS: How often do you make a Pilsner Brew?

519

520 [Talking Over Each Other]

521

522 NIKO TONKS: I was gonna say, I don't think I've seen one [1] here, yeah.

523

524 AMOS LOWE: No, we can, every once in a while, I make Helen Keller here. I make
525 Psycho Keller, they're all Keller, we - - we don't filter anything, so. And then we made the

526

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528

529 Dugle, [sp], which is a nice Lager. But, I don't get to do it enough, you know, we used to be so
530 busy that, it was hard to keep anything, you know, on tap. And now, we're managing it pretty
531 well, and I think we will probably may come down with a few varieties, and maybe keep a
532 Lager on for a while, which we would both love to do, so. You will probably see more. And
533 that way, I can have it at home all night.

534

535 NIKO TONKS: Okay.

536

537 AMOS LOWE: And - - and that's a key, I know, from personal experience.

538

539 [Laughter]

540

541 AMOS LOWE: Make what your like.

542

543 NIKO TONKS: One [1] thing you said, made me think of something. But you were - -
544 you were listening to the Canton [sp] people, talking about, you know, what it's like to be
545 doing the same thing your great grandfather did, in - - in the same way. And knowing
546 everything so particularly, I think it is deep in tradition. And - - and this might be a - - a tough
547 question, or one [1] without an answer. But, what do you? What do you guys think it's like to
548 be, essentially American Brewers who brew what you like to drink, but aren't steeped in that
549 same sort of tradition? Like where do you? Do you feel a - - a tug from tradition? Or, are you
550 just really out in the wind, doing whatever you want?

551

552 AMOS LOWE: I - - I think we're, I think it depends. I don't, we're not bound by
553 tradition, as much as like the English, or the Germans. You know, the Americans are - - we're -
554 - we're kind of going crazy, and, you know, thanks to Prohibition, almost killing Brewing
555 totally in America. We, our tradition is not as strong as theirs. And so, as far as creativity
556 goes, we - - we get pretty loose. But, when it comes to check bills, I don't, you know, I don't

557

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559

560 want anything funny happening in there. You know, it's like there's a certain way they made
561 it, and they've made it that way forever, and that's the way it shall be, for me. And I know
562 some people find that boring. But, you know, when it comes to those beers, I think we're
563 both super traditional about that. But, on the other stuff, we do like the "Brew Offs Hybrids,
564 and stuff, we get pretty creative, so. I think we're, we've got an "Eye on Tradition" always,
565 with The Classics, but we get a little bit loose in the "Brew Offs", but it's all relative.

566

567 [Laughter]

568

569 BRIAN PETERS: Well, I mean, there's so many "Start Ups" with all kinds of crazy stuff.
570 I mean, not crazy, but they -- they're trying to, some of them seem to be almost trying too
571 hard, to create styles, or to generate some kind of a. I don't know, just a lot of buzz over
572 things that -- that haven't been brewed in a while, you know. Egyptian stuff, or something,
573 you know. I -- I personally look at, my -- my, what I want to drink is really important, you
574 know.

575

576 [Laughter]

577

578 AMOS LOWE: I think that's basically, I think one [1] of the -- the best thing that you
579 will find from "Great Brewers" is, if you agree. If you enjoy their beers, it's -- it's probably
580 cause you have similar styles and taste, because if they're not brewing what they love, it's
581 gonna show, you know. And so, what we make, we love. It might not be as sexy, I love
582 Lagers, I think they're awesome. I think from the -- the minute I became a Home Brewer, I
583 knew, after Brewing a couple of Porters, or whatever, and Pale Ale, that I was gonna make
584 Lagers. And then I heard a lot of Home Brew, you know, chit chat, that it's just not cool. You
585 know, Lagers aren't cool, because that's like. "Well, we got into this to make Ales, man,
586 because Lagers are the problem." And I say, "What do you mean?" You know, and then
587 they're talking about Domestic everything that is on the shelves, at the time. It's like, "No,
588

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590

591 there's all kinds of other Lagers. There's -- it's amazing what's out there." And that is how we
592 got to build "Live Oak Pils", is basically, Chip and I had that -- that feeling like, "No one [1]'s
593 doing it. And no one [1] gets it." And I think they will. If we just do it right. And that's how
594 we be got to -- to "Lager Pils". To, do I think people are coming around? Not very fast. I
595 don't think an all Lager Brewery would just succeed. I think it's too tough. I don't think
596 people get it that much. Gordon Beer does pretty good. But, other than that, there's not a lot
597 of "All Lager Breweries". Or, German -- I guess they're German Stock doesn't make a
598 [Inaudible] beer. But, you know, I think we can get creative, and I love, you know, I just love
599 the -- going over to Germany, and the Czech Republic, and seeing the history, and the
600 tradition. And, you know, specifically we made the De Coction [sp], and style life of the Pils,
601 so that we were part of that, the De Coction [sp], Move, it wasn't even the Movement, it was
602 we were carrying the tradition of the De Coction on, partly because we thought it mattered.
603 And partly because there's history to it, and Michael Jackson, when he was, you know, coming
604 by to visit, and when he was alive, was very much a proponent of it, of keeping that tradition
605 alive. And he recognized that, and he definitely liked what we were doing.

606

607 NIKO TONKS: So, a couple of things, for people who -- who don't know. A, can you
608 just, thirty [30] seconds on De Conction [sp], and B, thirty [30] more seconds on -- on Michael
609 Jackson, the -- the beer guy, not -- not Michael Jackson, where? Not the "Kind of Pop".

610

611 [Laughter]

612

613 BRIAN PETERS: Okay, De Conction [sp] is the style of; it's in the Brew House. It's a
614 Style of Mashing, where it takes a portion of the, it mashes, when you mix the water with the
615 grain, the Crush Malt. You, in the old days, they couldn't heat the whole vessel, and they
616 would need to do steps, at different temperatures steps. And to accomplish that, they would
617 pull some out, boil it, and put it back in, to raise the temperature of the overall mash. And,
618 that worked really well with the malt they were using, at the time. And they gave, you know,

619

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621

622 it just gave it a certain characteristic. It's since kind of gone by the way side, because we have
623 better Malt, and energy is getting more expensive, and you just don't have to do it. You can
624 create a great beer, without having to do it. We've decided, from a long time ago, that we - -
625 we knew we didn't have to do it, but we thought it would be fun to do. And it would get us,
626 you know, again, carry the tradition. We weren't worried about energy, at the time. We just
627 were "Start Up Home Brewers", who thought it would cool to get Michael Jackson's attention.
628 Michael Jackson, who the one [1] who didn't just wear that one [1] glove, was a Beer Writer,
629 Beer basically, one [1] of the Best Beer Writers ever. I think he is recognized as, and he's from
630 - - and he's from England. And he recently passed away. But he's, you know, if you ever want
631 to know more about beer, you will - - you will definitely look, and in the library, or in your
632 book store, and you will see Michael Jackson's name.

633 He is one [1] of the best writers you will ever see. And he could pick out flavors in a second
634 [2nd], that you would struggle to figure out. And that's why I loved him so much. Cause he's
635 so articulate, and he had such a great database of flavors.

636 And he - - he came to, well, this is the story I - - I don't know, I never heard of this story.

637

638 AMOS LOWE: Yeah, yeah, he came to "Live Oak". And we were sitting up for the
639 JVF, so, okay, we started brewing in ninety seven [1997], he came in, and right, I guess it
640 would be August? I was, I don't know what I was doing. But he, I was determined not to
641 make a big show, you know, like roll out a red carpet. I was just gonna show him that we
642 were "Every Day Guys", making beer. And so, I'm working on that awful Keg Box we had, the
643 big Dairy one [1], at the time. And he walked, he comes in, and I just, you know, and we say,
644 "Hello", and I said, "Let me get you a beer." And, we show him around, and everything was
645 great. Because, you know, I - - I was, of course, in complete awe. But I'm trying to be like,
646 "I'm just - - I'm just making beer here. I'm just a regular, Joe, you know." And he - - he, the
647 only, the only interesting thing, I think, that happened, was our conversation of, smelling the
648 beers. You know, the Pils, and my, you know, the reason why I'm so obsessed with it is, that
649 there's more to the Czech Beer than just that Malt Aroma, and Hop Aroma. I - - said, "Well, I
650 think there's a Yeast Aroma that's really characteristic of these beers, that I really love."

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652

653 And he said, "Oh, tell me more, you know, okay, give me more on that." And I said, "Well,
654 you're the - - you're the damn writer. You know what it is that I'm talking about. I'm not sure
655 how to describe it." But, I think that was part of it, was going to the Czech Republic, and
656 trying some of the smaller Breweries. They still filtered it, but they were being like almost,
657 you know. There's like this, maybe it was just a breadie thing, where it's the Malt and the - -
658 the Yeast, over all, coming together, to make like a Bread Aroma. That I just really loved.
659 And, he acknowledged it, for sure, which made me feel better. It was like; he didn't call me a
660 "Crack Pot". But, and he loved the Brewery, and, you know, and since went on, and we
661 mailed him beer to London. And he would review it. And he put us in one [1] of his books, so.
662 You know, we would have, he said, "He would put us in his top", I forget what it was. Top
663 Fifty [50] American Beers, but we just weren't widely distributed.

664

665 AMOS LOWE: Something in, yeah. Beer Distributing In a Greater Area", or
666 something. I remember seeing that somewhere. There's pictures of them at "Live Oak"
667 somewhere too, I've seen.

668

669 BRIAN PETERS: Yeah. I think I've seen maybe once or twice. I'm not sure. And it was
670 back when St. Pat's brought him in to "The Home Brew Shop".

671

672 AMOS LOWE: I'm really trying to remember where I read that. I read that
673 somewhere, in one [1] of his books.

674

675 BRIAN PETERS: Yeah.

676

677 AMOS LOWE: That was pretty cool. That was a pretty big moment, man, I thought.
678 That's pretty special.

679

680 BRIAN PETERS: Yeah. Yeah. How he got here.

681

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682 00:36:42

683

684 [Laughter]

685

686 AMOS LOWE: Yeah, he.

687

688 BRIAN PETERS: He acknowledged, he recognized exactly what I wanted, and what I
689 was striving, what we were both, Chip and I were striving for. And it wasn't that he was
690 gonna say, "Oh, you know, your beer would be crap, without doing "The De Coction". He's
691 just like, "You guys are just passionate. And you love it. And you're just freaks, you know,
692 you're standing out on the edge doing it your way." And it's, that's what he used to seeing in
693 Belgium. And that's what he's used to, Germans do it, because they're so "Stead in Tradition",
694 they can't change. You know, they have sense, but, the Czechs were still doing it. And he just
695 loved that, you know, you've seen "Live Oak". He loved that we were able to produce what
696 we were - - what we were drinking in that Brewery. He was just like, "Wow, that's pretty
697 amazing." So, I think we, be basically combine Czech Republic and Belgium in that moment.

698

699 [Laughter]

700

701 NIKO TONKS: Fusion.

702

703 AMOS LOWE: Yeah, fusion.

704

705 NIKO TONKS: So, the, I guess the next thing I want to talk about, and you guys
706 probably both have something to say about this. Is, after you left "Live Oak", you went to
707 "The Bitter End"? You - -you were Brewing there? And this is the place that doesn't exist
708 anymore? And that I never actually got to go to. Can you guys give me a sense of? Of what
709 that was all about? And, you know, and what "The Bitter End"? What - - what was the deal
710 with "The Bitter End"?

711

712

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714

715 **BRIAN PETERS:** I - - I think it's just that the beer was so special. It was, you know,
716 overall; it was a really nice place. And it was really good food, great beer, the best beer I've
717 ever had, in the City. And, the clientele was a really great group of people. You know,
718 everybody was there, cause they loved the food, and the beer. And so, the sort of Social Part
719 of it was great. And then the beer, you know, it was really interesting for me, having the Brew
720 Pub right downtown. You know, cause I've always lived close to downtown, so it was like it
721 was in my neighborhood. And so, that made it really special. Especially getting their early
722 enough, to be able to smell them Brewing, and, you know. Their in there sweating like pigs,
723 trying to make seven [7] barrels of beer. Was it seven [7] barrels?

724

725 **AMOS LOWE:** Well, yeah.

726

727 **BRIAN PETERS:** And, I don't know why I remember that. But, and - - and the beer was
728 just special, man. I couldn't wait, I was all excited to get in there, and see what they were
729 doing next. And it's, you know, it was very, everybody was, the people are still nostalgic
730 about it. There's something really special about it. And, they still have Anniversary, "Bitter
731 End Anniversary Parties" where - - where all the people get together, and drink beers, and so,
732 it's just a really special place, man.

733

734 **NIKO TONKS:** What? What happened? What - - what prompted it to close?

735

736 **BRIAN PETERS:** There is a lot of speculation on that.

737

738 [Laughter]

739

740 **AMOS LOWE:** Wow.

741

742 **NIKO TONKS:** No comment, in other words?

743

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745

746 BRIAN PETERS: Uh, yeah, basically. There was a fire, a Sunday, August something,
747 something, two thousand, two thousand and five [2005], and in the kitchen, and it burned the
748 ceiling, in the kitchen, brought out the fire trucks. Sprayed out the kitchen, pretty much
749 completely destroyed the kitchen. Power is off. I get back from; I was in Cincinnati, get back
750 to find out that, we have no electricity. I'm not sure what I'm supposed to be doing. I bring in
751 flood lights, you know, extension chords and lights, and we - - we keg up as much as we can.
752 And, stick it in a cool, Live Oak, and that, you know, hopefully the T.A.B.C. doesn't get mind
753 about this. And put it.

754

755 [Laughter]

756

757 BRIAN PETERS: Put it in Mezuluna's cooler across the street, cause Reid Clements was
758 the owner, and he had the Mezuluna across the street. We - - we were under the impression
759 that he was gonna take the insurance money, and rebuilt it. I don't know exactly, when that
760 changed. But, so, we went from August through, we kept the B side open, which is, was a part
761 of The Bitter End. You know, next to The Bitter End, part of, just, I guess, a real big part of
762 why The Bitter End was so cool. Was this place called, "The B Side", a kind of a lounge. And
763 we kept that going through December, and then he told us like, "December thirty first [31st],
764 that that was our last day. We're closing everything down." And that was that. And I was
765 told to sell the equipment. And, I couldn't believe it, you know, one [1] minute, he's telling
766 me "to buy, go ahead and look for a spot. You know, buy some unless, we will rebuild that
767 whole back room. Put in fermentation. Put in some windows, where all those coolers are.
768 We're redoing all of it." And the next minute, it's like, "We're all done."

769

770 [Laughter]

771

772 BRIAN PETERS: Tim had already left, it was, I was in charge, at that point. And Tim
773 was at "Real Ale", and it just, it was such a big bummer. A lot of people were really, really

774

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777 attached to that. And they still are. I mean, yeah, and he mentioned how many people still
778 talk about it. You will hear a lot of people still bring up "The Bitter End". And I'm sure you've
779 heard, and, you know, "It was like a good place." It just had a, it just had a lot of people, who
780 really cared about beer. You know, a lot of people were there, because we made Pale Ale, it
781 was awesome. And they came to drink the Pale Ale. And it was like, that was an early
782 movement, of which now, everything else continues to grow out of, was that the - - The Pale
783 Ale at The Bitter End was where everybody drank, just crap loads of it.

784

785 [Laughter]

786

787 BRIAN PETERS: It was oh, it was the most, we Brewed it the most often.

788

789 NIKO TONKS: So, maybe that's a good segway into talking about it. And I know that
790 you were talking early about, something you find interesting is, is the Brewing Culture in
791 Austin now, in the last - - the last, whatever it is, two [2] or three [3] years, that things have
792 kind of just exploded around town here. And I was wondering, if you guys want to talk about
793 your sense of what? What's going on in town right now? How things have changed? And
794 where - - where you see it going? Big question, I guess.

795

796 BRIAN PETERS: Yeah, I don't know, I - - I think time will tell. And there are a lot of
797 Breweries open up. There was a lot that opened last year, and a handful, I guess, this year
798 too. And, it's a little - - little overwhelming really, to kind of keep track of what's going on,
799 you know. It's - - it's that so much is happening so fast, so. But, the, you know, our
800 community growing, and I think along with that, it will obviously change, so. Things are
801 changing, you know, right away for us, just as far as, personalities involved in the community,
802 and how many people there are. And, you know, what - - what the general sort of mood is,
803 within the community. It used to be just a handful of guys, you know, we all helped each
804 other out. And, everybody was very open, and - - and, I think, as competition gets a little bit

805

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807

808 tougher, that will change a little bit. So, but I don't know. We will see. But there's definitely
809 a lot of Breweries opening, and so, hopefully they will all make real good beer, and do a, that
810 will be, you know, the best case scenario. I mean, we would have a lot of Breweries, but, I
811 don't know. It's all Production Breweries too. There are a couple of Brew Pubs opening. But,
812 other than that, it's all Production, so. We will just have to wait, and see what happens.

813

814 BRIAN PETERS: Yeah, it's exciting. I think it's exciting. But it's exciting, as in like, in
815 kind of a scary way, for sure. It's, we went from, if you, it's like you said, "It's hard to keep
816 track of what's going on." We went from being like a County Fair. And now we're becoming
817 Six [6] Flags, or something, you know, It's just like exploding to the point, you're like, "What?
818 What? What? Where did that come from?" You know.

819

820 AMOS LOWE: And today, somebody sent me a link to another Brewery website, and
821 it was like, "Wait? What?" And so, there's another one [1]. And it's just, it sort of have been
822 happening that way.

823

824 BRIAN PETERS: We've been dormant for so long. And why is this cycle happening the
825 way it is happening? That's what I can't figure out, is that it really was quite for a long time.

826

827 AMOS LOWE: Yeah. Yeah.

828

829 BRIAN PETERS: Independence, then Five [5] One [1] Two [2], like four [4] years later.
830 And then now, it's like, "What?" It's completely five [5] or six [6] year opening a, - - a, so.

831

832 AMOS LOWE: And it is "The National Growth", you know. The Craft Beer Market is
833 growing. So, maybe people think it's - - -

834

835 BRIAN PETERS: It's an inspirational thing, almost already too. I think there's a whole
836 wave of kids that are way younger than me, obviously, they're coming up through the ranks.

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838

839 BRIAN PETERS: Same deal, Home Brewers have great beer, want to do it, and it's just,
840 maybe it's a cycle thing that happens. But, I obviously, there is Growth still in the Industry.
841 Well, it's - - it's not a ton.

842

843 [Laughter]

844

845 BRIAN PETERS: We're not that big.

846

847 AMOS LOWE: What's happening in Austin, and in - - in Texas is not normal. It's - - it's
848 a lot of Breweries opens up. You know, I would expect that it to grow a little bit. But it
849 seemed like all of a sudden, a lot of. What? We counted like ten [10].

850

851 BRIAN PETERS: Yeah.

852

853 AMOS LOWE: In the last couple of years. And that's got to be an exception to any
854 rule really, so.

855

856 BRIAN PETERS: Yes, obviously, statistically they won't all make it. And, you know, I
857 don't think the Market can absorb that many that fast. But I've never seen a Market, I've
858 never seen this happen before. So, I'm just speculating. You know, we will - - we will
859 definitely have a little bit of a fall out, I think. There won't be, there's not enough room for
860 another, yeah, from go from "Five [5] One [1] Two [2]" is to have additional twelve [12]
861 Breweries in Austin, it's too much.

862

863 AMOS LOWE: Well, there's only so many faucets, so, that's - - that's what's gonna be
864 interesting, to me, is to see how it all works out, as far as. Cause, you know, you've got to
865 make the beer, and that's Step One [1]. And you've got to be really good at it. You've got to
866 get - - you've got to sell it too. You know, it's a business, like Brian said earlier.

867

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869

870 [Laughter]

871

872 **AMOS LOWE:** You've got to sell beer, if you're gonna make a living. So, it's gonna get
873 - - competition is gonna get pretty, pretty tough around here. And, I think, you know, vying
874 for Tabs Accounts is gonna be, it's gonna ramp up quite quickly. And we will see what
875 happens. But, you know, first [1st] they've got to get really good at making consistent - -
876 consistently great beer. And then, you know, get somewhere to sell it, so. I don't know, it's
877 interesting to me, I - - I don't know what the limit is. I don't know how many can our Market
878 support? Is everybody just waiting? You know, is - - is all of a sudden, all the beer that they
879 are making gonna be, you know, snapped up, and? I don't know. I don't think so. I think, you
880 know, Austin is, as far as Texas goes, is advanced. Or, I guess, better educated as Craft Beer
881 Market. There's definitely more people here that drink Craft Beer, than Houston or Dallas. As
882 witnessed by the number of Breweries, I guess. Maybe that's why. But I think outside of
883 Austin, I think it's still not - - not easy. It's not gonna be easy. I think there's a lot of education
884 to be done, before the other, you know, people get off the - - the Massed Produced Lagers,
885 and start drinking something locally. You know, Austin's got this whole local thing going.
886 Like, you know, eat local food, drink local beer, buy local stuff, and so. I think that helps us a
887 lot. But, as far as a Distributing Brewery goes, I don't know how it's gonna go outside the City
888 of Austin. You know, it will be interesting to see what happens. Maybe a bunch of Beer Bars
889 will just pop up too. And then they will all have faucets, I don't know.

890

891 [Laughter]

892

893 **BRIAN PETERS:** Yeah.

894

895 **AMOS LOWE:** We will see. I think there's gonna be a bit of a shake up, for sure. Like
896 I said.

897

898

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900

901 BRIAN PETERS: I - - I wish them all the best. Like, Amos said. All you got to, you know,
902 make great beer, and then go sell it. And I think they would all survive, if they can both of
903 those. Maybe not, but probably, you could, this town would - - could absorb all of it. Cause, I
904 mean, when we're talking about Draught only, for a lot of them, for a long time. And I think
905 what we will see is Draught Bars becoming, the majority of the taps will be local. And we're
906 not there yet. So, you go into a twenty [20] Tap Bar, it will be thirteen [13] Local Taps.
907 Instead of, right now it would be five [5] or six [6]. And I think that's where we need to get.

908

909 AMOS LOWE: Yeah. Yeah, that would be really nice. And I - - I think it will happen, if
910 the beer is great, and they sell it, you know. I think all of that can still happen. That's the way
911 it is in Seattle, and that's the way it is in Portland. You go in those bars, and they have them.
912 So, we're gonna have to get there. And some of them might not be able to make their beer
913 good enough, or sell it good enough, to get to that point. But I think you will see that, if the
914 majority of the beers on the wall are from Austin, then I think we're getting there. You know,
915 I think it's, that's what the Market is asking for it. And it's keeping the momentum, you know.

916

917 BRIAN PETERS: That would be really nice. You know, they, and that, and there's an
918 opportunity there, cause just because the taps are full, doesn't mean they have "Slow Sellers",
919 right? So, you get in there, and - - and work your magic, and get them to put your keg on,
920 there's - - there's, you know, there's accounts to be had. And then if your beer is great, and
921 people are going in there, and buying it, of course, they're gonna keep on, cause that's their
922 business too, they want to sell beer too, so. It will be great. We will see. It would be nice to
923 see the proportions change. You know, most of the taps are - - are local guys, or, at least,
924 within the State.

925

926 AMOS LOWE: That will bring the CBC back. It was like, what? I forget, it was here
927 two thousand and seven [2007], it was the Craft Brewer's Conferences in Austin. And it was
928 just like, Five [5] One [1] Two [2], I don't even think had gone into Production yet. And there's
929 was like, all you guys, you know, if you could see us now, Look what's happening. You know,

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931

932 and they will come back, for sure. But, and they love coming to Austin, and everything. But it
933 was kind of what you call, "One [1] of the slower periods." You know, and, you know, I'm
934 thinking I was working with Nancy Johnson, a friend of the CBC. And it was, you know, it was
935 like, "I wish we had more to offer." We had the only Brewery downtown was "Love Joy's",
936 and I guess it still is. And there's just really, you know, "Independence, and Live Oak, and Real
937 Ale", there just wasn't anything happening relatively speaking. And now, obviously it's gone
938 completely the other way. So, I think they will come back obviously. But, it was one [1] of
939 those awkward times, where I felt like, it was, during that conference, when I interviewed for
940 this job, so. It was of those transitional times, I guess, you could say.

941

942 NIKO TONKS: Do you think? And - - and this is a bit of a deterrent maybe, but do you
943 think that there's a? Do you think the way people interact with - - with beer, and Brewers has
944 changed Wholesale? I know you were saying that, you know, when you started out, it was,
945 you had beer in a van. What, and that's weird, and - - and we're supposed to buy this, and
946 you make it? Is - - is it just a "piece of cake" to people get Craft Beer now? Or, are you still
947 sometimes fighting an "Uphill Battle", getting people to drink, you know, a "Belgian Hybrid
948 I.P.A", or something like that?

949

950 BRIAN PETERS: I think they're - - they're a lot more receptive to it now. I think they're,
951 you know, still beers that they're, the General Public is not ready for yet. There's still stuff
952 that's a little out there for them. But, then a great deal of difference, between when you guys
953 started Live Oak, and now. You know, you get Breweries, even National, you know, Breweries
954 like Dog Fish Head, and all, and New Belgium, and all those people that just sort of blew up.
955 And now it's pretty well known what it is. And, and it's not as surprising when, whereas, I
956 think, in the early nineties [90's], and mid nineties [90's], it wasn't as.

957

958 AMOS LOWE: Yeah, it's "semi faddish", for sure, at the time. Cause it did burst, and -
959 - and not burst, but ninety seven [1997] was like the peak of the first [1st] wave. And, now it's
960 definitely more mature. The Market's definitely more mature.

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962

963 [Talking Over Each Other]

964

965 BRIAN PETERS: And less, less.

966

967 AMOS LOWE: Go ahead.

968

969 BRIAN PETERS: There's - - there's less raspberry wheats out there.

970

971 AMOS LOWE: Yeah, yeah, yeah. Definitely.

972

973 BRIAN PETERS: Contract Brewing was probably what slowed us down, for sure. A lot -

974 - there was a lot of that. There was a - - there was a lot of people just in, because it would

975 look sexy. Hopefully we don't, I don't see that quite as much, in this lap, in this new wave.

976 But I also see some of it. Like people are just getting in, because it's like. "Oh, we can do this.

977 We can make beer. We can, I'm sure people buy it." And it's like, wait, there's a lot more to it

978 than that. But, yeah, overall, I think, I forgot. I'm having a brain fart. I forget where we were.

979

980 AMOS LOWE: Flavor of the Market, and that's it, you know, they're more receptive
981 to Craft Beer now.

982

983 BRIAN PETERS: Yeah, it's not - - it's not, but it depends on where you are. I was gonna

984 say the Internet has helped a lot, for sure. The Internet has helped a lot. So, between people

985 developing a taste for it, which is, you know, whatever percentage. You know, we bumped up

986 from being three percent [3%] to five percent [5%] of the Market Nationally. I mean, it's

987 taken one percent [1%] per decade, you know, or whatever. It takes a long time to get a one

988 percent [1%]. Too, but just the Internet, and the buzz ability of it all, and the fact that it's cool

989 to be able to get that information, and hunt it down, and go get that beer you want. You

990 know, I - - I, the people love, I think, tracking which beers they've had, and where they've

991 gotten them. Or, it used to be the "Whip Inn", and now, you know. You go to the "Whip Inn",

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993

994 and you try all the beers. But you don't blog it, and you don't tell anybody really. You tell
995 your friends at work.

996

997 AMOS LOWE: Like there are Food Movements too, you know, it's the food, and just
998 real food. You know, people sort of moved, you know, in a direction of "Local Food and Well
999 Prepared Food", and, or, you know, eating more, and getting more educated about food too.
1000 And beer sort of paralleled that a little bit. You know, why people have always talked about
1001 wine, and beer, was kind of ignored. I guess, for a long time, and now beer is, you know, in
1002 the same conversations. And I think that has helped a lot too. Just the, you know, the Basic,
1003 you know. What is a good meal? What do you drink when you're eating a good meal? And
1004 that's sort of started to happen for here, which is nice. So, there's been all kinds of things
1005 happen that - - that affected our Market positively. And people are more educated about it.
1006 And, I think in any large City now, you can go up to anybody, and they would know, you know,
1007 what - - what a Craft Beer is. Whereas, it took awhile to get there. You know, but you go - -
1008

1009 BRIAN PETERS: Still so far to go. And I know, maybe we won't get there. I mean, we
1010 just get people walk in every day, who have never heard of us. Or, never, didn't know we
1011 were here, or whatever. And it's, and it happened at "The Bitter End" all the way to the finish.
1012 "Oh, you know, we've lived in Austin our whole lives. We didn't even know you were here."
1013 You know, and now we're open for eleven [11] years. And it's just - - it's just.
1014

1015 AMOS LOWE: Some people didn't know, you know, there's a girl, a lady, a nice lady
1016 in here yesterday. And, she tried the "Blond Ale", and it was too big for her. She was like,
1017 "This beer is just too big for me." And it's, you know, almost the smallest beer we make.
1018

1019 [Laughter]

1020

1021 [Talking Over Each Other]

1022

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1024

1025 AMOS LOWE: [Inaudible] Martini, right?

1026

1027 BRIAN PETERS: She had - - had something funny like, something, maybe Bourbon and
1028 Coke, I think she switched to Bourbon and Coke, or something. Which is okay, I don't condone
1029 putting coke and Bourbon, by any means.

1030

1031 [Laughter]

1032

1033 BRIAN PETERS: You know, leave it alone, maybe put an ice cube in it. But, you know,
1034 it's really funny, it's everybody's pallet is different. You know, and for us, the "Blond Ale" is
1035 this light, elegant, dry thing. And for her it was, like uh uh, too much. "You know, this beer is
1036 too much for me." So, you know, for some people never, Craft Beer will never be their thing,
1037 but. I don't know, I think it will continue to grow, not at the rapid pace it did, the last couple
1038 of years. But, sort of slowly like it did, you know, five [5] years ago. But still, you know, when
1039 you've got people like Budweiser, and - - and S.A.B., and Millers, and Coors, stuff, and all that
1040 money for Marketing, it, you know, it's a getting Market Share is tough, so.

1041

1042 NIKO TONKS: I guess I, that kind of brings to one [1] of the last things, topics I want
1043 to talk about was, and it's, you know, it's not as much of a sore subject, as it when I started
1044 doing this project, at six [6], or whatever it was months ago. But, talking about Legislation
1045 and - - and Legal changes, you think might - - might help Craft Beer in Texas? And also, talking
1046 about what - - what the Texas Craft Brewers Guild is? And - - and what they do? And how
1047 you're involved with it? Cause I know, Brian, you're on The Board, I think.

1048

1049 BRIAN PETERS: Yeah, yeah, I'm on The Board of Directors at the Texas Craft Brewers
1050 Guild, which is, was the. The Initial Guild was formed in the nineties [90's], and kind of fell
1051 apart, due to just, I think, like the Wave of, you know, of Initial Breweries and everything. It
1052 was, we all got together, we formed a Guild, it was really well put together. But, I think it was

1053

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1055

1056 based in Dallas, more or less. And I, I can't say specifically that was the reason. But, it
1057 dissolved eventually, or just - - just kind of languished. We came together about, I guess, it
1058 was three [3] years ago now, to - - to kind of bring it back. And, somehow I ended up on The
1059 Board. But Tim Shorts is the President, and we're, yeah, it's really good. I think there is a lot
1060 of guys who are coming into the industry, who - - who want to feel like they're part of this
1061 community. And they don't know where to begin. And they come in, and they become, you
1062 know, a member - - they become members of The Guild. And, you know, we - - we work on
1063 things that I think will help them legislatively, you mentioned, is one [1] of them. I've work on
1064 Festivals, that's kind of my Committee. So, we worked on a "Craft Brewers Festival", to try to,
1065 you know, emulate what is going on in the rest of the country. And we don't have it yet. You
1066 know, Portland, or Oregon, being one [1] of the biggest. And, you know, that's not necessarily
1067 my "End Game", but I still want to build it, to a point where everybody knows what "The
1068 Texas Craft Brewers Festival" is, you know. So, that's - - that's just basically what The Guild is,
1069 by my part of The Guild is. Tim is involved in Education for the Brewers, so, we're gonna have
1070 symposiums, that we get together, and we discuss issues related, trouble shooting issues,
1071 whatever issues, water. The last one [1] was "Sensory Analysis". And, a lot of things that
1072 most Brewers wouldn't have access to, if The Guild wasn't there, you know, And so, that's all
1073 we're trying to do is, keep the momentum alive. We've got a lot of new Breweries starting up.
1074 Get them involved early, and, I think, as a Guild, we represent ourselves to basically get - - get
1075 people a more aware of what we do. Get Brewers educated, and get the Public educated is
1076 really, our - - our number one [1] thing. And - - and to continue it exists, you know. Part of
1077 My Mission is to make sure we continue. The Festival Funds keeps - - keeps everything
1078 moving forward.

1079 Maybe you want talk about Legislation? I'm not, you know, I've - - I've said a lot.

1080 Do you have an opinion on it, or whatever. It's just basically what happened in the last
1081 Session, maybe? And where - - where we think we're gonna go?

1082

1083

1084

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1086

1087 **AMOS LOWE:** Well, there are two [2] Bills last Session, HB 660 was the Brew Pub,
1088 which applied to us. It wasn't officially called "Brew Pub Bill." But, it would have allowed us
1089 to not only sell here, but to distribute, and sell to retailers. So, right now, in Texas, we can
1090 only sell, at this address. So, we make it, and sell it here, and that's it. The Bill would have
1091 allowed us to a Certain Cap, I don't remember what it was. To sell to, it would allow us? Oh,
1092 no, we took "Self Distribution" out. Anyway, the main point was, we would be able to sell our
1093 beer to retailers. And then there's another Bill, House Bill 602, I think, that was the Bill that
1094 would allow "Packaging Breweries" to do dock sales, of a certain amount. So, really we're just
1095 trying to get to the point where we can sell the beer we're making. And, so, the -- the
1096 distributors are fighting that a little bit, cause they view it as a, a "Breach of the Three [3] Tier
1097 System". And they have sort of a slippery slope argument. So, it will be, you know, the, I
1098 guess they will meet, not this year, but next year again. And, we're gonna introduce the Bills
1099 again. And, we will what happens, and a lot of people are putting a lot of effort into. So, it
1100 would -- it would help us. I think you'd see, it would at least help the Breweries that exist
1101 currently to be more successful. I mean, if you have -- if you have more opportunities to sell
1102 your product, obviously you've got a better opportunity to succeed. So, I -- I think it will, I
1103 don't know, I think it will happen, for Brew Pubs, for sure. I don't know that it will. It may
1104 never happen. But, I would expect it to happen, just because it will create revenue. And it
1105 will create jobs, and I can't see how they could continue to ignore that. But, you know, it is
1106 possible. So, and then the "Dock Sales" for the Brewery is the same. You know, if we sell
1107 more product, we've got to make more, and all of a sudden, we need more employees. And,
1108 so the State's making more money, and it's just Positive all the way around. So, hopefully,
1109 that will happen for us. But, we will have to wait and see.

1110

1111 **NIKO TONKS:** Yeah, I was -- I was thinking, when you were talking about how, you
1112 know, there's a -- there's a ceiling to how many faucets there is -- there is the City. If
1113 everybody had their own, ten [10] faucets, in their own building, you know, that -- that adds
1114 another, whatever it is, a hundred and twenty [120] taps to -- to the town.

1115

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1117

1118 [Laughter]

1119

1120 **BRIAN PETERS:** Yeah, it's pretty amazing, when you to "Avery's Tap Room" and it's
1121 busy, and people are all sitting out there, having a beer, either inside or out. And it's - - it's in
1122 the middle of a Strip Warehouse, man, it's. It's as industrial as you can get, and people are
1123 just hanging out, and drinking beer, and having a good time. And it's - - it's pretty cool.

1124

1125 **AMOS LOWE:** Yeah. They drink "New Belgium", all those Breweries have, basically a
1126 Brew Pub. I [Inaudible] attached to their Brewery, you know.

1127

1128 **BRIAN PETERS:** Yeah, I don't think it's a general, it's not as much of a Revenue thing,
1129 probably as it is just a Warehouse and a building. You know, building, and momentum, and
1130 building, and building. You are always trying to keep momentum going. Your Brew people
1131 who have never been there, and then they're buying it at the store, the rest of the time, for
1132 the rest of their life. You know, it's - - it's just trying to get that introduction, and trying to
1133 keep people "Part of the Family". You know, I - - I'm just speculating. I don't think it's
1134 necessarily a huge Revenue thing. It's - - it's a decent Revenue thing.

1135

1136 **AMOS LOWE:** For a Brew Pub, the Revenue is a great impact.

1137

1138 **BRIAN PETERS:** Yeah, the "Dock Sales" are having a pop.

1139

1140 [Laughter]

1141

1142 **AMOS LOWE:** Yeah.

1143

1144 **BRIAN PETERS:** At each Brewery. It's definitely worth it.

1145

1146 [Laughter]

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1148

1149 [Laughter]

1150

1151 **BRIAN PETERS:** For a small Brewery, like us, you know, like my friend, Christian, in
1152 Portland, did two thousand [2,000] barrels at his Pub, and he sold another four thousand
1153 [4,000] barrels at Whole Foods, and other places. So, in that situation, it's a huge Revenue
1154 stream. And so, and it allows him to grow, and now he opened another Pub. So, for
1155 Breweries our size, you know, the Revenue Impact will be larger. Whereas, as for talking
1156 brews that - - that are Regional Breweries, it's not so much the Revenue, as it is the - - the
1157 Marketing opportunity, and the - - and the Branding and stuff.
1158 That's what's so weird, to me, is that there's all these Production places. And it's national. It's
1159 not Texas. It's all over. Brew Pubs are not what, and they are not in Texas, that's for sure.
1160 And maybe, to me, the opportunity for Brew Pubs, with the Law changing, the potential for
1161 Law to change, I think, is greater personally. Because I think we can include the Wholesalers,
1162 and they won't have an argument. And they will be in the loop, and therefore, we're in, and
1163 nobody's gonna argue. The potential then to grow from that, to a seven [7,000], six [6,000]
1164 seven [7,000] thousand barrel Brew Pub is pretty awesome. And that's a huge amount of
1165 money. And, I just find it's interesting, in the Model, that everyone is using right now, for
1166 business, to come out.

1167

1168 [Talking Over Each Other]

1169

1170 **BRIAN PETERS:** This is the Social Aspect we like.

1171

1172 [Laughter]

1173

1174 **BRIAN PETERS:** So, anyway, I mean, I'm not saying everybody's ideas are crazy. I just
1175 think there's too many Production places. And a Brew Pub is limited right now, and I think the
1176 Law will change. But, they don't maybe want to wait that long. And maybe they're just going,

1177

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1180 "Well, let's just go, and we will become the next Dog Fish Head", you know. "Or, maybe we
1181 will to get to ninety thousand [90,000] barrels. Fine. All of that is their deal. And my - - my
1182 Goal has always been, you know, "Stay local, stay small, relatively small. And, you can
1183 generate a huge amount of Revenue, if you're a Brew Pub that can distribute. And even if you
1184 did fifty fifty [50/50], you did four thousand [4,000], two thousand [2,000], on - - on premise,
1185 and two thousand [2,000] out the door. And it's just, and it's everybody is getting paid. And
1186 it's a good job.

1187

1188 AMOS LOWE: You make a living, at that point.

1189

1190 [Talking Over Each Other]

1191

1192 AMOS LOWE: Doing what you love.

1193

1194 BRIAN PETERS: And I love the idea of the "Neighborhood Brewery", man. I just love it,
1195 you know. I don't - - I don't have any ambitions, as far as, I want to sell a certain number of
1196 barrels. I - - I have an idea of what I want to do to - - to make everybody happy, and we can all
1197 have good lives, and make a living, and do what we love, at the same time. Which is "My
1198 Dream", right. But, but the idea of the "Neighborhood Brew Pub", I just love. Because I think
1199 it's, for me, I guess, it's romantic for me. I don't know. Maybe it's "The Bitter End" is still
1200 stuck in my head.

1201

1202 [Laughter]

1203

1204 BRIAN PETERS: I don't know, but I just love it, that there would be these little
1205 Breweries, you know, like "Dossal Daft" [sp], or something, where there's these little Pubs all
1206 over the place. And whatever neighborhood you're in, you go to that Pub. And, I just love it,
1207 man. So, [Inaudible] Pub is the way to go. And I think the Law will change. I think it will, and

1208

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1211 at that point, if you do like Portland, or, you know, Colorado, or where they're doing,
1212 accessing both Revenues Streams, then you can really make a living, you know, as a Brew Pub.
1213 Like when you see the Reports of the Year, the Reports of people selling five thousand [5,000],
1214 and seven thousand [7,000] barrels at a Pub, they're not. You know, it's a lot of faucet beer.
1215 It would be nice if it was.

1216

1217 [Laughter]

1218

1219 BRIAN PETERS: Because then you could make some serious money. But what they're
1220 doing is, they're able to do both. You know, which is really nice, so. I -- I hope it will change
1221 for us.

1222

1223 AMOS LOWE: It should.

1224

1225 BRIAN PETERS: But, that doesn't mean it will.

1226

1227 NIKO TONKS: Alright. Well, I think that's everything I wanted to talk about. Is there
1228 anything else, you guys have been itching to talk about that we haven't gotten to? Or, are we
1229 pretty good here?

1230

1231 BRIAN PETERS: I'm good. I'm good. It was fun. It was a good -- good chat, for sure.
1232 Because a lot of the stuff, I love talking about the old stuff. So, anytime you want any more.
1233 But the line -- the line to get into "Copper Tank", on Wednesday night, because of dollar
1234 [\$1.00] beers, and stuff like that. There's like a lot of weird -- --

1235

1236 [Talking Over Each Other]

1237

1238 BRIAN PETERS: There's some weird stuff that happened in the nineties [90's], that
1239 "Waterloo" competed with that. And they have dollar beers, and dollar burgers, for a while.

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1240 **01:05:46**

1241

1242 **AMOS LOWE:** **Yeah.**

1243

1244 **BRIAN PETERS:** **Waterloo had dollar beer, dollar burgers, Wednesday. It - - it drove,**
1245 **there was just. It drove all the regulars away, because Wednesday was like, you do not want**
1246 **to go down there. It was somebody with two dollars [\$2.00].**

1247

1248 **[Laughter]**

1249

1250 **AMOS LOWE:** **Somebody with two dollars [\$2.00].**

1251

1252 **BRIAN PETERS:** **And they were definitely not tipping. So, it was - - those are some**
1253 **crazy times. But it was fun. No, I'm good.**

1254

1255 **AMOS LOWE:** **Me, too, I'm good.**

1256

1257 **NIKO TONKS:** **Alright, thanks guys. I appreciate it. Yeah.**

1258

1259 **01:06:15** **End of Audio File**

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1261 **01:06:15** **End of Recording File**