

# Wisconsin Beer is Local Beer

- The modern brewing landscape has made a dramatic shift toward its local roots
- Local breweries want to use local ingredients but quality must be ensured
- This is not necessarily your grandfather's beer....not just barley malt and hops
- The raw materials supply chain is optimized for industrial scale brewing
- The hop market has caught up and may even have outpaced brewery growth
- Barley varieties may finally become one of the “cool kids”
- Water is more than 90% of your beer and safeguarding it is imperative