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## 'Beer wars' documentary shows serious side of brewing

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It sounds a little like "Strange Brew" meets "An Inconvenient Truth."

But "Beers Wars, a documentary to be released this week as a part of a one-night, nationwide cinematic event, is promising to boldly go where few beer flicks have gone before - into somewhat serious terrain.

This is fine with Jeff Irvin, head brewer at Olde Main Brewing Co. in Ames, where discussion parties will be held before and after the movie.

"People are excited about it," he said. "From the trailer, it looks fantastic."

Touted as a "David and Goliath story" that follows the challenges faced by small independent breweries in a world ruled by corporate giants, "Beer Wars" will be shown Thursday and only Thursday at more than 400 theaters, including five in Iowa.

Producer-director Anat Baron said as audiences get a behind-the-scenes look at the beer business they will also witness small business owners "struggle to achieve their American dream in an industry dominated by powerful corporations unwilling to cede an inch."

Olde Main, which opened in October of 2004, began making hand-crafted bottled beer for the retail market less than a year ago. Irvin said so far he's unaware of the major corporations targeting his product.

"I don't think we're big enough for that yet," he said. "One of the biggest things for us is that we struggle to get shelf space."

In Des Moines area stores since last summer, Olde Main's bottled beers became available last week in Iowa City, Irvin said.

### Five fun beer facts

1. Eighty percent of the beer made in the United States is now controlled by two companies, one based in Belgium and one in South Africa.
2. The top American owned brewer is Boston Beer Company (Sam Adams).
3. Anheuser-Busch took 40 years to get to 50% of the beer industry from 12%.
4. Bud, Miller and Coors' beers are made using rice or corn as adjuncts to the original ingredients (water, yeast, malt and hops).

5. On average, every American now lives within 10 miles of a brewery.

Source: [www.beerwarsmovie.com](http://www.beerwarsmovie.com)

## Additional Facts

'Beer Wars' events

### **'Beer Wars' the movie**

A documentary exploration of the U.S. beer industry told from an insider's perspective. The film goes behind the scenes of the daily battles and all out wars are part of the industry.

WHEN : 7 p.m., Thursday

WHERE: Jordan Creek 20, West Des Moines; Movies 12, Ames; also at cinemas in Council Bluffs, Davenport and Dubuque.

TICKET AND INFO: [www.beerwarsmovie.com](http://www.beerwarsmovie.com)

### **'Beer Wars' Discussion Parties**

Two gatherings will be held for beer enthusiasts interested in discussing the movie "Beer Wars."

WHEN: Thursday, before movie, 4-7 p.m.; after movie until midnight

WHERE: Olde Main Brewing Co., 316 Main Street, Ames.

FOR INFO: (515)-232-0553

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