

# West Coaster

DECEMBER 2018 | SERVING AMERICA'S FINEST BEER COUNTY | SAN DIEGO

INTO THE BREW:

## Reporting from Maui

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ENJOY #SDBEER & STAY SOCIAL @WESTCOASTERSD

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**ON THE COVER:**

A hibiscus flower on Maui. Photo  
by Kayla Tierney

# CELEBRATE

## 2ND ANNUAL NEW YEAR'S EVE HOP DROP

MONDAY, DECEMBER 31  
6 P.M. TO 11 P.M.

JOIN US IN BIDDING FAREWELL TO 2018 AND RINGING IN THE NEW YEAR!

- NEW YEAR'S EVE PARTY FAVORS, DJ MUSIC, AND DANCING ON TWO FLOORS
- EAST COAST NEW YEAR'S EVE CHEERS AT 9 P.M.
- CHOOSE YOUR PACKAGE:
  - BEERS & CHEERS (\$20)
  - VIP CELEBRATION DINNER (\$65; PRICE INCREASE TO \$75 ON 12/15)

FOR MORE INFO AND TICKETS, VISIT [WWW.ALESMITH.COM/TASTINGROOMEVENTS](http://WWW.ALESMITH.COM/TASTINGROOMEVENTS)



# ALESMITH BREWING CO.

9990 ALESMITH COURT, SAN DIEGO, CA 92126



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Wearing an independent brewery shirt is like the not-so-secret handshake of elite beer nerds. It's a way to recognize fellow hobbyists and get rad new recommendations of places to visit.

But there are obvious tiers of beer tees. I've got about a half dozen that are too short and too wide, at least ten that are that thick, scratchy material closer to burlap than cotton, and a cherished few that are just right: soft, well printed, and true to size. This minority makes up the majority of what I wear on any given day, and over the past few years I've massively cut back on buying new brewery swag because of the wild variations of quality.

Joey Jubran of Hoppy Beer Gear ([hoppybeergear.com](http://hoppybeergear.com)) understands this predicament all too well. "Breweries have always had apparel, but women don't [always] want to wear men's crew shirts... we end up cutting them, buying them and putting them in a drawer, or saying 'Eh, I'll make a quilt out of them one day.'" (I can confirm this is all true, but I haven't seen anyone actually follow through with a quilt... yet.)

But she's not a typical beer art monger like Hoppy Beer Hoppy Life or Craft Beerd, or any number of others found at beer festivals and local boutiques. Instead, Jubran works directly with breweries as a wholesaler to develop product options that range from screen printed shirts to bottle openers and even full-service graphic design.

Jubran moved to San Diego in the early 90s for school and never left. One bachelor's degree in marketing, a career at Coca-Cola, and two kids later and in 2011, discovered her own love of craft beer. She explains her "a-ha" moment to me over coffee in North Park.

"It seemed like I finally found my group, my tribe of people that are so similar and so real. I just started visiting all of the local breweries and enjoying their beers, and one key thing that I kept noticing is merchandise. [I'd think] 'Wow, I'd love to have a shirt, but they only have guys' shirts' or 'I'd love to have this tank top, but they don't have my size' and things of that nature. So that's kind of how I started thinking up Hoppy Beer Gear."

# WHO'S THE BOSS (LADY)?

## GETTING TO KNOW JOEY JUBRAN OF HOPPY BEER GEAR

By Beth Demmon



Initially focusing on merchandise consulting, Jubran realized very quickly that "people aren't going to pay for advice. They need a tangible product." Hoppy Beer Gear officially launched in fall 2015 with Jubran working as a one-woman show for the vast majority of the time. She only recently hired her first full-time employee, Dustin Van Duzee, to spearhead graphic design, a service she hopes to expand to offer her clients. Her client list is largely breweries — Second Chance Beer Company, Circle 9 Brewing, Burning Beard Brewing Company, and Pure Project, just to name a few — but she also works with distilleries, cideries, restaurants, and music festivals.

"Music and beer, to me, go hand in hand," explains Jubran. "They're both my passions."

They've expanded outside of San Diego as well. "I get calls and emails now on a weekly basis from breweries in Texas, New York... I'm doing hats for some guy in New York!" Jubran laughs. But she's adamant about sticking close to San Diego, whether or not fears about a local "beer bubble" are real.

"Even if the number of breweries and tasting rooms went down to a hundred, that's a hundred breweries that need apparel," she says. "They need glassware, they need promotional items... [and] it's never even going down to that. I don't feel like it's slowing down at all. I feel like everyone's raising the bar and making better beer than they ever have before."

Future plans for Hoppy Beer Gear include adding a sales team, increasing their social media presence, expanding their website functionality for existing brewery customers, and continuing to mentor people interested in working on this side of the beer industry. It's a tall order, but Jubran is optimistic.

"2019's gonna be a good year," she promises.

*Know someone who deserves to be featured in an upcoming column? Nominate them by emailing [beth@bethdemmon.com](mailto:beth@bethdemmon.com).*

