

# Beer is more than just Beer

Beer is serious business on the North Oregon Coast

■ STORY & PHOTOS | MATT LOVE

**B**eer is a serious topic of conversation for the legions of aficionados who make the pilgrimage to the area to sample the local brews and then describe them with a jargon that often proves incomprehensibly charming to me.

I suppose I'd rather drink beer than talk about the technicalities of beer, but if I had to talk about beer on the North Oregon Coast, I would converse about the special place breweries inhabit in the cultural life of their locales. The story runs so much deeper than merely good beer (although that's a great outcome in the Age of Michelob Ultra in a plastic bottle). It's about creating, collaborating and sustaining community. It's about repurposing sturdy old buildings and breathing fresh life into them. It's about being innovative in more than just brewing techniques and open to new ideas from complete strangers.

**It's about being innovative in more than just brewing techniques, it's also about repurposing sturdy old buildings and breathing fresh life into them.**

