



ExBeerience Juneteenth

**2024 INAUGURAL EDITION
"COMMUNITY BUILDING"**

**Come out to each brewery for their
beer release! Music, giveaways,
community art project, and fun for
the whole family!**

**20% of the proceeds will go towards a
local nonprofit, so by a pint or two!**



**Special Issue:
What is the
ExBeerience
Juneteenth Beer
Collaboration?**



**DRINK THE
GOOD
BEER.
FIGHT THE
GOOD
FIGHT.**



**Researchers say
that we are
actually
stronger
together! Are
they correct?**



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www.lovetheexbeerience.com



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Drink the good beer. Fight the good fight.

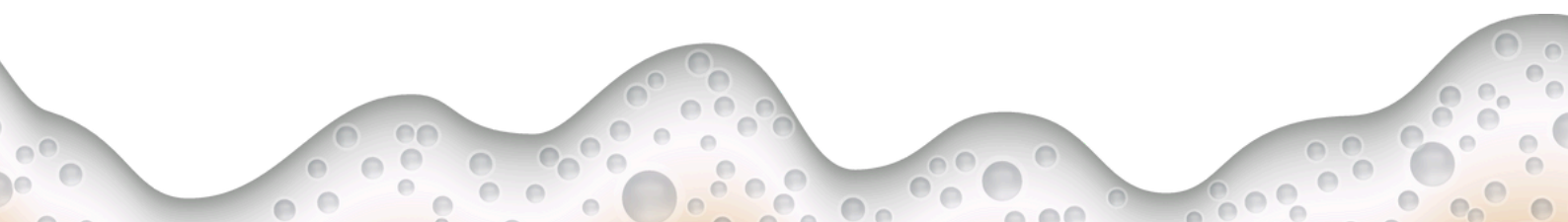
 - 4 **Blue Jay Brewing Company**
2710 Locust St, St. Louis, MO 63103

 - 5 **Earthbound Beer**
2724 Cherokee St, St. Louis, MO 63118

 - 6 **Narrow Gauge Brewing Company**
1545 US-67, Florissant, MO 63031

 - 7 **Shoehorn Brewing**
225 E Main St, Belleville, IL 62220

 - 8 **You are appreciated**
Thanks to all the folks!

 - 9 **Say Cheese!**
A few pics...
- 

THE EXBEERIENCE

Drink the good beer. Fight the good fight.

Juneteenth, celebrated annually on June 19, commemorates the emancipation of enslaved African Americans in the United States. It is a day of reflection, celebration, and community empowerment.

In honor of Juneteenth, The ExBeerience partnered with four local breweries to release a special beer that not only pays homage to this historic day, but also fosters inclusivity, education, and unity within our community.

The Juneteenth Beer Collaoration asked each brewery to brew a beer in honor of Juneteenth by picking a historical black figure to honor and a local nonprofit to donate part of their proceeds.

ExBeerience Juneteenth Objectives

- To raise awareness about the significance of Juneteenth and its historical importance.
- To promote diversity, equity, and inclusion within the craft beer industry.
- To support local breweries and businesses by creating a collaborative and celebratory event.
- To provide educational opportunities for attendees to learn about Juneteenth and its cultural significance.
- To foster community engagement and dialogue around social justice issues.

Thank you for supporting this inaugural project. Be on the lookout for us next year!

We are stronger and better together!

~Vivian Ward

**The ExBeerience
Positive Space & Vibe Curator**

Miles to Go | 5.3% ABV



Brewed in collaboration with The ExBeerience. We brewed this lager using a cereal double mash technique incorporating ingredients from Africa and the United States. This celebration lager was brewed with US pilsner malt, whole grain teff, hops from South Africa and a lager yeast strain from Mauretania. Notes of candied citrus, nutty maltiness and a sweet honey-like mouthfeel.

In celebration of Juneteenth we have chosen to honor Miles Davis. Miles Davis was born in Alton, IL and raised in East St. Louis and is one of the most influential figures in the history of American music. His approach, owing largely to the African-American performance tradition that focused on individual expression, empathic interaction, and creative response to shifting contents, had a profound impact on generations of jazz musicians.

A Sense of the Possible: Miles Davis and the Semiotics of Improvised Performance

A portion of sales from Miles to Go will be donated to 100 Black Men. The 100 Black men of Metropolitan St. Louis is a non-profit 501(c)(3) community based organization, incorporated in Missouri, whose mission is to improve the quality of life in our communities and enhance educational and economic opportunities for all. The membership is comprised of a diverse group of men including business executives, community leaders, entrepreneurs, clergy, and elected officials. -Jason & Nicole



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Dare To Dream | 5.3% ABV



In honor of Juneteenth, we have partnered with The ExBeerience to release a special beer that not only pays homage to this historic day but also fosters inclusivity, education, and unity within the community. Dare to Dream, a beer inspired by the legend Jackie Joyner-Kersey, who is the historical black figure we will be honoring! Dare to Dream is a cream ale brewed with Pilsner malt, flaked corn, black lime, telicherry pepper, lime leaves and cucumber!

JJK is the winner of six Olympic Medals, and is considered by ESPN to be one of the 50 Great Athletes of All Time. She is the first woman to win back-to-back gold medals in the heptathlon, the first African American woman to win an Olympic Medal in the long jump, and the first woman to score 7,000 points in the heptathlon, a record that still stands today!

Born and raised in East St. Louis, Jackie is committed to ensuring that all children have access to high quality after school programs, safe recreational places within their communities, and caring adults to help them achieve their dreams. Jackie is the heart and soul of the Jackie Joyner-Kersey Foundation and Community Center, and serves as living proof that kids in East St. Louis can dare to dream big and if they have the drive and determination, they can accomplish anything they desire. -Danielle



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USAWA | 4.9% ABV



In collaboration with The ExBeerience, we are proud to release Usawa, Swahili for Equality, in celebration of Juneteenth. Usawa was created utilizing ingredients that are not commonly used by us, but are traditional ingredients used in African brewing. Usawa is a golden ale brewed with Sorghum, Maize, and Rooibos Tea.

Juneteenth being a celebration of African American freedom we chose to honor past Florissant resident Joseph Lee Jones (1933–1974). In 1968, Jones fought for fairness and equality in obtaining housing in the city we reside in. A portion of all sales will be donated to A Red Circle, which focuses on providing support in North County St. Louis. –Jeff

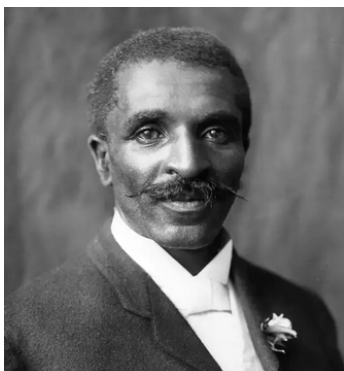


Dr. Carter's Nitro Peanut Butter Blonde | 5.3% ABV



This beer is a collaboration with The ExBeerience in celebration of Juneteenth, with a portion of the proceeds going to support Black Girls Build, an organization that helps support women of color to pursue careers in construction trades.

In working with us, The ExBeerience asked that we brew our beer with a prominent black historical figure in mind. We chose to honor George Washington Carver, an agricultural scientist and inventor. One of the focuses of Dr. Carver's work was peanut plants, so we found it fitting to brew up a peanut butter blonde ale, aptly named Dr Carver's Nitro Peanut Butter Blonde. We hope that you will come out to grab a brew and support a great local cause! -Mike



THE EXBEERIENCE



Those who answered the call

Blue Jay Brewing
Earthbound Beer
Narrow Gauge Brewing
Shoehorn Brewing

Those who donated \$\$ or goods

Brittany Griffin-Manuel
Eric Kielhmeier
Patrice Willis
MK & Urb Arts Gallery
Revive Restore Day Spa
Sip & Chew

Those who gave their time

Corine Jones
Dr. Tenille Rose
Roshanda Ward
Patrice Willis
Valerie Seals
Wheelhouse Consulting

Those on my HOME team

Harper
Leah
Othello
Patrick

Those who vendored

DJ Damo
DJ 2Timez
Jazztastic Faces

Those great students on the media team

Anna Bang
Camila Fermin

Those who showed up The ExBeerience Family

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The background of the entire image is a light cream color, decorated with several thick, hand-painted yellow brushstrokes that radiate from the top and bottom edges, resembling sunbeams or rays of light.

**DRINK THE
GOOD BEER.
FIGHT THE
GOOD FIGHT.**

