

Names of Interviewees: Mark Henion and Tony Lawrence
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Theresa McCulla: It's August 7, 2019. This is Theresa McCulla of the National Museum of American History. I am interviewing Mark Henion, brewmaster, and Tony Lawrence, brewmaster, at Boneyard Beer. We are meeting at the brewery in Bend, Oregon. And this interview is part of the American Brewing History Initiative, a project to document and collect the history of beer and brewing in America. Um, so, Mark, we'll start with you. When and where were you born?

Mark Henion: Uh, I was born May 15th, 1972, in Newport Beach, California.

TM: And what were your parent's names?

MH: Uh, Gary Lee Henion and Carolyn May Henion.

TM: And what did they do?

MH: Uh, my dad, kind of a, [unintelligible] or did a little bit of everything. At the time, I think he was working for NCR repairing cash registers. And he went around and did construction shortly thereafter. And my mom was a, raised us kids for a while. And then we were in Hinton Beach for the first four years. Then moved to a town called Temecula. Uh, a little inland, little further south, um, California. And she became a church secretary for quite a while.

TM: And, uh, what do you remember about the neighborhoods where you grew up? What were they like?

MH: Um, remember being pretty, a lot different I guess than today, obviously. But, uh, just, you know, you basically, you know, school, drop your stuff off, and then go out and play until dark. And then come home and have dinner and, it was pretty, it was pretty wide open. Temecula was very small back then. Like, there was like 17,000 people when I moved there. Something like two-hundred-and-fifty now. So, uh, it was pretty, pretty safe place to grow up. Um, and, uh, I had a lot of fun. You know?

01:45 TM: Um, what do you remember about, uh, what you ate and drank as a kid?

MH: Uh, that's a funny thing. My parents didn't really drink alcohol very much at all. Occasional wine every once in a while. So, like, my brother and I kinda made up for it in the later years. But, uh, I was a kid. The usual kid stuff. Soda pop. Uh, my parents, my mom had a pretty strict, like, healthy, healthy diet. I'd go to a friends' house and you always have the kid cereals and different soda pop [unintelligible]. What have you. You can get over there. But um, I feel like we ate pretty healthy at home. And then later on, uh, my parents split and I got to eat whatever I wanted. [Chuckles]

02:24 TM: And, um, it, and so was beer part of your family's social life? Or?

MH: Not really. Not so much. Um, I didn't really get, I mean I got into beer, you know, earlier than I probably should have. But, like, most, but, uh, really I started homebrewing basically. Like, I kinda moved around a fair bit in California. And then eventually came to Bend, um, and fell in love with Bend. And, and at the time I was doing a lot of cabinet making. That was kind of my, thought my career path. But, uh, my brother bought me a homebrew kit and started homebrewing a bunch and kinda found a new, a new life that I wanted to follow up on. So, that's when I really kind of started getting the passion and, of different flavors and.

03:06 TM: Do you have a memory of, of the first beers you tasted that excited you that? That seemed different?

MH: I think the first beers I really liked, like, I was kind of more into the dark beers. So, like, you know, early on I, Henry's, Henry Weinhard's Dark. It was a big, I was a big fan of. Um, and then once I moved up here I liked Black Butte Porter, Obsidian Stout, um. Actually, believe it or not, I had Bert Grant's, uh, Russian Imperial Stout was a big one. Solid dark beers. And then over time I kinda moved to the more hoppy pale ales. I guess, more lighter, lighter beers. Golden ales and stuff.

03:48 TM: Um, and one more question about the early years. When you were in school, were there particular subjects that you felt like you gravitated toward?

MH: Um, I guess math, I was very interested in. Eventually chemistry. Um. And, I think, you know, my dad, like I said, he was a big contractor. He kind of always was the school of thought of figure it out on your own and make it happen. So, he kinda instilled that in me. Like, whenever he had a problem or he wanted to do something, there's always somewhere you can learn on how to do it. And, you know, don't ever hire somebody to do something you can do yourself. So, for me it was like kinda doing that. And I think that kinda worked a lot with things. I feel like brewing is really a lot of, like, it's a little bit of everything. It's microbiology, you know. Chemistry. Physics. You know. Just, it's a, it's a lot of different things. So, it's kind of nice to have a lot of skills to apply to it.

04:40 TM: Tony, I'll ask you the introductory questions, too. Um, so, when and where were you born?

Tony Lawrence: I, uh, Tony Lawrence here. I was born in 1967 in Los Angeles, California. Not so far from Mark.

TM: And what were your parent's names?

TL: My father was Rick Lawrence. And my mom, Deborah. Both just Southern California, um, you know, hippies, to tell you the truth. It's kind of how I grew up, up and down the Southern California coast between San Diego and Santa Barbara eventually.

Spent some time in, around L.A. East L.A. in grade school. Parents separated fairly early on, for me. So, I was kind of living with my father in San Diego and my mother in Santa Barbara, and bouncing back and forth. So, I got to see a lot of Southern California.

05:25 TM: And so, when you say they were hippies, um, what, what impacted that? Or what was your home like? Was it, did that impact what you ate and drank? Or?

TL: Absolutely. No sugar cereals. And most, uh, you know, mostly homemade, uh, vegetable dishes and things like that. It wasn't super strict. But overall, I mean, uh, that was their culture. So that's how we, how we, uh, ate and lived. Um, for a while we lived in a naked tree commune in Hawaii. [Chuckles] For example. So, it was pretty interesting times.

05:56 TM: Um, was beer or wine part of, of those various places where you lived?

TL: My mother liked wine and, and, uh, and some cocktails here and there. I didn't have a whole lot of time around my father, so, and he, my father actually, as soon as I was about fifteen, and I was starting to be interested in these topics, if not already, uh, he, he stopped consuming alcohol altogether and he hasn't had, touched a drop since. So, I was around it to some degree for sure. But again, I'm an only child. So, it was just my mother and myself. And she worked a lot and went to school a lot. And so, I was left to my own devices a lot. So, not a whole lot of influence from my family surrounding.

06:40 TM: And, when you were in school, what were the subjects that you gravitated toward?

TL: Um, you know, well, similar to Mark I suppose. Mathematics is one of the things that I excelled at. A lot of the other, um, areas of study that weren't as concrete [unintelligible]. You know. With mathematics, it's either correct or incorrect. And, uh, so I excelled there. A lot of the other studies, not so good at to be honest. Uh. [Unintelligible] Growing up on the beach in Southern California, I was very much interested, interested in surfing and skate boarding and other things like that.

07:22 TM: And do you have early memories of, of beer?

TL: Sure. Um, some of the guys I started to run around with were pretty interesting cats. And we, we liked, um, beer of course. We really got into imports as youngsters. Probably, you know, at fifteen, fourteen, we were really seeking out a lot of the imported beers. Either 'cause the labels just seemed really cool, or they were from a distant land. Or they were really good beers. Um, um, some Samuel Smith, and things like this. But, uh, very early on, we discovered Sierra Nevada. When I was very young. And that was just mind blowing, of course. And, that really stood out as a very distinct memory in my journey to, towards beer.

08:10 TM: Um, and thinking back to maybe the first time you tasted that, could you describe, you know, what was the impression from a flavor perspective?

TL: Well, I think it's more like a, in terms of like flavor descriptors, well, I, I don't know if I can recall that specifically. But it was like a, it was like fireworks in your mouth. It was, it was, it was just that a-ha, that wow, that mind blowing moment where you just go, you just taste something that's fresh and so flavorful and, and flavorful in a way that you, like, you've never tasted before. Mostly and clearly, a well-made beer using their yeast strain and the hops, uh, so I never had that formula, that combination of ingredients yet.

08:51 TM: And so, how did you get into brewing beer? And what was your, were you, what were you, what was your job to that point?

TL: Um, well, I just, I suppose what got me to Bend was I was kind of a snowboard guy and I was working ski resorts. And, uh, we were honestly, again, drinking, uh, consuming, you know, high quality beers as it seemed. But I wasn't a homebrewer. I ended up in Bend and, uh, Deschutes Brewery was here. That was probably 1989. So, the pretty forefront in the craft space here in the northwest. And, I had met some guys that worked there and they got me a job at the brewery. And I quickly be-, became friends with John Harris, the brewmaster. And we talked after work about beers and snowboarding and snowboarding and beers. And this went on for quite some time. And, and, um, I was actually working the kitchen and, and we discussed opportunities in the brewing department washing kegs. So, I jumped ship from the kitchen to the keg washing area in 1988, '89. And just got extremely lucky and kind of fell into the industry. Clearly gotta be interested to fall into something, but it was an amazing opportunity and we took it.

10:01 TM: Um, and I'll switch back to you briefly. Mark, um, you mentioned starting as a homebrewer. And, and around what year was that that you had this kit?

MH: Uh, so I would've been, actually, brother brought it to me, for me for my twentieth birthday? No, twenty-first birthday. So, uh, would've been what, '93?

TM: Okay.

MH: And that's the year I moved to Bend. Um, and I homebrewed for a while. Kinda got interested. And actually kind of started my first, like, professional brewing experience was right behind Tony. Followed his, I uh, actually kind of was watching Deschutes Brewery production facility get built. I just lived right up the street from it. Um, at the time, the counter shop I was working for went out of business. So, I was kind of just looking for jobs around. Had some friends from California needed help for a while. Came back. Saw steam coming out of the stack and, uh, popped my head in to see if I could get a tour. First glance, the receptionist said, "No, we only do those by appointment only on weekends." And then somebody popped their head out the door and offered to show us around. Gave me a great tour. That was definitely my a-ha moment, just seeing all the stainless and the equipment and, um. Ended up hassling Deschutes for about three months, took to get a job, to start washing kegs, and worked my way through, and. In the end, the guy that gave me the tour was Tony.

TM: Okay.

MH: So. [Chuckles]

11:28 TM: And so, as each of you learned how to brew, especially at a professional scale, um, what would you say is the most challenging aspect of learning how to brew professionally?

[Long Pause]

TL: Well, I think, as Mark said earlier, it really encompasses so many different, diverse skill sets. And I, for me personally, what was challenging was to understand how diverse and how many skill sets and sets of, uh, skills you need to actually be a good brewer. Um, I think, I'll speak for myself, I believe others fall into this, this pit as well, which is you come into this space and you want to just look at malts, malt and hops and water and, and make secretly, or, make really good recipes. But, um, in the, in the, in the brewhouse, and in the packaging hall, and every other area around the brew, the brewing, you just need so many more skill sets than that. So, I think that was pretty challenging. But, once you sort of pick up on the depth that you need to be a talented master brewer, a brewer period, that was kind of when it all, my eyes and my senses really opened up.

MH: For me, I think a big part is just consistency. 'Cause having worked in mostly production breweries over the years. Uh, I mean I usually gonna have one or two or four flavors that are the big sellers. And you gotta repeat those as much as possible. And seems like no matter what you do, everyone thinks you're changing the recipe. But.

TL: [Chuckles]

MH: Goal is always to try to, you know, make the same product and maybe, you know, slight improvements along the way. Always try to make the best product you can. But just trying to, the repeatability and making that same product over and over again is really a big one. And you know, through that you learn all the different ingredients, how they change, what works best with what, and, and does, you know.

13:12 TM: And would you each say that you, you learned primarily on the job? Or were there, uh, books or mentors that, that you had who helped you learn how to brew?

MH: Uh, I, I pretty much saw on the job, um, eventually, uh, [unintelligible] to go to school. Went to the Siebel Institute. Um, and through my job, I had a lot of mentors there I can learn a lot from. Um, I think some really good crew that we had at the time. So, it was fun and we all kinda held each other accountable. And at the same time picked each other's brains to try to make the best product we could.

TL: Yeah, I agree. Uh, I think, uh, where Mark and I both worked the growth curve they were on, the amount of brews or batches brewed per week really excelled our career and, uh, and was really on the job training I suppose. When we were brewing fifty-six to sixty

beers a week, brews or batches a week, and repeating it over and over in a kind of the big house that we were, it really throws you a lot of looks and through, you know, good, bad, or otherwise. So, put your filters on, take the good, cut out the bad, and move forward.

14:21 TM: And so, at this time when you were starting to brew there, uh, what did cust-, uh, consumers want?

TL: Yeah, that morphed quickly. I mean, when, I think, that, what Deschutes Brewery was built on was Black Butte Porter. Um, but then the hops came in and where it moved to was hoppy beers like the pale ales. I, it's hard, it, the consumer wants so many different things. It seems like every five to six years the, the consumer that, as I see it, the consumer has been in this space for five or six years. Came in. They want to try really, really interesting, interesting super exotic stuff. And then they kind of whittle back to, you know, more balanced, um, simpler to consume products. But then there's always a new consumer that wants the very interesting stuff. So, it's always kind of rotating about.

MH: Yeah. I'd agree. You're always kind of chasing the, you know, what's interesting. I mean, of course you wanna brew what you like to drink. You know, whether that always sells well or not. It's to be said. But, it is nice to have a large, uh, book of beers that you can keep brewing the stuff that you like. But, keep your flagships and the ones that keep the doors open.

15:37 TM: Um, and so, what was the path that each of you took from that point onward up to Boneyard?

TL: Mark?

MH: Uh, so, see, I was at Deschutes. I would start there in '94. Um, basically went through the whole, the whole line up there. Washing kegs for a while, all the way up to, um, head brewer eventually. Uh, left there in 2003. Took about a year off. Uh, did some traveling. And then got a job. Another brewery here in town. Um, called Cascade Lakes Brewing. At the time, I kind of just thought I just want to make beer, get back into the, the art of it and the fun of it and not deal with the management side of things. Pretty quickly I figured out that wasn't really in the cards. So, um, became head brewer there. I was there about six years. At that time, when an opportunity came up over in Eugene working for Ninkasi when they were at a massive growth spurt. Kind of similar to the early years at Deschutes. Needed some help. I had a friend that I had worked with in the past. And it was a fun opportunity to build two, two new breweries. Um, from like, you know, fairly automated to extremely automated. Um, fifty and ninety-two barrel breweries. So, that was really fun, just the education wise. Um, during that time, you know, I kinda came to this option that I definitely wanted to get back to Bend. It was kinda more of my style. And, Boneyard had a position. So, came back to Bend. Started working with Tony again. Helping him run the brewery here. Um, so that was in 2015. And I've been here ever since.

TM: Okay. And, and how about you? Your path? Tony?

17:27 TL: Yeah, I bounced around as well. I did about, elev-, eleven years at Deschutes. Um, that was an amazing experience. It was a really good foundation to, to, to start with. And then get, prepare yourself to move into other areas. Um, either regionally or from job description. Um, Deschutes is amazing, but, you know, with that being a family of brewers and people that are making decisions, the ability to, to spontaneously move about and make decisions and change beers up and things like that, it's not really an environment for that. And that's where a lot of younger brewers or brewers that are really starting to get their foot in wanna do. They wanna be able to be heard with what they're thinking from the recipe design standpoint or any other stuff. So, you know, we, what, I started to get the itch for the, more of an opportunity to strike out on my own and had, had just that opportunity down in Phoenix, Arizona with one of the former brewmasters at Deschutes, Tim Gossack. Started a project called Rio Salado in Phoenix where, um, and he, he stuck, struck out, um, brewing mostly German-style traditional lagers. Um, I think a lot of my brewing peers, we all love good, clean lagers as much as like anything else. And, uh, the craft beer space in 1992 wasn't really doing that yet. So, that's when I, uh, 2002. Forgot to, sorry. That's when I moved to Phoenix and worked with Tim at Rio Salado. And that lasted for a couple years. But, uh, Phoenix as I see it, I, I was just his head brewer. I wasn't, you know, looking at the books or anything. Wasn't a business partner. Um, but I don't think Phoenix was quite prepared for craft beer movement yet. And especially a craft brewery that's brewing, uh, traditional German-style lagers. Um, so, that, as that project started to slow down and not become so viable, moved on back to California. And I was looking to some employ, various employments up and down the Northern California coast. Um, when, uh, well, Matt Brynildson says, "Tony, why aren't you looking for work in, you know, Petaluma?" He was like, "Why didn't you hit me up for a job?" And I said, "Well, Matt, I don't really want to live in Paso Robles. But I'm super flattered that you're asking me these questions." So, I ended up at Firestone Walker. Um, interesting thing there was, is, um, all my years brewing, Matt hired me, or talked me into taking a job description which was to co-manage the packaging department. Which I had packaging experience, but I'm a brewer, you know. Packagers and brewers, there's some argument there. But, um, so I was a little outside of my element. But it was an amazing experience to work with those, that team that has really amazing quality control. I'm standing out there in procedures, um, and I needed more of that experience in my, in my history. So, but that only lasted for a year because I just, the packaging department wasn't my thing. And then to be completely honest, I was starting to get that itch where I wanted to kinda strike out on my own again. And I kinda felt like maybe, um, you know, little bit of entre-, entrepreneurial instinct was calling me to go try and do something else. And for a certain number of years, I was able to move around the country, and sometimes the world, um, as a consultant. Or I could help breweries with a installation or some sort of short-term needs that they had. So, I did that for about five years.

20:52 TM: What, and what years were those?

TL: Um, that was probably 2005 to 2010.

TM: So, kind of the explosion of craft?

TL: Yeah. Uh, and even after we got Boneyard here open in May of 2010, I was still had to pay my bills, so I was still taking some jobs on the road. Even though Boneyard was, had launched. But we were only brewing two or three brews a month. Things like this. So, I was able to kind of keep myself afloat. Sometimes I referred to myself as a hired guy. Whatever. Calls came in. Jump on an airplane. Grab some tools and take off somewhere. It was a lot of fun.

21:27 TM: What kinds of questions did people have for you? What were you helping them with?

TL: Oh, geez. Um, you know, sometimes I worked for equipment brokers that needed, that had problems with some of their installations that needed to be rectified. And, and, uh, so there was some relationships that were developed there. And those, those relationships kind of strengthened because, for a person, uh, myself that had just enough fabrication and engineering skills to, to get out there on the job site and make some things happen. But then also combined with experience as a brewer. A lot of the other people that were able to fabricate, engineer and install didn't really have the practical brewing experience. So, that was actually something that helped me kinda, I suppose, excel in some of those conversations [unintelligible] were hireable, because also I was known as brewer that could do these things. So, that was a lot of fun.

22:18 TM: Okay, and so what year did you both come to Boneyard, then?

TL: Well we got, we got Boneyard going in May of 2010. Pretty fast growth curve explosion of, uh, breweries. And, we are some number seven brewery in Bend. And no one thought that that would work. But, I was really just chasing my dreams. Statistics and business plan wasn't the thing. It was, if you can stay, if you can be self-employed doing what you love, producing beer, probably, I don't do much, I don't have a whole lot of other skills in my bag of tricks. Uh, why not give it a chance? So, we got going 2-, 2010. Um, that went pretty well. Mark was really humble there. I was trying to get him for two to three years before he came back to Bend. Accepted a job here at Boneyard. But, that was what we were trying to climb. That's what, that was my goal for quite some time.

23:08 TM: And in terms of, um, the, the beers. You know? What were you imagining when you wanted to strike out and open your own brewery? What did you want the beers to be like?

TL: Well, I had a, I had a, a decently clear vision, which was I had showed up back in Bend in probably 2009, and fortunately for me as I was travelled around and, with Brunel Industries doing all these projects all around the country, I got a lot of exposure to the younger brewers in newer regions that were seeing things a little differently than the formula or template that the northwest put together twenty years ago. So, I came back to the northwest. I felt like the northwest brewers were still using the old template, which was a proven winner. But there's a lot of new things happening. So, I kinda took what I learned in the northwest and combined it with what I learned in different regions around

the country and brought it to Boneyard. And we just wanted to make, uh, really clean, well-balanced, hoppy ales. That was pretty simple, pretty simple vision. Uh, as a combination of some of those things I was just telling you a little, little piece of the, the northwest, a little piece of the southwest, a little piece of the Midwest, put that all together and, uh, make some beers.

24:17 TM: And, and, I, it's interesting what you just said because as I've traveled around, one question that's come to the forefront is this idea of, of regional beer cultures and, you know, to some extent. Some beer is shipped all over the place, some beer you can only get in a particular place. And so, this idea of a template for the northwest. What, what is the template?

TL: I just gotta be careful here. Um, you know, I'm, from a, from a beer descriptor standpoint, I felt quite simply this. Which was, um, the northwest was really pioneering and put some really high quality products on the table at a very early stage in the craft space. And kind of stuck with what [unintelligible], what with that winning formulas for a lot of years. And to me, that was, when it comes to hoppy style beers, it was still, you know. Talking about the malt first, it's still a little bit malt forward, kind of a caramel, crystal malt based beer. Um, with, you know, then take Yakima or American hop varieties, um [unintelligible] and, um. But they were, the beers were still a little bit more, um, focused on bitterness or IBUs rather than hoppiness. So, the beers in my opinion were a little bit malty and a little bit bitter. And if you kind of remove the maltiness and made 'em really hoppy and, um, well that was kind of what I was seeing.

25:37 TM: Um, and can, could you talk a bit, or either of you, talk a bit to the, the name Boneyard. Where did that come from?

TL: I'll try. Um, uh, leading up to, um, getting us opened, you, I was keeping many, many names for beers, uh, brands, beer styles, or, uh, business. And, um, Boneyard was on that list. Um, it was a, seemed to be not being used, you know, in the, um, the internets or trademark wise, whatever. So, there was some other ones I liked better, but I felt that they were being used. I probably shouldn't go down that path. So, we had a list of things that were sort of available as I saw it. Boneyard was on that list. And, um, it wasn't one of my favorites, um, although it made sense. Uh, the way we got the brewery opened. It seems to me is when I was running around the country helping various breweries on whatever project may, we may have been working on, I was really able to source or seed the equipment in their boneyards. Out back behind the breweries were things that weren't being utilized, um, and strike a deal with whomever owned those and put them on a truck and bring them back to Bend. Save those in my garage for a couple years until there was enough of this mix-matched equipment that was kinda, we able, we were able to reconfigure it and put a brewery together from that. So, um, Boneyard.

26:56 TM: Well, and, and the, you know, it seems clear to me there's very much, there are relationships behind just, you know, clearly it's not just the equipment that's been collected here. But it's, um, your experiences. Meeting other brewers and, and using equipment that's been brewed on by people who have been your colleagues, too.

TL: Absolutely.

27:13 TM: Um, Mark, I wanted to ask you a bit about, um, the day to day work here. So, how would you, what is your day to day? And how would you describe the responsibilities of a, a brewmaster?

MH: Uh, day to day it's just kind of trying to keep everything running smoothly. Um, we have a, fortunately I have a pretty good team out there that keeps the equipment, you know, it keeps, keeps the brewers brewing. And, uh, things running. I think the, one of the bigger problems is just keeping equipment happy, run efficiently, and then dealing with all the logistics to that. Um, you know. I feel like, I guess, the more higher up you get, sometimes, the further you get away from it. But, we both try to keep our hands in it quite a bit. You know, but there's a lot of work with just hop contracts and supply of raw materials or, you know, requiring raw materials and keeping, keeping those relationships healthy and, and going strong. Making sure that we have what we're gonna need down the road. Um, and then there's, I don't know. Just trying to keep the team happy, you know? Working with everybody. Yeah. Make sure they have what they need in order to do their job, and things are running smoothly and efficiently.

28:21 TM: And, so, what is the current lineup of beers like that you're brewing now?

MH: Uh, well, our RPM's definitely our flagship. So, IPA. Uh, that's probably eighty something percent. Um, then we have a lot of varieties. We have a, a double IPA, Hop Venom. Uh, triple IPA is Notorious. Um, we're doing, uh, a red ale, Diablo Rojo. Uh, Incredible Pulps, a big one in the summertime. It's a blood orange pale ale. Um, and then we have kind of a year round German-style Pilsner called PABO Pilsner. And that's just kind of you have one. We like lagers and like to drink 'em. And so, we found a way to be able to keep brewing it. Keep it, keep it alive in order to have it on tap in our kegerator here. Plus enough accounts that also feel the same. So, that one's fun. And then, uh, we do a lot of one-off stuff. So, we're constantly rotating through, all the brewers get to rotate to, through the pub, do a beer style of their choice. And, or through the original brewery, brew one. And so those are beers that we can serve at our pub. So, with our new pub we have a lot of taps available and it's able to move through some product pretty quickly. I think, uh, probably the majority of what we brew is hop, hop-forward beers. But we are starting to play around with some, uh, mixed fermentation and more and more kettle sours. Um, we have a pretty good mixed fermentation program happening. Uh, release a little bit, but we've got a lot more to move into, to package so we can get it out there. So.

30:01 TM: And, in general, I'm curious about how recipe development works. Is it someone's idea? Or, you know, something that they feel like brewing or experimenting with? Or, or what's the process like?

MH: Um, a lot of times for the on- off beers, like if somebody wants to make their own beer, they can come up with the recipe and kind of present it. Um, we got a lot of, a lot of

really good brewers out there right now. So, pretty confident with whatever somebody's gonna come up with, it's gonna be a good one. I think, more it's, is it the right time for that beer? You know? We're not gonna brew a thirteen percent Imperial Stout in the middle of August, or have it released, or, you know. But in the wintertime that'd be great. Or a extremely light beer in the winter, you know, wintertime, vice versa. So, just kinda what, what, what's good season to sell those beers in. Um, but then a lot of times the beers, we'll just collaborate all together and kind of get everybody's head, input on it. Um, and, you know, Tony's got something that he wants to make? Then, we'll work together on it or, or if, one of our ideas.

TL: Seems like a lot of things become a group conversation amongst the brewers based off what we've seen here at Boneyard. Or what we've seen indiv-, is it, what we've seen here as a team at Boneyard or what we've seen individually. And there are past experiences. It's pretty democratic expression. If you, if you know usage rates or styles of hops. We just kind of navigate through it very organically and spontaneously like that from a recipe design standpoint. Um, Mark was mentioning the mixed fermentation program, which I think has been something that was spawned from just being, wanting to be brewers after making so many hops for so many years, I can speak for myself, really finally got into Belgian style beers when I discovered lambics and couldn't help myself. Just trying, going down that path. So, we've been working on the lambic style for four years. Maybe even longer. And so, that was a long, arduous process. And kind of nerve wracking to try and tackle such a complex style that takes so long. What if it doesn't work? You gotta start over through, two, three years later? Um, but we're, we're doing pretty good at it. I'm pretty stoked on that. Um, and so, for Boneyard, um, to this point, we're pretty, we are a draft only hop-forward brewery is what we're known for. Um, so no packaging, cans or bottles. Um, until now we have the Lambics in a 750 mil, cage and cork, painted glass bottle condition, um, um, presentation. So, uh, after all these years of just making draft only hop-forward beers, all of a sudden, voila, we have a lambic in a package. So, that's been pretty exciting, um, for me. And a little bit of the company culture. And I don't know how the consumers gonna perceive that. But, so be it. We did, we kinda did it for ourselves.

33:02 TM: Um, and it seems like now there's a, well, for some breweries, there's a kind of sweet spot between breweries, brewer's creativity and, and consumer education or consumer taste. You know, there's, there's a intersection between the two in cases like this.

TL: Um, yeah, absolutely. And you know, and, Nick's not here, sitting here with us today, but he has a lot of input trying to, why he's a, probably a brewmaster in his own right. He's tries to bring, um, different conversations to the table for us as brewers to think about. Um, more things, some things, a little to the left or the right, depending on what we see the consumers looking for. We're not, you know, I think Mark already said it, we like to, we truly try and brew what we like most, but we brew beers that the people like. Um, but we're not gonna chase trends that often. We have to follow them some to stay in business, but if a, sometimes we put our foot down. And no disrespect, but you know, so far, we've put our foot down to hazys. Um, I, I'll speak for myself, I think it's

what's new, be it a beer or a brewery. So, it's, it's difficult times to really do any kind of crazy expansion. It's kinda, think it's, get, just kind of sit put and see where things shake out. Um, yeah, I'm hoping for good things. But at the same time, you know, I wouldn't do some massive expansion at this time.

TL: I know what I was gonna say. So, we kinda, I felt very [unintelligible] organic. We, uh, with a, given the size of the building we have, and the cubic feet in the building or the days of the week, the hours of the day, we, we ended up hitting a really comfortable spot for the way we like to operate. We brew Monday through Friday, two to three brews a day. So, that's sort of, you know, 6am to 7pm. Um, and, you know, we filled out the building with the, the tanks and the machines that we need to perform that. But there's not much room left. So, as we kinda saw the volatility coming, and we looked at our building and the cubic feet of the building, we just decided we're in a really good place. And we didn't need to challenge ourselves and do anything more than what we currently do. Maybe always challenge our self to make a higher quality product and stay relevant, relevant.

38:42 TM: And the decision to, to not package. To, to put beer in kegs. Um, what's the logic behind that?

TL: I'll speak to that one, Mark. Uh, you know, that, actually that, that just got to be how it is because what I'm trying to explain which is actually, I mean, we own, the most expensive piece of equipment I bought as a function of the value of the company was a small canning line when we were just one year old, 'cause we were focused on cans in 2010. We're a, a manufacturing or, uh, brewery. Um, and package was very much part of the business plan. But, uh, it was kind of an underfunded brewery. We only had X fermenters. And we, so we made that, put it in kegs. And the kegs sold. And then we'd buy another fermenter, buy a couple more kegs, put it in the kegs, and the kegs sold. So, basically we were always sold out draft only. And that happened to thirty-thousand barrels. That's where we're currently at. And so, we just got, again, just really comfortable spot. And we look back and said, well, if we're gonna put it in a packaging line now, we're gonna have to find a way to make another thirty, forty-thousand barrels capacity. And it just, none of it added up. So, somehow we just got here without doing it.

39:50 TM: Right. And do you think having your beer available only on draft, is it, um, I mean, has it kind of added or given some kind of quality to the brand that is different than if it were packaged, would you say?

MH: I felt like it kinda makes it, you know, it kinda makes it harder to get. So, it seems like if people are out and about and they see Boneyard on tap, they're probably more likely to get one because they know they can't just get it, get it at the store and take it home, or, so, I think that helps sell the beer for sure. I think a draft is definitely a fresher, more quality product, you know? Um, so, it's a lot nicer not to have to deal with so many moving parts and equipment to, that can break down on you every day when you're trying to run your bottling line. So, don't miss that at all. [Chuckles]

40:34 TM: And so, where, where is Boneyard Beer currently available?

MH: Uh, currently we're tiny bit up in Vancouver, BC. Uh, Washington, you know, Seattle, down to Southern Washington, little bit Eastern Washington in Spokane. Um, to Northern Idaho. Up and down the I5 corridor in Oregon, all the way, you know, of course in Bend. A little bit in Eastern Oregon. Um, and then down to the Bay Area. Uh, we have a fair bit of beer we send down there. Uh, about it, pretty much.

TL: It seems like it.

TM: And, we talked a bit about the, the character of, of beer in the Northwest. Maybe ten, fifteen years ago. But, um, if you had to describe the region today, or even Bend, I mean what, what is beer like in the Northwest today?

TL: Man, it's hard to put my finger on the whole stock. Uh, fortunate to have traveled around the country and the world a lot. I mean, I know so many great brewers. And just so many different expressions. I mean, just, if you have that many breweries and young professionals on the scene, all with their own creative freedom, it's just exploding in so many different directions I can't even really keep my finger on it. And, to be truthful, I think the way I grew up, and the, you know, was trained, either by my mentors or in school, which was, you know, we brewed traditional brewing guideline styles and that's how you do it. That's the professional, uh, lane the brewer operates in. And it's just a, all that's gone out the window in the last ten years. So, which is just fine. And so, I think the Northwest as much as anywhere else is, is the creative freedom and expression to is, is just, is just wide open to any interpretation these days. And, uh, that took me a little bit to become comfortable with. I'd say just for myself as a brewer in the last couple few years, I mean, sure, ten years ago I brewed with fruit or maybe coffee. And that was, that was, that was it. So, nowadays you can, they, the adjuncts and choices are so diverse. Uh, so, I'm finally, personally I'm finally okay with it. And, in fact, embracing it.

MH: Yeah, I'd agree. Early on I was like, you can't put fruit in a beer. That's not a beer. You know? Like, it's traditionally you wanna brew right to the, you know, the beer style. Try to hit that target as much as possible. Now, like, there's just a ton more gray area and a ton of beer styles that are kind of blending together. And, you know, now it's a, it's the whole, the whole thing's changed with, um, fruit's in a lot of beer now and some of it's pretty darn good. So, it's, it's opened my, uh, I guess my beliefs and my, my mindset quite a bit to give other things a chance. To see where it becomes.

TL: Look at the BA Style Guidelines. How many times there have, making their adjustments based of the conversation we're having here. They're always.

MH: Yeah. Yeah.

TL: You know. Only a small percent, well that is, we have this one beer, Incredible Pulp, which is a, it's a crowd, it's a great beer. All my brewers, colleagues, they love it. All the people new to this space love it. It just, it just, people love this beer. And, uh, but we

never had a space to enter it into, we never had a clear lane we thought to enter it into a, a beer competition at GABF, for example. And so, uh, this year, what was the new category? I feel like they gave us a spot for it this year.

MH: Yeah.

TL: So, we're super, super excited to put one of our adjunct beers into this new style guideline category and see what happens.

44:04 TM: And do you think all these changes, to some extent, have they happened because younger generations of brewers? Are they being, is it less frequent that they're being trained formally? Like, are they experimenting more as homebrewers? Or why do you think it's become so much wider stylistically?

MH: A lot of, a lot of brewers now are just trying to make something new and nobody else has made. And it's making people go out on, a lot further out on a limb to kinda, you know. Sure, there's gonna be some failures, but sometimes you come up with some really magical combinations. You know? So, I think it's part of that. The younger generation coming up and just kind of having it just wide open. But, there's also so many different types of beers out there now. And just flavors and things that it's just, I think it's pushing people to come up with a new great beer. A great flavor.

TL: It's possible from a business standpoint, um, to give yourself a chance. Some of the catalyst maybe to just strike out and be different regardless of your, your own particular creative interest as a brewer, you know? You can get, if you're gonna get a tap handle at this place anymore that only has ten tap handles, you gotta put something up there that's gonna catch the eye of the purchaser that's new or different.

45:18 TM: Alright. Makes sense. Um, I did want to, one quick question, Mark, about, um, you mentioned you went to Japan recently for a collaboration brew. Um, could you describe what that was like? And what you brewed?

MH: Um, yeah. That was, that was an awesome experience. [Unintelligible] My first time in Japan. Um, we, I guess it started with, uh, last year some of the Portland breweries came up with the concept of doing a collaboration with Japanese brewers. And, uh, the, it was called, uh, Fuji to Hood. So, they teamed up, I think there was ten. They teamed up with, uh, ten Japanese breweries. And basically designed their recipe together. Used one Japanese ingredient. And then, uh, brewed the beer here in, in Oregon. And then, uh, the Japanese brewers all came over. They had a big beer festival. Seemed like it was a pretty big hit. Everyone had a really good time. So, they expanded it. And this year they did, uh, Hood to Fuji. And they invited Boneyard to join. So, we got to do a collaboration. We were put, uh, uh, [unknown], um, heights. And it was an awesome experience. They're like a traditional German brewery in Japan, which is pretty rare there. And so, their techniques is traditional German brewing. So, that was really fun. But he wanted to do something out of the box for him. And he knew we were really into hops and used a lot of hops. So, he did his hoppiest beer ever and his first beers ever dry hopped. Which was

kinda fun, 'cause it sounds like he got a little volcano. So, that was kind of fun for him. Um, and the beer came out really good. And it was a, it was a dry hopped German style Weissbier. So, it was, it had all the notes of a German Weiss, the banana and clove, but it had a big hop head and a finish and, we're really happy with it. And it was a really fun opportunity.

47:08 TM: Did you get a feeling at all for, um, the, what Japanese beer culture is like now? And, uh, the, the persona of American craft beer to Japanese drinkers?

MH: Yeah. I felt like they're really excited about it. Um, there's a lot of smaller craft brewers. There's, I mean, pretty much all the craft breweries in Japan are very small. Um, so, they're definitely experimenting more. And there's, you know, there's a lot of expats over there, I think, that are kind of pushing the line a little bit. But, um, I really felt like it's kind of where the American craft scene was, you know, ten, twelve, fifteen years ago. And it's starting to explode quite a bit. And, I think the, you know, the, the Japanese people are starting to seek out craft beer as opposed to the big, big brands. And, uh, it really felt like it was kinda at the forefront of their, boom. You know? Like, they're on the, they're on the path to just go big next few years. So, it was awesome to see how much, how exciting people were, and just how, you know, how big it's getting.

48:10 TM: Great. Alright, so, I have a, a few questions to wrap up. Um, these are some, just some kind of bigger picture questions. Um, in terms, we talked a few times about what consumers want. And so, looking toward the future, um, are you able to speculate as to what beer drinkers are, are looking for, maybe in the next five years, ten years?

[Long Pause]

TL: There's one common area, I think, that I'll share. Which is that no matter what the beer style is, they always have to be clean and balanced and well, well manufactured. So, that's always gonna win. Um, you know, we talked about, earlier you know, some of the, the, that more health driven, younger consumer and how that might play in. Not sure. Is that, I mean, it's low calorie. Lower calorie. Or gluten free. I'm not sure. We have been pretty locked into our [unintelligible]. We're so old school, we continue to kinda make what we make. But learn, try to learn how to make it better. We made some adjust, just make 'em a little bit more delicate and dynamic. Um, so, I don't know, not sure what they're looking for. But we talk about it a lot. And we know, well [unintelligible]. When, when I know, I'll let you [chuckles]. I'll tell you.

MH: It's like this crystal ball that we all wanna know. And I have a feeling with as many people as you've talked to, Theresa, you probably have some good ideas.

[Chuckles]

TM: I'm gathering opinions. [Chuckles]

MH: Yeah. Yeah. No, that, that would be, that would be great to know. Um. But I feel, I've always waited for the lager revolution to come back. You know? Like good, clean lagers that, they're hard to make, balanced [unintelligible]. They'll show any defects. And so, I keep waiting for that Pilsner to kinda make its, make its face shown and, you know, come back. On the craft side of things. Not just the domestic. That would be my hope. But, that's not necessarily probably correct.

50:12 TM: Um, the industry, we're also talking a lot, uh, more about inclusivity now. And about, um, bringing more people into the fold at, whether as brewers or as drinkers. And uh, or consumers. Um, and so I'm wondering if you, either of you have thoughts on, on how the industry can become more fully inclusive. Whether it's in the taproom or, or in the brewery?

[Long Pause]

TL: It, it probably starts with the, the products you're producing. You know, the, the space producing first and foremost. So, again, it's kinda simple format, but, a high quality product, high quality liquid is made in a, in a, in a way that is in, um, relative to what the consumer's looking for. We should have a good relationship looking forward. I, I do still, so many successful pubs and, and, and brewpubs and pubs out there that seem to really encompass a sense of community on the local level, um, is always a winning combination.

MH: Yeah. I'd agree with Tony. Like, you know, community involvement is a big thing. And support and, you know, charities, um, is always gonna help. And then just, just being involved. You know, like having times that people can come see your brewery. Like, in Oregon we do this thing once a year called the Zwickelmania where all the breweries that don't typically do tours open up their doors and people can come in and just kind of check the place out and get tours and stuff and. Could be a lot of work, but it's really fun to see how excited people get. And how, you know, just of the, to get behind the doors that normally they don't see, so.

TM: Makes sense.

MH: That's gonna be a big help.

51:58 TM: I have two last questions. The first, uh, the museum thinks in objects. We, we express history through objects to the public. And so, uh, I'd like to ask, um, when I do interviews, if there is an object that you feel really encompasses the story of your career? Or something that's been so important to your training or your, your learning how to brew? What that might be?

TL: An object? Well.

TM: Or a book. Or a, something material that's been important to you.

TL: Mmhm. Yeah, it's a little tough. But, you know, I, I'm a little bit a ki-, the kid in the candy store when I'm surrounded by stainless steel. And when I'm just in a beautiful setting in a brewery somewhere with this amazing engineering with stainless steel all around me. It really just feeds my fire.

MH: Yeah, I like to be, like, efficiency oriented. So, I don't know how that would apply to an object. But just equipment that works well together. And, you know, brewhouse equipment, um, cellaring equipment. Just things like, you know, like just seeing a brewhouse that, I've seen a few of them now that start out and, you know, you can only get a couple brews out a day. And the next thing you know you're doing nine. And it's just fun to make it all work together and have all that equipment jive and just work well. You know?

53:29 TM: Alright, uh, and last question. Um, thinking back about each of your careers in brewing, um, what would you say you value most about what you do?

TL: To create, the opportunity to be as creative as we can be as brewers is just amazing. Um, it's just such a fun space to be involved with. And the community of professionals and the creativity that comes with it. There's challenges, for sure.

MH: Yeah. I think creativity and just camaraderie. Um, it's just the amount of people I've met over the years in the industry. It's, it's awesome to have those relationships. And there's always, like, something comes up and you're just like, oh, I know somebody that was working on that a while back. And you could reach out. And people are so friendly and, and open with things they've learned. Like most generally in the industry, people are very open to, like, there's no secrets, you know? I mean, we're all just trying to make the best beer and, you know. But kind of back to the roots and starting out, like, you know, we had a pretty serious team at Deschutes in the early days. And in those times, I don't think anybody works there anymore in that core brew, brew, brewer setting, um, and we've all kinda gone our own ways all over the country, really. And I've, it wasn't too long ago I was at a craft brewer's conference in, if it was DC or Philly, but just at some point I found us, a bunch of us sitting at a table, just all talking about, catching up, going on, and then also kinda go around the table and start looking you're like, huh. We all used to work together at one point. You know? And there was, like, sixteen of us. So, that was kinda cool. So, yeah. Just had build those relationships and have that, you know, friendship out there.

TM: Alright. Great. Alright. Well, thank you both so much for your time.

MH: Yeah. Thank you, Theresa.