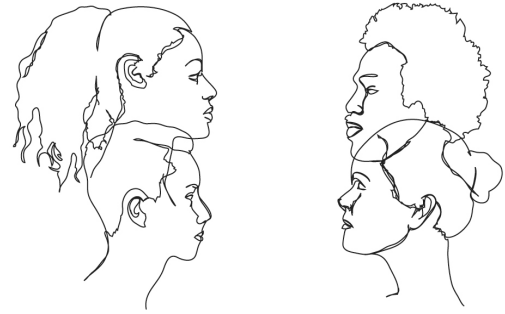


#BREATHINGCONVERSATIONS
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BREATHING : CONVERSATIONS

A conversation about race, injustice and equality



We did not expect 2020 to take any more twists and turns than it already has, and yet here we are. On the morning of Tuesday, May 26 we awoke to the disturbing incident of Amy Cooper calling the police on a black man, blatantly and falsely using race to inflame the situation. A few hours later, we heard the news and saw the graphic footage of George Floyd, killed at the hands of police. Since that day, the world seemed to change in an instant and our hearts were shocked out of complacency. This terrible tragedy, the latest in a long string of tragedies and injustices, motivated us to raise our voice in the hopes of engendering real and meaningful social change everywhere.

WE INVITE YOU TO JOIN US, TO PERPETUATE A CONVERSATION, INSIDE AND OUT OF THE BEER COMMUNITY AND INSPIRE ACTION TO MAKE THE WORLD A BETTER PLACE.

We, at Finback Brewery have struggled each day, talking to each other, to our friends, peers, colleagues and industry members to console, listen, learn – and, most importantly to find an outlet for this energy that has overtaken us. We know you have been wrestling with the same issues – what to do, how to engage, which voices are appropriate, how to navigate the many sensitivities, pitfalls, contexts and so forth of such a fraught issue. Our goal is to create a platform for sustained dialogue. Through conversation, we can share ideas, perspectives, educate and find common ground. It is through dialogue and engagement that we can build real strength, effect change, and triumph over racial and social injustice.

We salute Weathered Souls for initiating the Black Is Beautiful campaign and we will be brewing the beer to support the cause. This is a jumping off point. Our hope is to engage in a sustained dialogue that will continue to shape our ethos, our behaviors, our actions and collaborate together to be the change we seek. The brewing industry has a unique platform to engage people, persuade and evolve minds and it is the power of this family and the platforms of each and every one of your teams, communities and social media voices that we ask you to rally.

We invite you to brew **BREATHING : CONVERSATIONS** as a contribution to a sustained global dialogue to raise awareness, engagement and action. The concept is simple, to have a conversation that addresses BIPOC issues – with your team, your community, an employee, someone different than yourself or anyone you choose, and to record it in some form on the label and put it into the world as an action to be responded to. However you commit your conversation to the label – it should end with a question, offer insight or reflection that furthers dialogue. We hope other brewers will respond with their own versions of BREATHING and continue the “discussion”. You can choose to brew the *open source* collab independently or to engage in conversation with another brewery and brew a collaboration between each other. This can be an opportunity to collaborate with a brewery that is different than yourself. The structure is flexible – the priority is to engage and activate dialogue.

To jump beyond the beer, we encourage you to document the conversation with a video, image or text that can be posted to social media. We will be using the hashtag #BreathingConversations to document and share our stories as we create a collective conversation about race and our experiences with it.

We ask breweries to donate all or a portion of proceeds to a charity of your choosing that address issues of race, justice and equality. We have made donations to The Southern Poverty Law Center and to Black Lives Matter and we will continue to support like-missioned causes. However, our goal is to engage beyond making a donation and participate in more direct ways.

We further pledge \$10,000 to found *BeyondBeer*, a planned not-for-profit organization with the mission of engaging people of color and the brewing industry at large to work on issues of diversity and inclusivity for the long term. We invite other breweries to join as founding members of BeyondBeer and pledge funds to make this mission a success. We will be assembling a board of advisors to represent a diverse swath of the brewing community. Our goal is to work with existing organizations and support their efforts as well as to deploy resources specifically to the brewing industry to engage in these issues. If you are interested to participate, please reach out by emailing beyondbeer@finbackbrewery.com

WE HOPE YOU ALL WILL JOIN THE CONVERSATION TO AMPLIFY SOCIAL CHANGE!

Thank you,

FINBACK

BREATHING : CONVERSATIONS

Recipe by Finback + Soul by You
breathing@finbackbrewery.com



We are brewing a double IPA. However, we invite you to make modifications as you see fit, to brew it as is or to transform the beer to best express your brewery. Our goal is to make a delicious beer, but the priority is making a base for conversation.

This recipe is a NE DIPA. You know your systems better than anyone else, please adjust accordingly. We are fans of simplicity - open to creative interpretation.

Yeast: London Ale

OG 18.7, 1.077

FG 4.1, 1.016

Mash Temp: 149° F

Water Profile: You know your water best, please use what ratios of chloride and sulfate work best for a softer profile.

Grain Bill:

Pilsner Malt - 84%

Flaked Oat - 16%

Hop Schedule:

Mosaic at 10min for 50 ibu

Citra at Whirlpool

Dry hopping rate 4.5#/bbl

Mosaic Dry Hop at 40%

Citra Dry Hop at 60%

EXAMPLE OF POSSIBLE CAN LABELS

