

Brewmore Baltimore



A film by Nicholas Kovacic II

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LOGLINE

Brewmore | Baltimore chronicles the rich history of the beer industry nationally and locally through the eyes of Baltimore, its history as a brewing empire and its vision to reclaim the past.

SYNOPSIS

Brewmore | Baltimore is the story about one of the largest industries in the United States: beer. At nearly \$100 billion in annual sales, the U.S. beer market is ever growing. This film focuses on the beer industry from a localized perspective in the city of Baltimore, Maryland. Like many urban centers across the country, Baltimore is seeing revitalization in its downtown and expanding city limits as well as a reemergence of its beer industry. Authors Maureen O'Prey ("Brewing in Baltimore") and Rob Kasper ("Baltimore Beer") chronicle the rich, storied history of beer in Charm City along with an eclectic cast of local brewers and entrepreneurs. Brewmore | Baltimore is not just about beer making in one city, but about an economy that shaped American culture.

Baltimore, basking in the neon glow of the National Bohemian sign atop the now defunct 1,000,000 sq. ft. National Brewery, is a city that cares about its local industries. Deeply rooted in the US brewing tradition, Baltimore City boasted over 40 breweries at the end of 1899. After a century of sharp decline, in 2012, Union Craft Brewing opened the first production brewery in Baltimore City in nearly 30 years. Baltimore brewing is multi-faceted in scale from small brewpubs to growing regional brewing operations.

Feature Documentary, 65 mins.

DIRECTOR STATEMENT

Beer has a traceable history and has changed very little: water, malt, hops, and yeast. It's both ancient and progressive; the styles of brew define different regions and cultures, but really it's universal.

I wanted to make a documentary about Baltimore, not just what you see on the surface, but deep down into the soul of the city. I came to find out that beer and brewing was a booming industry that had been lost for a few decades in Baltimore, and I had to investigate. Fortunately, there were two great books about the Baltimore brewing tradition: Maureen O'Prey's "Brewing in Baltimore" and Rob Kasper's "Baltimore Beer." Without their depth of knowledge, this film would not have been able to give a voice to the city and people of the past. And so, I was on my journey, and the city was going to be my main character.

With a brief outline, we began production on an unseasonably warm evening in February 2012 from the top of historic Federal Hill. We pointed our cameras around the cityscape, not really trying to capture any specific moment, place, or time but maybe just a shot or two of the neon one-eyed winking Mr. Boh beer icon on top of the historic National Brewery building. Fast forward a year and half later: we had filmed several interviews, witnessed a brewery opening, drank a few beers, began home brewing, and now found ourselves at the top of the National Brewery filming the last scene with the neon sign himself, Mr. Boh. We had filmed the entire movie on RED cameras and completed all editing in our own studio, Digital Cave. We got support from local talent including Serious Grip and Electric who donated equipment, Caleb Stine who composed the music, and Studio Unknown who handled the post-production sound.

This was a passion project for me and I appreciate the support from my friends and family who helped make this happen. "Love what you do and do what you love." I believe deep down this is an essential definer of the human spirit that drives progress, and that's what drove me to make this film.

-Nick Kovacic

Native to Maryland, Nicholas Kovacic spent his childhood years in Howard County eventually moving to Baltimore in 2003 and starting Digital Cave in 2006. With a passion for telling a story through motion picture, Nick and his business partner, Matt Riggieri, create dynamic, thought-provoking stories that connect with their audiences. Their work includes commercial, narrative, and documentary films.

OUR SUBJECTS

Maureen O'Prey

Maureen holds an MA in Historical Studies from UMBC. In addition to teaching history at the collegiate level, she works with area museums, and writes about the history of the brewing industry. She is the author of *Brewing in Baltimore*, and is currently writing her next book featuring Maryland's rich brewing history.

Rob Kasper

Former reporter, columnist, and editorial writer for The Baltimore Sun, Kasper left the newspaper in September 2011 after 34 years. He went on to write "Baltimore Beer," the history of Baltimore brewing, published in 2012 by History Press. Since joining The Sun in 1978 he has won numerous writing awards. The Association of Food Journalists cited his 2008 food columns as among the best in American and Canadian newspapers. He has also won two National Headliner Awards. His interest in local history and Baltimore brewers led him, in 2009, to become a founding member of Baltimore Beer Week, a not-for-profit organization that celebrates the area's brewing culture. For a time he wrote a blog, *Kasper on Tap*, about the city's brewing scene.

Jon Zerivitz, Kevin Blodger and Adam Benesch

Union Craft Brewery is situated along the Jones Falls river, in the historic Woodberry neighborhood of Baltimore. Named to Baltimore Business Journal's 40 under 40, Jon, Kevin, and Adam started Union Craft in the fall of 2011. Brewing operations officially started in the spring of 2012 with the installation of a 20-barrel brewhouse and the initial launch of Duckpin Pale Ale. Opening Baltimore's first production brewery in more than 30 years, these three have made a significant impact on the Baltimore beer culture. Kevin has nearly a decade of professional brewing experience from working at well-respected nationally known breweries. Jon brought a graphic designer's eye combined with sharp marketing skills from his past career, and Adam brought financial and operational expertise from his time at a leading venture capital firm.

Hugh Sisson

A sixth generation Baltimorean, Hugh J. Sisson has been involved in all aspects of craft brewing. General Partner of Clipper City Brewing Company, Hugh. Sisson is among Baltimore's premier authorities on craft brewing and a former manager of the state's first pub brewery, Sisson's, located in Federal Hill. In the mid-eighties, Sisson observed the potential for a small brewery in Baltimore, a historically "big beer" town. After researching the industry at its heart in Germany, England, and the West Coast, he, along with Senator George W. Della, Jr., successfully lobbied the Maryland General Assembly to pass legislation required to open a brew pub in Maryland. In 1994, he left Sisson's to begin a new venture, Clipper City Brewing Company. Clipper City has been in operation for more than 17 years and markets fine beers in 18 states and in D.C. under the brand name of Heavy Seas. Sisson is a member of the Brewer's Association, past President for the Brewers Association of Maryland, and a former member of the Master Brewers Association of America. He was founder of the Cross Street Irregulars Home Brew Club, Maryland's oldest such club, and co-hosts a weekly program on WYPR Radio, Baltimore, entitled Cellar Notes that critiques fine wine and beer.

Volker Stewart

Volker Stewart is Co-Founder and Owner of The Brewer's Art, a brewery and restaurant located in the Mt. Vernon neighborhood of Baltimore. Additionally, he is the founding member of the Brewers Association of Maryland and also served as its President for two years.

"I discovered the joys of beer as a teenager in Southern Germany and upon moving to the US for studies at the University of California Santa Cruz, I gradually rid myself of Reinheitsgebot chauvinism; I developed a taste for artisanal US beer while living on the West Coast (Santa Cruz, CA and Seattle, WA) from 1982 to 1991. I moved to Baltimore in 1991 to find work as a reference librarian and discovered a vibrant beer scene. I started home brewing around the same time, and by late 1994, two others and I started toying with the idea of opening a brewery-restaurant. Many unsuccessful attempts to locate a space dragged out over two years but a lease was signed in April of 1996. The restaurant opened in September of that year (on Friday the 13th to boot) and brewing commenced that December. The other two founding partners left the business over the next couple of years, leaving me the last person here from day one. I currently operate the business with two active partners, Tom Creegan and Steve Frazier, along with a stellar staff of 50."

Brian Strumke

Brian is a former internationally renowned techno DJ and producer who, rather quickly, made his mark in the homebrewing community by way of his often odd concoctions and unconventional brewing methods. Stillwater Artisanal is the nomadic 'gypsy' brewing venture headed by this Baltimore native. In 2010, after about 5 years of backyard brewing, Brian has taken Stillwater Artisanal Ales to the public. Wary of startup costs for a full-blown brewery, Brian now travels to various breweries around the world hand-crafting small-batch, authentic ales. Within its first year, Stillwater Artisanal was awarded "#2 Best New Brewer in the World" by international beer rating resource Ratebeer.com, and currently sits in the global 100. Stillwater has since been featured in media outlets such as NPR, The Washington Post, Food & Wine, NY Times, and The Atlantic, to name a few. The rapid success and demand for Stillwater Artisanal Ales led to distribution in 37 US States, Europe, South America, Asia, and Australia. In 2012 Brian opened Of Love & Regret (a restaurant/bar/bottle shop) in Baltimore to serve as a gallery for his works as he continues to sit among the world's top-ranked brewers.

Jed Jenny

Jed has been the Beer Department Manager at Wine Source in Hampden for almost 2 years, and assistant manager for 5 years prior. Outside of the daily routine of running a retail store, he has enjoyed the fortunate opportunities of attending Beer Camp at Sierra Nevada's brewery in Chico, CA and traveling to Belgium for their famous Zythus Beer Festival. He has been homebrewing for about 7 years, urban hop farming for 3 years, and a beer enthusiast since before it was legally appropriate.

THE SETTING

Baltimore, Maryland is the 26th largest city in the United States. Founded in 1729 along the shores of the Chesapeake Bay, it's the second largest port city in the mid-Atlantic. Baltimore's Inner Harbor was a major immigrant entry point into the United States, second only to Ellis Island in New York. Baltimore quickly grew into a city of manufacturing and industry including a large beer industry. The flourishing city has since receded post-World War II, leaving once impressive urban sprawl now empty and derelict. Baltimore in recent years has been known for the television shows "The Wire" and "Homicide: Life on the Street," depicting the city's rampant crime. Recently there has been a renewed interest in the well-being of the city through grass roots organizations, artist, politicians, and commercial organizations to rebuild the soul of the city.

10 THINGS BALTIMORE

- Final resting place of Edgar Allan Poe
- Home of Babe Ruth
- Inspiration of the "Star Spangled Banner" from Battle of Baltimore War of 1812
- First bloodshed of the Civil War, 1861
- In 1899, there were over 40 breweries within the city limits
- 280 properties are listed on the National Register of Historic Places
- Contains tens of thousands Formstone-faced rowhouses; a defining characteristic of Baltimore architecture
- The second city in the United States to reach a population of 1 Million
- Once home to the second largest brewery in The United States, The National Brewery
- A city of neighborhoods affectionately called "Charm City"

STYLISTIC AND VISUAL APPROACH

We approached the cinematography with a focus that our subjects and their environments are of equal importance. The interviews feel natural but show a distinct style through the use of heavy contrast and our vérité scenes invite the audience to experience Baltimore. We chose to shoot on RED Epic and Scarlet, maximizing our choices when we got to post-production. In post-production, Nick spent hundreds of hours researching and securing photographs from various sources to support our interviews and subject matter. After finalizing the edit, Studio Unknown crafted the landscape of sound and Digital Cave Media helped Nick achieve the distinct visual style in the color grade.

PRODUCTION NOTES

Brewmore | Baltimore is a film produced by a team of people that set out to make a contemporary movie about Baltimore that delves into the deep history of the city. Beginning in January 2012, Nick Kovacic began writing the treatment for the film and over the course of two years filmed the principal photography for the movie exclusively on RED cameras. Along with the indispensable help from Matt Riggieri, Mike O'Leary, Nate Pesce, and a rotating group of local professionals, Brewmore was made. We didn't realize it at the time, but there was a change in Baltimore. It was a change for the good, a growth in the industry that hadn't been seen in over 20 years, and we were there to capture it.

Produced and Directed by
Nicholas Kovacic II

Producer
Matthew Riggieri

Director of Photography
Michael Patrick O'Leary

Original Score / Music Supervisor
Caleb Stine

Edited by
Nicholas Kovacic II

Post Production Sound Services
Studio Unknown, LLC

Dialogue Editor
Kevin Hill

Sound Designer
Matt Davies

Sound Effects Editor
Matt Davies

Foley Artist
Matt Davies

Re-Recording Mixer
Kevin Hill

Audio Post Prod. Coordinator
Jaime Horigan

Post Production Services Provided by
Digital Cave Media

Color Timing
Digital Cave

Colorist
Matthew Riggieri

Associate Editor
Dave Kozolowski

Assistant Editor
Pat Rowley

Motion Graphics
Bryan Duhnovsky

Graphic Design
Nick Fogarty

Cinematography
Nate Pesce
John Grove
Matthew Riggieri
Wayne Arnold
Andy Schwartz
Zach Frederick
Todd Evans
Steve Rubac
Charlie Anderson

Jib Operator
Nick Midwig

Location Sound Recording
Mark Mariaca
Paul Flinton
Steve Saada
Pat "Logun" Rowley

FILMMAKERS



Nicholas Kovacic II
Producer | Director | Editor

Nick is an award-winning filmmaker and accomplished entrepreneur. He co-founded Digital Cave Media, based in Baltimore, Maryland.

Digital Cave is recognized as a leading provider in digital cinema services in the mid-Atlantic United States.

Filmmaking has always been about collaboration and education. Nick has been fortunate to collaborate with many creative people, beginning as a camera assistant on television, commercials, and features, then moving into editing commercials, branded content, and feature narrative and documentary.

Brewmore | Baltimore is Nick's feature length documentary debut.

Howard Community College 2004 Mass Media Design
Villa Julie College (Stevenson U) 2005 Film / TV / Theater
New York Film Academy 2005 – 16mm Studies



Matthew Riggieri
Producer | Camera Operator

Matt is a Baltimore-based filmmaker and producer. He is the co-founder of Digital Cave Media and produces and directs music videos for top area bands.

Matt has always enjoyed telling stories and grew up in awe of the worlds and stories that the moving picture could capture and expose an audience to. Matt's focus is on the use of color and shadow to tell stories. His most recent experimental film was selected to be one of four shown at an international showcase at CES for the use of Light, Energy and Scale.

Matt was excited to help Nick achieve his vision and was there to provide an objective point of view on Brewmore during the editorial phase.

Matt currently has a narrative feature film in development about the relationships of the modern day nomad.



Caleb Stine
Composer | Music Supervisor

Caleb Stine, like his Baltimore home, keeps it simple. Hardworking, genuine, and unafraid to tell it like it is, Stine has released 5 albums of original songs. The magazine, *No Depression*, placed Caleb among some of the best songwriters of this time and could possibly make him the 21st Century's Townes Van Zandt.



Michael Patrick O'Leary
Director of Photography

Michael Patrick O'Leary has worked in the image-making business for over a decade. Starting his career in the lighting department has given Mike a unique path as a still photographer and director of photography. Being behind the camera, shaping light, moving from still to motion and motion to stills has propelled his ability to produce efficiently and make amazing images.