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Abstract
Bill Owens is a pioneer in the United States craft brewing industry through his efforts as an advocate, writer, publisher, brewer, and entrepreneur who created a lasting legacy by influencing generations of brewers and beer fans. Owens wrote the first book on homebrewing equipment (How to Build a Small Brewery: Draft Beer in Ten Days in 1982). He opened the third brewpub in the country (Buffalo Bill’s Brewery in Hayward, California in 1983) where, in 1985, he introduced the first commercial pumpkin beer among other beer style firsts. Owens published numerous brewery-focused magazines that featured many illustrious beer writers. This thesis explores Owens’ place in the history of food, drink, and culture.

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Owens runs the largest craft distilling trade show, which attracted 1,000 distillers, purveyors, and others interested in the sector in 2014. He also publishes American Distiller magazine. The future. Owens and the nonprofit ACSA define “craft spirits” to be both grain-to-glass spirits and spirits produced using distillate made by industrial distillers. Both production processes are legal and common among large distillers. Yet within the craft movement, using industrially produced spirits is controversial.