Swedish craft beer culture

A community mapped with The Tribal Map: one core, six dimensions and five perspectives

What does this mean for us, and does it belong in *our* culture?

99 source-backed observations

66 sources

Swedish research, associations, trade press and the communities' own material.

✦ THE MAP

Artefacts
Beer styles, labels, tasting glasses and ratings in apps.

Spaces
Taprooms, specialist pubs, festivals and associations.

Influencers
Brewers, beer judges, organisers and knowledgeable bar staff.

VALUES & MEANING

Beer as knowledge, taste experience and *social link*

Stories
The return of the small breweries and local roots.

Language
Style, sensory terms and ratings, with its own debate about the ratings.

Experiences
The tasting is the shared ritual.

✦ FIVE PERSPECTIVES THAT SHARE THE CORE

1 **The knowledgeable enthusiast**
Knowledge, style and quality

2 **The explorer**
Curiosity and new flavours

3 **The local patriot**
The place, the brewery and the relationship

4 **The voice for inclusion**
A beer culture for more people

5 **The brewer**
Craft, process and conditions

✦ WHERE THE COMMUNITY COMES APART

Small-scale	**Acquired**
Knowledge	**Inclusion**
Chasing novelty	**Tradition**
Local	**Global**
Dependence on the monopoly	**Criticism of it**

✦ HOW THE COMMUNITY ANSWERS

1 The most likely overall reaction, with a stated level of certainty

2 Who acts, who waits and who objects

3 What would change the forecast

✦ SOURCES

Swedish research on microbreweries · Study of social terroir in Jämtland · Södertörn University · Swedish Homebrewers' Association · Svenska Ölfrämjandet · Ölgäris · Beernews