

# ETHNOGRAPHER'S QUESTION

## ROLES OF PARTICIPANTS NON PARTICIPANTS

## WHAT IS IT TO ENJOY BEER?

CUSTOMERS AFTER DRINKING + APPROVING OF BEER EVENTUALLY BECOME PARTICIPANTS BY LEARNING ABOUT WHAT BREWERS KNOW & LOVE:

- QUALITY
- STORY
- RELATION TO BREWERY

CUSTOMERS EXPERIENCE THIS IN THE UNIQUE WORLD/ EXPERIENCE CREATED IN THE BREWERY

- ↳ COORS: THE MOMENT.
- ↳ CRAFT: TASTE & STORY

