

CRAFT CHRISTIANITY:
CHRISTIANITY AND CRAFT BEER AMERICA

Daniel Bedsaul

Dr. Richard Callahan, Thesis Supervisor

ABSTRACT

The emergence of craft beer in the United States has reshaped the ways in which Americans have come to interact, discuss, and consume alcohol. As with most popular culture phenomena, this has also elicited a religious response from many of America's Christian communities. While many still subscribe to an avoidance to the consumption of alcohol, some are bringing it into their religious communities.

In this thesis, I first attempt to elucidate America's complicated history with alcohol, particularly beer. Upon situating craft beer within its historical context and I then illuminate recurring themes, narratives, and values of this movement. Lastly, I discuss how the craft beer movement and its themes have appealed to the Millennial generation and how this has allowed for the blending of beer-drinking and religious praxis. All the while, I look at these issues through the lenses of gender and class, both of which have contributed to and been influenced by religion and popular culture.