Team Assignment 4: Final Report
BUS 418-02: Listening to the Customer
Professor Joachim Scholz
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Client: Root Elixirs



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Executive Summary

The group had two purposes with the project. The first was to help Root Elixirs understand how their Mohemian target market can feel authentic through using their craft cocktail mixers. Second we wished to better understand Mohemians' aspirations and worries that surround their quest for self-actualization. In order to uncover these insecurities, multiple information gaps needed to be filled to better understand Mohemians. One information gap is understanding the value Mohemians place on craft/artisan products to see if they actively pursue cocktails that fit into this category. It was also important to identify how Mohemians approach entertainment and what they consider fun. The meaning of "community" to Mohemians was also pertinent to understand how they interact with people around them. Lastly, it was vital to comprehend the insecurities Mohemians face when adhering to their identity. To gain information about these information gaps, our group conducted 22 hours of in-depth interviews as well as observations of the tribe in bars that encapsulate an environment corresponding with their vibe. Through our observations and interviews the group discovered that Mohemians have already overcome most of their insecurities. However, it is still essential to recognize the tribe had insecurities in the past. This led the group to conclude that Root Elixirs is the "glue" Mohemians need to express themselves and be the confident people they are today. Our group has four recommendations to improve Root Elixirs. A short term recommendation is revamping the Root Elixirs instagram account as well as creating a Pinterest account. A mid term recommendation is to change the packaging of the bottle. Two long term suggestions for Root Elixirs is to develop a subscription box and do collaborations with different businesses in San Luis Obispo.

Research Brief: Analysis of Client, Competitors, and Customers

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Client Analysis:

Root Elixirs is dedicated to producing a quality product that will enhance the customer's experience creating cocktails, while minimizing the effort used to make them. Its website clearly states that Root Elixirs is committed to quality, creativity, and experience. Root Elixirs offers an intriguing variety of flavors including Ginger Beer, Grapefruit Jalapeno, Strawberry Lavender, and Cucumber Elderflower. Each of these mixers can be combined with the recipes conveniently listed on the company's website, reinforcing the notion that craft cocktail mixing can provide a fun and unusual experience for the consumer while using a high-quality product that is still affordable.

Root Elixirs was founded by Dominique Gonzales, who worked as a bartender for 8 years before developing the concept for the company. Dominique consistently found herself at cocktail parties bartending instead of socializing with all of her friends. She cared deeply about the quality of her friends' drinks, so naturally she wanted to create handcrafted, thoughtful cocktails with fresh ingredients. She began to wonder if there was a way anyone could make these cocktails, without sacrificing the fresh, craft component of the drinks. As a result, Root Elixirs was born, a non alcoholic flavored soda made with a variety of fresh herbs and citruses to be enjoyed with the customer's choice of spirit.

Local restaurants, bars, and distilleries proudly serve cocktails made with Root Elixirs' sodas. For example, Krobar Craft Distillery located locally in San Luis Obispo County proudly serves Root Elixir sodas at their tasting room. The distillery further promotes Root Elixirs by posting photos of the sodas paired with their alcohol on their social media outlets. Lincoln Deli is another example of a local convenience store carrying Root Elixirs' sodas for individual purchase. Root Elixirs is also promoted by positive word of mouth from the customers that purchase the cocktails at local establishments. While some restaurants classify the cocktail as being specifically made with Root Elixirs' sodas, others do not disclose the cocktail's ingredients to the customer. This lack of advertisement is an opportunity for Root Elixirs and would further enhance publicity for the company. In addition to being served at local restaurants, bars, and distilleries, Root Elixirs' sodas are also currently sold on its website for $5 per bottle; ginger beer, grapefruit jalapeno, and strawberry lavender are the flavors available online.

Customer Analysis:

Within the "Mohemian" target audience, several different tribes can be identified. The first tribe would be identified as individuals with a steady income from a high paying career, and are sometimes referred to as a "Yuppie" – a young person with a well-paid job and a fashionable lifestyle. The efforts of this tribe include attempting to join into the bohemian culture by purchasing from trendy stores with a bohemian vibe and attending large-scale and expensive events such as music festivals. These individuals are participating in the bohemian lifestyle because it is a popular lifestyle trend which may be easily portrayed on social media rather than truly identifying with the Mohemian values. They will most likely shop at stores such as Urban Outfitters and attends events like Coachella. Their groceries are purchased from Whole Foods, and tend to follow a trendy diet such as a vegan, gluten-free, or paleo diet. This tribe is defined by their material possessions, and access to somewhat exclusive yet popular events and lifestyles, all of which is only accessible with a high income. Typically, Yuppie is a slang term for a "young, urban, professional," so these people are more likely to be seen in urban cities with a large presence of art and culture, including Los Angeles, Portland, and Seattle.

Another tribe is defined by the non-materialistic and free-spirited individual who is considered a bohemian because of its focus on art, spirituality, and culture. Some of these individuals are referred to as a variation of the "Hippie." These modern hippies still need a steady income to fund their hobbies and lifestyle, but do not need nearly as much as the urban "yuppie." These individuals place a large emphasis on supporting local stores and are likely to buy most of their art and clothing from outdoor markets such as farmers markets. Many of their possessions have a story behind them - perhaps the ethical efforts of the company that made it. The sourcing and ethics of the businesses they support are important, so these people will often own less "stuff " but the things they do own hold value beyond the immediate usage of the object. Their leisure activities may include music festivals featuring local bands such as Shabang.

Another tribe is one that focuses on the importance of self-esteem, self-love, love for other living things, and living a healthy lifestyle. These are the people most likely to follow a vegan or vegetarian diet and place emphasis on consuming organic foods. They enjoy taking part in activities such as outdoor yoga where they can be in touch with nature while participating in an experience beneficial for their mind and body. These would be individuals with a lower income, but attempt to appear bohemian through buying expensive - looking or rare items. These

individuals buy from boutiques, go to record stores, and live a simple lifestyle. Some potential environments to observe members of these tribes include Boo Boo Records, Urban Outfitters, Sidecar Cocktail Company, Vegetable Butcher, and Ruby Rose.

Competitor Analysis:

As the non-alcoholic beverage landscape is continuously evolving, the market for craft cocktail mixers has grown significantly due to increased consumer awareness of health and wellness as well as the rise of the millennial consumer. Cocktail mixers allow the average person to craft a personalized drink for themselves, without the assistance of a bartender and without the complication of many different ingredients. These non-alcoholic, effervescent mixers provide consumers with simplicity and customizability in their homes as well as the comfort that they are consuming a more healthful, higher quality alternative to traditional mixers such as sodas or juices filled with artificial colors, flavorings, and sugar. Through an initial Internet search, we were able to identify various companies in direct competition with our client, including Yes Cocktail Company, Morris Kitchen, the Carry-On Cocktail Kit, Pepsi, Coca Cola, Guayaki Yerba Mate, and Whalebird Kombucha. The most relevant direct competitors we will be focusing on are Yes Cocktail Company and Morris Kitchen, as well as Whalebird Kombucha, an indirect competitor.

Yes Cocktail Company is a local, all natural cocktail mixer company based out of Paso Robles, California. Yes Cocktail Co prides themselves on the use of their locally sourced and entirely natural ingredients to create simplified and gourmet craft cocktails in the comfort of their home. Currently, Yes Cocktail carries fifteen different flavors of grenadines, syrups, and cocktail mixers. Their price point is $12.00 for one 8 oz. bottle, while Root Elixirs is more affordable at $5.00 for one 12 oz. bottle. Yes Cocktail Co is available for purchase online, as well as in various retailers located across the Central Coast. They also attend five different farmers markets in the San Luis Obispo area weekly. This is similar to Root Elixirs strategy to establish themselves in bars to create brand recognition when a consumer sees their product on a grocery store shelf.

Whalebird Kombucha is a craft kombucha company based in San Luis Obispo that operates out of their own brewery and places an emphasis on local, high-quality, and organic ingredients, similar to Root Elixir. Their flavors include Jasmine Bliss, Ginger Sasparilla, Dry Hopped Pamplemousse, and Blood Orange Pekoe. Whalebird sells bottled pints for $5, and growlers for $11. On tap, Whalebird sells for $3.99 for 12 ounces, and $5.99 for 20 ounces.

However, in addition to distributing their product throughout local businesses such as Lassen's, California Fresh Market, Spark Yoga, and Bliss Cafe, Whalebird Kombucha also sells wholesale, and attends the downtown SLO farmers market every Thursday. Whalebird is available bottled and on tap, and is featured on tap on the Cal Poly Campus. While kombucha is not widely utilized as a cocktail mixer, Whalebird is an indirect competitor due to the nature of the drink itself, which is effervescent, made from high quality ingredients, and is non-alcoholic. Whalebird's target market clearly places value on health and wellness, as they are consuming an organic, probiotic, and non-alcoholic beverage, and also appreciates small, local businesses. Thus, Whalebird and Root Elixirs share some of the same clientele, young professionals with an expendable income who are concerned with their health and value a craft product.

Research Brief: Research Purpose and Information Gaps

Research Purpose:

The purpose of this research is to obtain a deeper understanding of Root Elixirs' target consumer base by deploying qualitative research methods such as observation and in-depth interviews. The insight gained from this research will be used to improve sales and strengthen the brand relevance of Root Elixirs. Through extensive research, a phenomenological understanding of the Root Elixirs' target tribe, the Mohemian, will be explored. Some areas of the tribe analyzed will include individual identity, community importance, and potential insecurities Mohemians face. Through an analysis of the data collected, recommendations will be made to the company to help grow market relevance for Root Elixirs and facilitate the connection between product and consumer.

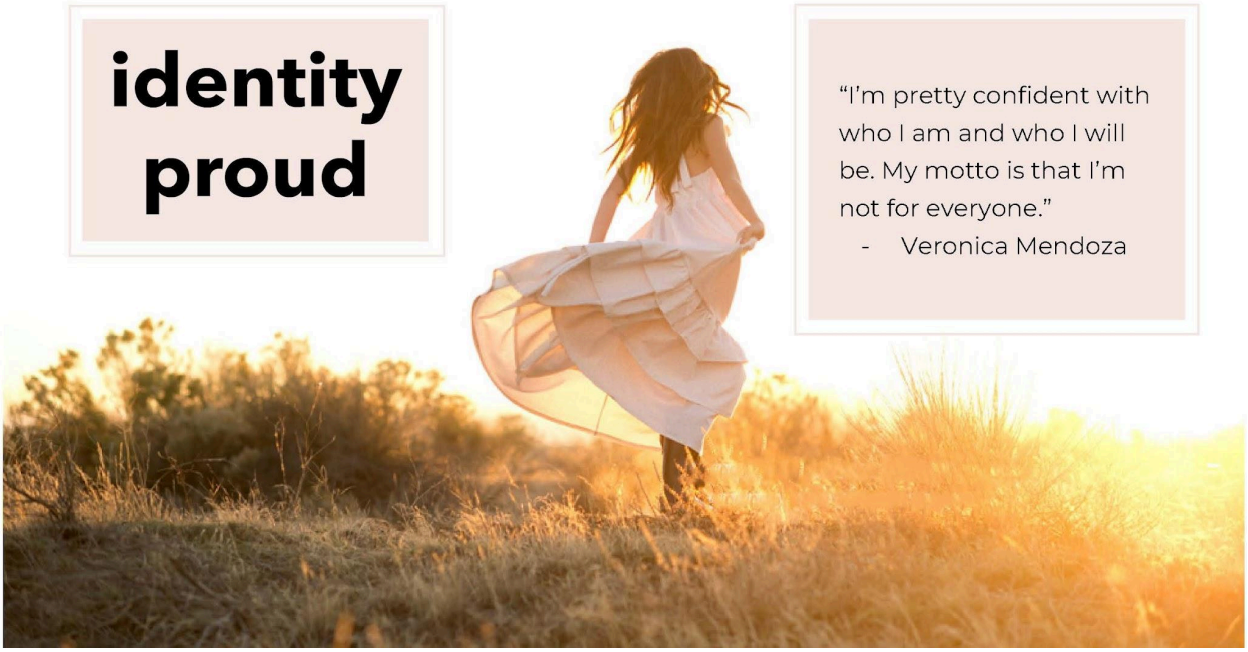
Information Gaps:

- To understand the value Mohemians place on craft/artisan products.
- To identify how the Mohemian approaches entertainment.
- To understand the meaning of "community" to a Mohemian.
- To understand the insecurities Mohemians face when adhering to their identity.

Research Brief: Methodology

The team conducted seven in-depth, semi-structured interviews with individuals who express the ideal Root Elixirs target market. These primary interviews totaled in about 7 hours of face-to-face foundational interactions. To conduct observations, the team visited various restaurants and bars throughout San Luis Obispo and each focused on a range of actors and behaviors. A majority of the fieldwork plan focused on the customers; their dress, personality, interactions with friends, interactions with others, and interactions with the environment. Group members took note of how the physical and immaterial environment can affect someone's experience. After these in-depth interviews and observations, the team developed various insights and themes about the Root Elixirs tribe. After compiling and refining the team's findings, the team conducted a second round of interviews with the goal of diving deeper into the tribe's core values and culture. Once the second interviews were conducted and interpreted, the team developed the tribe themes of Identity Proud and Key Catalyst.

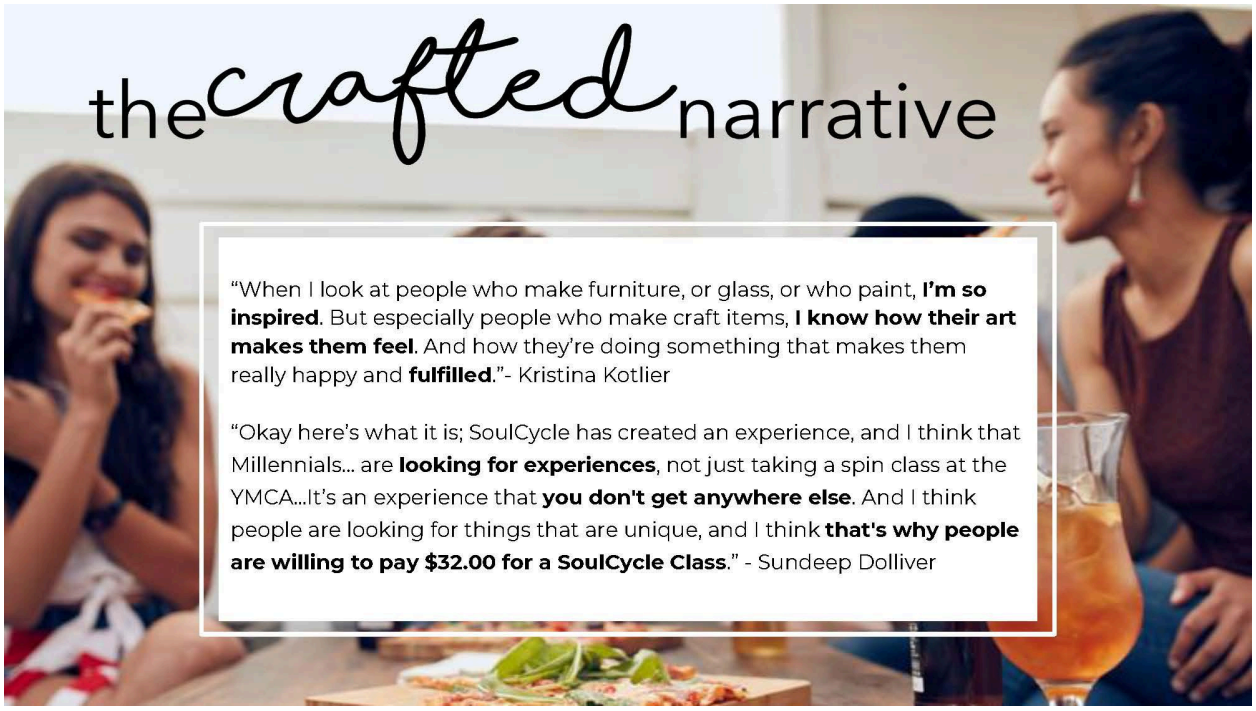
Research Brief: Customer Insights



Theme #1: Identity Proud

One's social identity is not merely fashioned by their lifestyle choices and outward appearance. For a Mohemian, their identity is shaped by an intrepid zeal for life and the desire to fulfill the need for self-actualization. As one interviewee explained, "**that's why I'm so happy now, because I can do what I want and not have a professor ask me why I did something** or why I didn't do something." As per Maslow's hierarchy of needs, achieving one's truest potential marks the top tier, surpassing all basic and psychological needs. The persistence to grow and develop as a person helps to attain this level of self-fulfillment, building confidence with every stage of growth. It is also crucial to understand that growth involves failure and finding comfort within the discomfort. As one interviewee expressed regarding her passion for ceramics, "So, **I think you get really used to failing, and it's ok**. You just **move on**, make the next thing, and it's fine. **It's just a part of life**." The acceptance of failure and the ability to believe in oneself is the key to building true confidence and developing resilience. By interpreting failure as a routine part of life, one can focus on the more important aspects of their life such as their passions, continuing to better themselves and ignoring menial setbacks. The Mohemian strives to achieve their dreams while firmly believing that they can overcome any obstacles in their path through persistence and determination. They seek to stand out, to create their own destinies and fashion their lives around what inspires them. Confidence, marked by internal strength and pride in one's values, fosters this individuality that the Mohemian embodies. One interviewee remarked, "**If everyone is going to a certain place though, I definitely don't want to go when everyone is going**," because she would rather spend her time and money on a "**unique experience that [she] could only have there**." Another expressed, "**My motto is that I'm not for everyone [but] I'm okay with that because I like me**." This reinforces the idea that self-confidence and self-assurance are the key to bolstering one's identity, because they can stay committed to who they are. It is not to say, however, that belongingness needs do not play an important role in the life of a Mohemian. Mohemians also experience their own insecurities, trials, and tribulations, just like anyone else. Confidence is developed over an infinite amount of time, and one's confidence levels are constantly evolving. One may feel confidently and self-secure 95% of the time, but there will always be that 5% that can seriously challenge one's perception of themselves. It all depends on how one chooses to proceed, and how much they believe in their own abilities. One interviewee expressed that "**I guess in a way we all think we stand out**, like everyone is going to be looking at us even though

they aren't....So we dress for that one moment where we think everyone is going to look at us." She emphasized that there is a "**moment in your head where everyone looks at you, [and] that's what you dress for**." This reveals that confidence can be elusive at times, and that it is exceedingly difficult to not care whatsoever about how others perceive you. Mohemians, like most people, seek approval and may even desire to be admired for their appearance and aura of self-confidence. This idea connects back to Maslow's belongingness need; even if Mohemians are most principally invested in developing their own unique self-identity, ultimately they still care about what others think of them. Does this prevent the Mohemian from reaching self-actualization goals? Not necessarily. Mohemians want to belong in a community, a group, a tribe– a place where they feel wanted and appreciated but where they can also be themselves and reach their goals. This presents the quest and journey for the Mohemian to achieve the very delicate balance between fitting in, standing out, and fulfilling their higher needs.



Theme #2: The Crafted Narrative

The Mohemian tribe values the journey of life and strives to live life to the absolute fullest. This means that even little details are important, and so are memories, which are cherished. For the Mohemian, memories and stories are of value— whether they are from outings with friends, vacations, or simple daily happenings. Connection is crucial; in

other words, the Mohemian needs a reason to do something, to make something, or to spend money on something. As consumers, they crave a special link to their purchases, whether it is from the story behind the object, or the memory attached to it. To Mohemians, craft fills this unique void "[b]ecause **everything has a story attached to it**." As one interviewee remarked, "**[a] table from Target or whatever wouldn't have the same special meaning** behind it...I don't have any special connection to it. **There's no meaning there**. But when I have something that someone made, it's so much more special." Companionship occurs organically within this type of creative community, where the common interest in craft and artisanal goods unites those with an appreciation for artistry, self-expression, and personal flair. Mohemians crave participation in various different communities, whether those may be ceramics, painting, sculpture, filmmaking, yoga, or cooking. As a result of joining these communities, meeting new people, and becoming inspired, Mohemians can develop their most authentic selves. They create someone they are truly proud of, regardless of if anyone else is happy with them. The craft culture is like none other; it represents a community of makers— people who create, invent, and experiment. They are not afraid to try, and try again to achieve their vision, no matter what it may be. Just as one interviewee commented, craft means that "someone [put] a lot of not all of their energy into developing a skill— **all their blood, sweat, and tears— into this skill**," and that "craft is that whole **practice of mastering a skill, working really hard at it, tinkering away, experimenting, failing, coming out with things people will like**." For instance, a craft cocktail is an experience to drink because of its uniqueness and the different flavor notes in each sip that are customizable to a consumer's preference. These specific flavors may evoke special memories— perhaps a sense of nostalgia for the drinker. The ability to resurface memories and experiences with a simple cocktail reinforces the idea of craft culture, which aims to connect the consumer to the product in a distinctive way. Root Elixir's tribe values craft and artisanal products, created with an eye for design and an emphasis on quality, because they offer a distinct aesthetic and can satisfy a Mohemian's quest for originality and individuality in their differing life experiences.

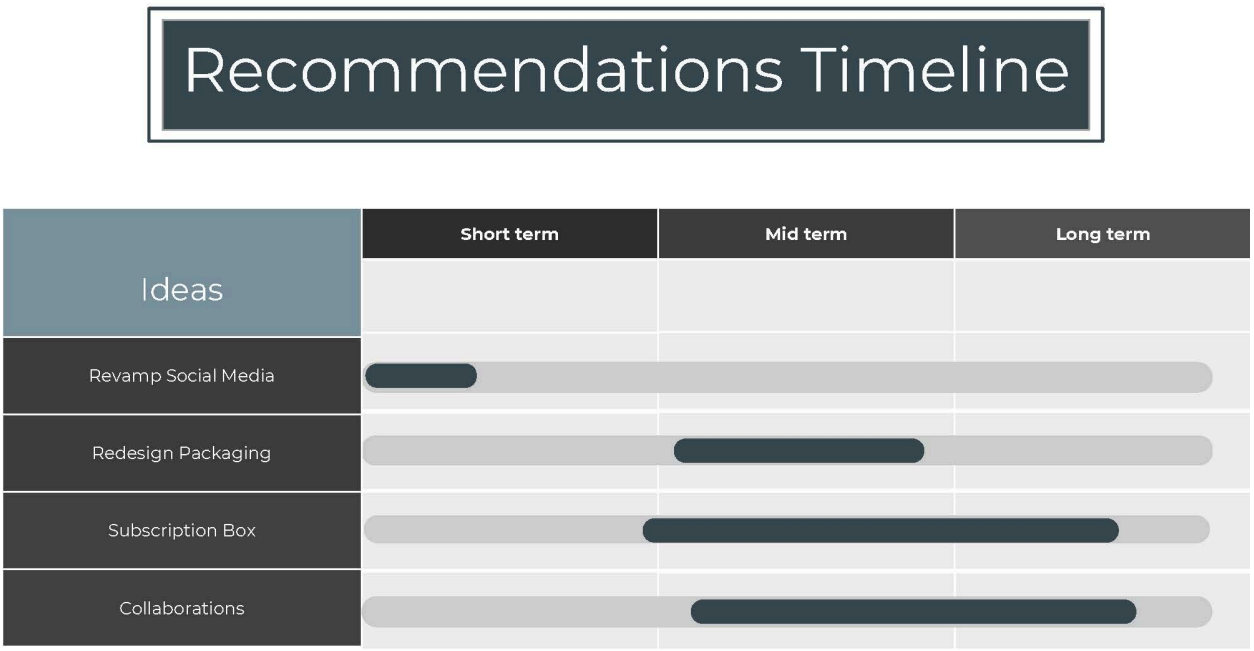




Through our ethnographic research, we found the essence of Root Elixirs to be Authentically Artisanal. Root Elixirs acts as the glue that connects the Mohemian community to their activities. When analyzing the Mohemian and their lifestyles, aspirations, and insecurities, we found that Mohemians are able to find their identity and overcome their insecurities by immersing themselves in communities and activities that help further their respective identity aspirations. The community and activity involvement acts as a buffer from their insecurities and

it helps Mohemians find confidence in themselves. For the Mohemian, confidence is a result of being able to experiment in different areas of artistry and find communities that mirror their interests and accept them for who they are. As an artisanal product, Root Elixirs enhances a Mohemian's experiences as well as their authentic and confident personalities. The artisanal culture created through craft guides Mohemians towards their goal of self-actualization and solidifies their unique identities.

Research Brief: Recommendations



As a short term recommendation, we suggest revamping the current instagram. First, we recommend posting images of the Mohemian within their community shows the target market how versatile Root Elixirs is within one's' lifestyle. Whether these images show the community painting together, hanging out on top of Prefumo Canyon for a picnic, or together in a friend's kitchen for brunch, these different photos can inspire a Mohemian to recreate the memories. Root Elixirs can be the centerpiece of these activities, acting as the catalyst for the rest of the activity and fun that unravels. Secondly, we recommend posting images of unique and interesting cocktail recipes. The photos should be different from the norm, and closer to something that could be found in a trendy bar like Sidecar. The market appeal should not be "easy," but instead encourage and highlight the craft and experience of creating these unique cocktails themselves.

Third, we recommend posting motivational quotes. Mohemians are self confident because of their past insecurities, or are in the process of moving on from their insecurities. Motivational quotes can motivate them to continue striving to be the best version of themselves.

In alignment with the social media revamp, we created the slogan and hashtag "#TrueToYourRoots." This hashtag directly relates to our Identity Proud theme due to its encouragement to remember how the Mohemian became a confident person. Mohemians have had insecurities throughout their lives and these insecurities need to be remembered in order for the Mohemian to continue to buffer them. The "#TrueToYourRoots" will inspire the Mohemian to continue to overcome their insecurities and Root Elixirs will be a major component of their journey.

Short term, Root Elixirs can also open a Pinterest account. Pinterest is a valuable marketing tool for a food/drink company that also strives to be a lifestyle brand. While Root Elixirs can post their unique cocktail recipes and photos on a "Cocktail Recipes" board featuring the Root Elixirs craft soda, they can also start various lifestyle boards. These boards showcase different clothing styles and aesthetic bedrooms that resonate with the Mohemian as well as various activities such as yoga or pottery that unite the Mohemian tribe. These activity boards can highlight how Root Elixirs is the perfect addition to any activity. Images can be "repinned" and "tagged" throughout Pinterest, but ultimately lead the Mohemian back to the Root Elixirs pinterest page.

A new label design may be implemented simultaneously with the new clear bottle. During interviews, we noticed a correlation between our various interviewees and their design and style preferences. They were similar in the sense that the styles were minimalistic yet trendy and put together. In order to complement the Mohemians style, we created a mock-up of a label design that is bright and earthy in color choice. The color on the bottle is muted and matches the color of the soda in the clear bottle. The rest of the label is white to draw the focus to the soda color inside and the name of the soda. We also recommend including the words "fresh," "authentic," and "artisanal" on the label, since these words resonated with our tribe and were brought up during our in-depth interviews.



In correlation with the bottle redesign, Root Elixirs can launch a Soda with Spirit subscription box. This box will be marketed as an adventure box that will encourage the Mohemian to take their activities and interactions outside into nature and outside of their comfort zone. A subscription box is the ideal way to integrate Root Elixirs into the Mohemian lifestyle, because this adventure box suggests that the brand can be a part of any adventure, whether it be backpacking, camping, sailing, rock climbing, or spending time at the beach with friends. Root Elixirs acts as the glue to unite friends and family and create lasting memories. We recommend that this box be a seasonal box, tailored specifically towards each season with the items accompanying the 3 full-sized Root Elixirs bottles in the box. For example, we have created a sample summer box, priced at about $45. We intend to fill this adventure box with various items that Mohemians can identify with. First, we have Sun Bum sunscreen, a cruelty-free and

hypoallergenic sunscreen company who products are all natural and paraben-free. Including a sunscreen in the box encourages outdoor activities whether it is exercising or having a picnic. Furthermore, for our target market who is aged 25-35, skin protection is a high priority. We then included a Corkcicle canteen, which is a reusable and insulated bottle for any type of beverage. Another option is to include a Corkcicle tumbler, either of which will keep a cocktail cold for hours. As a company, Corkcicle believes in creating products that enhance personal style, while reducing personal impact on the planet. A stylish canteen or tumblr will encourage the Mohemian to take their Root Elixirs cocktail on-the-go, especially to destinations like beaches, parks, or friend's houses. A healthy, yet delicious snack is necessary for this adventure box, as an active lifestyle demands high-quality fuel. For a high-quality snack, we suggest Sahale Snacks fruit and nut mixes, each of which have been carefully crafted from unique memories or are reminiscent of culinary traditions around the world. Finally, a gourmet, artisanal chocolate such as Mast Brothers or Compartés will be included in the box to end every experience on a sweet note. In addition to all these items, three full-sized Root Elixirs bottles will be included along with an information card detailing what comes in the box and recipe cards explaining how to mix the cocktails with alcohol suggestions. This box is exciting and innovative, unlike other subscription boxes that contain items that will simply collect dust.



A long term recommendation is to go where the tribe hangs out, rather than waiting for the tribe to come to Root Elixirs. This can be accomplished through collaborating with different businesses that capture the Mohemiam vibe and style. One collaboration could be a yoga and cocktail event with Lululemon at the store downtown. Root Elixirs could also partner with a local boutique, such as Ruby Rose, Lulu Luxe, and Avanti, or with restaurant like Granada Hotel & Bistro and The Vegetable Butcher for a cocktail and paint night. Our brand essence pulled the various aspects of the Mohemian together to reveal they are crafty individuals. Whether their craft is painting, throwing clay, or photography, the Mohemian expresses themselves through their craft. Root Elixirs can position themselves within the craft aspect of the tribe's lives by hosting those events themselves. Another possibility is a collaboration with Karson Butler events at the Ah Louis Store for a cocktail making class. At the class, the tribe will learn how to make signature cocktails as well as have the opportunity to create their own using Root Elixir's products. Participating in these suggested activities allows Mohemians to express themselves and creatively design their own unique identities.



Conclusion

After 10 weeks of ethnographic research, our team was able to provide Root Elixirs with a set of recommendations to better reach, engage, and connect with its target consumer base: the

Mohemian tribe. Based on our analysis of the client, competitor, and consumer, we developed preliminary research objectives and information gaps to fulfill through observations and in-depth interviews. Through our individual reports on observations and interviews, we formed our first set of ethnographic themes, which were then revised before the second round of data collection. The second round of data collection allowed us to refine our themes and identify the core components of the Mohemian identity. Our analysis of the Mohemian lifestyle, aspirations, and insecurities, led us to conclude that Mohemians are able to find their identity and overcome their insecurities by immersing themselves in communities and activities that further their respective identity aspirations. For the Mohemian, confidence is a result of being able to experiment in different areas of artistry and find communities that mirror their interests and accept them for who they are. In this situation, the role of Root Elixirs in this mix is the glue that helps connect Mohemians with one another. It enhances experiences and their authentic and confident personalities. This led to establishment of the brand essence: “Authentically Artisanal.” The artisanal culture created through craft guides Mohemians towards their goal of self-actualization and solidifies their unique identities. In order help Root Elixirs connect with the Mohemian tribe, our group first recommended a short-term social media revamp. We envisioned Instagram posts that incorporate photos of Mohemians doing different activities with their tribe, unique cocktails with recipe cards in the caption, and positive quotes for motivation. In addition to Instagram, Pinterest would be another great social media platform for Root Elixirs to post its cocktail recipes and suggest fashion and decor ideas; this would lead more traffic to its pages and possibly increase its conversion rate. We also suggested using the hashtag #TrueToYourRoots, which directly relates to our Identity Proud theme, in hopes of inspiring Mohemians to continue to overcome their insecurities. For our mid term recommendation, we suggested using a clear bottle to keep it appearing fresh and trendy, while being minimalistic. We also recommend including the words “fresh,” “authentic,” and “artisanal” on the label, since these words resonate with the Mohemian tribe. For our mid term to long term recommendation, we suggested a seasonal subscription box that would encourage Mohemians to go on adventures, which includes items, such as sunscreen, a corkcicle bottle, healthy snacks, fancy chocolate, Root Elixirs bottles, and a information card detailing what comes in the box and how to mix the cocktails with alcohol suggestions. Our research reveals that Mohemians are social, artistic individuals, so for our long term recommendation, we suggested Root Elixirs to collaborate with different businesses in order to reach its tribe directly, such as partnering up with Lululemon for a yoga and cocktails event and local boutiques and restaurants for a cocktail and paint night. Ultimately, our team’s thorough research and analysis on the Mohemian tribe allowed us to

provide Root Elixirs with a strong set of recommendations to strengthen its brand and connection to the tribe.

Appendices

Appendix A: Research Plan/ Situational Analysis

Client

Root Elixirs is dedicated to producing a quality product that will enhance the customer's experience creating cocktails, while minimizing the effort used to make them. Its website clearly states that Root Elixirs is committed to quality, creativity, and experience. Root Elixirs offers an intriguing variety of flavors including Ginger Beer, Grapefruit Jalapeno, Strawberry Lavender, and Cucumber Elderflower. Each of these mixers can be combined with the recipes conveniently listed on the company's website, reinforcing the notion that craft cocktail mixing can provide a fun and unusual experience for the consumer while using a high-quality product that is still affordable. The San Luis Obispo Tribune described Root Elixirs as a locally crafted product that aims to make creating tantalizing home cocktails a breeze and also recently listed them as one of the drink makers to watch in 2018.

Root Elixirs was founded by Dominique Gonzales, who worked as a bartender for 8 years before developing the concept for the company. Dominique consistently found herself at cocktail parties bartending instead of socializing with all of her friends. She cared deeply about the quality of her friends' drinks, so naturally she wanted to create handcrafted, thoughtful cocktails with fresh ingredients. She began to wonder if there was a way anyone could make these cocktails, without sacrificing the fresh, craft component of the drinks. As a result, Root Elixirs was born, a non alcoholic flavored soda made with a variety of fresh herbs and citruses to be enjoyed with the customer's choice of spirit.

Root Elixirs' sodas are currently only used by local bars and restaurants in the San Luis Obispo County and a few in Sacramento. Once Root Elixirs has gained more brand awareness and recognition, it plans on expanding nationally and possibly internationally in the future. Besides word of mouth, Root Elixirs' communicates to customers through social media, especially Instagram– their account has 1,110 followers. Root Elixirs' Instagram posts usually contain cocktail-mixing tips and different spirits that pair well with its craft sodas. Furthermore,

some local bars and restaurants which carry and sell Root Elixirs' mixers help promote the product by tagging it in their photos.

Local restaurants, bars, and distilleries proudly serve cocktails made with Root Elixirs' sodas. For example, Krobar Craft Distillery located locally in San Luis Obispo County proudly serves Root Elixir sodas at their tasting room. The distillery further promotes Root Elixirs by posting photos of the sodas paired with their alcohol on their social media outlets. Lincoln Deli is another example of a local convenience store carrying Root Elixirs' sodas for individual purchase. Root Elixirs is also promoted by positive word of mouth from the customers that purchase the cocktails at local establishments. While some restaurants classify the cocktail as being specifically made with Root Elixirs' sodas, others do not disclose the cocktail's ingredients to the customer. This lack of advertisement is an opportunity for Root Elixirs and would further enhance publicity for the company. In addition to being served at local restaurants, bars, and distilleries, Root Elixirs' sodas are also currently sold on its website for $5 per bottle; ginger beer, grapefruit jalapeno, and strawberry lavender are the flavors available online.

When purchased online or at a local grocery store for individual use at home, one Root Elixirs soda creates 3 to 5 hand crafted cocktails depending on the tasting preferences of the consumer. Root Elixirs are packaged in a traditional glass bottle design and the label clearly tells customers what alcohol pairs best with each flavor. Further, the label lists a simple recipe to create a truly delicious handcrafted cocktail. In this way, Root Elixirs' sodas allow their customers to be their own bartenders.

Customer

Within the "Mohemian" target audience, several different tribes can be identified. The first tribe would be identified as individuals with a steady income from a high paying career, and are sometimes referred to as a "Yuppie" – a young person with a well-paid job and a fashionable lifestyle. The efforts of this tribe include attempting to join into the bohemian culture by purchasing from trendy stores with a bohemian vibe and attending large-scale and expensive events such as music festivals. These individuals are participating in the bohemian lifestyle because it is a popular lifestyle trend which may be easily portrayed on social media rather than truly identifying with the Mohemian values. They will most likely shop at stores such as Urban Outfitters and attends events like Coachella. Their groceries are purchased from Whole Foods, and tend to follow a trendy diet such as a vegan, gluten-free, or paleo diet. This tribe is defined by their material possessions, and access to somewhat exclusive yet popular events and lifestyles, all of which is only accessible with a high income. Typically, Yuppie is a slang term

for a “young, urban, professional,” so these people are more likely to be seen in urban cities with a large presence of art and culture, including Los Angeles, Portland, and Seattle.

Another tribe is defined by the non-materialistic and free-spirited individual who is considered a bohemian because of its focus on art, spirituality, and culture. Some of these individuals are referred to as a variation of the “Hippie.” These modern hippies still need a steady income to fund their hobbies and lifestyle, but do not need nearly as much as the urban “yuppie.” These individuals place a large emphasis on supporting local stores and are likely to buy most of their art and clothing from outdoor markets such as farmers markets. Many of their possessions have a story behind them - perhaps the ethical efforts of the company that made it. The sourcing and ethics of the businesses they support are important, so these people will often own less “stuff ” but the things they do own hold value beyond the immediate usage of the object. Their leisure activities may include music festivals featuring local bands such as Shabang.

Another tribe is one that focuses on the importance of self-esteem, self-love, love for other living things, and living a healthy lifestyle. These are the people most likely to follow a vegan or vegetarian diet and place emphasis on consuming organic foods. They enjoy taking part in activities such as outdoor yoga where they can be in touch with nature while participating in an experience beneficial for their mind and body. These would be individuals with a lower income, but attempt to appear bohemian through buying expensive - looking or rare items. These individuals buy from boutiques, go to record stores, and live a simple lifestyle. Some potential environments to observe members of these tribes include Boo Boo Records, Urban Outfitters, Sidecar Cocktail Company, Vegetable Butcher, and Ruby Rose.

Competitor

As the non-alcoholic beverage landscape is continuously evolving, the market for craft cocktail mixers has grown significantly due to increased consumer awareness of health and wellness as well as the rise of the millennial consumer. Cocktail mixers allow the average person to craft a personalized drink for themselves, without the assistance of a bartender and without the complication of many different ingredients. These non-alcoholic, effervescent mixers provide consumers with simplicity and customizability in their homes as well as the comfort that they are consuming a more healthful, higher quality alternative to traditional mixers such as sodas or juices filled with artificial colors, flavorings, and sugar. Through an initial Internet search, we were able to identify various companies in direct competition with our client, including Yes Cocktail Company, Morris Kitchen, the Carry-On Cocktail Kit, Pepsi, Coca Cola, Guayaki Yerba

Mate, and Whalebird Kombucha. The most relevant direct competitors we will be focusing on are Yes Cocktail Company and Morris Kitchen, as well as Whalebird Kombucha, an indirect competitor.

Yes Cocktail Company is a local, all natural cocktail mixer company based out of Paso Robles, California. Yes Cocktail Co prides themselves on the use of their locally sourced and entirely natural ingredients to create simplified and gourmet craft cocktails in the comfort of their home. Currently, Yes Cocktail carries fifteen different flavors of grenadines, syrups, and cocktail mixers. Their price point is $12.00 for one 8 oz. bottle, while Root Elixirs is more affordable at $5.00 for one 12 oz. bottle. Yes Cocktail Co is available for purchase online, as well as in various retailers located across the Central Coast. They also attend five different farmers markets in the San Luis Obispo area weekly. This is similar to Root Elixirs strategy to establish themselves in bars to create brand recognition when a consumer sees their product on a grocery store shelf.

Morris Kitchen is an “artfully craft cocktail mixer” company that produces cocktail mixers and homemade bar utensils. Morris Kitchen currently carries nine different flavors of cocktail mixers with a price point at $9.99 for a 16 oz. bottle. A key difference between Morris Kitchen and Root Elixirs is the ingredients in the cocktail mixers. Morris Kitchen’s first two ingredients listed in their mixers are filtered water and cane sugar. The founder of Morris Kitchen wanted to create something tangible, tasty, well packaged, and useful. Morris Kitchen appears to focus more on presentation and taste of their products rather than the overall quality or freshness of the ingredients. On the other hand, Root Elixirs prides themselves on using only the freshest ingredients in their mixers. Morris Kitchen differs from Root Elixirs in their current wholesale product distribution; they currently sell their products in various retailers in 32 states across the United States whereas Root Elixirs is currently focusing on their local efforts in San Luis Obispo.

Whalebird Kombucha is a craft kombucha company based in San Luis Obispo that operates out of their own brewery and places an emphasis on local, high-quality, and organic ingredients, similar to Root Elixir. Their flavors include Jasmine Bliss, Ginger Sasparilla, Dry Hopped Pamplemousse, and Blood Orange Pekoe. Whalebird sells bottled pints for $5, and growlers for $11. On tap, Whalebird sells for $3.99 for 12 ounces, and $5.99 for 20 ounces. However, in addition to distributing their product throughout local businesses such as Lassen’s, California Fresh Market, Spark Yoga, and Bliss Cafe, Whalebird Kombucha also sells wholesale, and attends the downtown SLO farmers market every Thursday. Whalebird is available bottled and on tap, and is featured on tap on the Cal Poly Campus. While kombucha is not widely

utilized as a cocktail mixer, Whalebird is an indirect competitor due to the nature of the drink itself, which is effervescent, made from high quality ingredients, and is non-alcoholic. Whalebird's target market clearly places value on health and wellness, as they are consuming an organic, probiotic, and non-alcoholic beverage, and also appreciates small, local businesses. Thus, Whalebird and Root Elixirs share some of the same clientele, young professionals with an expendable income who are concerned with their health and value a craft product.

Project Overview

Focus/Purpose of this Research Project:	Information Gaps:
- Through ethnographic research, help Root Elixirs understand how their Mohemian target market can feel authentic/reach self-actualization through purchasing/using their craft cocktail mixers - Understand Mohemians' aspirations and worries that surround their quest for self-actualization	1) To understand the value Mohemians place on craft/artisan products 2) To identify how the Mohemian approaches entertainment 3) Understand the meaning and importance of "community" to a Mohemian 4) To understand the insecurities Mohemians face when adhering to their identity
Research Objectives for Observation:	(What Information Gaps are Addressed by these ROs?)
- Observing how Mohemians interact and socialize with one another and those around them at restaurants and bars - Observe how Mohemians interact with the environment and aesthetics of a bar/restaurant (interior design, furnishings, music, menu) - Observe how Mohemians present themselves to others both in outward	2) To identify how the Mohemian approaches entertainment 3) Understand the meaning and importance of "community" to a Mohemian 4) To understand the insecurities Mohemians face when adhering to their identity

appearance and external personality	
Research Objectives for In-Depth Interviews: - Understand what makes a product "craft" or "artisan" to Mohemians and what craft component of the product is the most important to them - Finding out the components of an ideal Friday/Saturday night for a Mohemian - Learn how Mohemians behave in their homes alone and when they are entertaining guests	(What Information Gaps are Addressed by these ROs?) 1) To understand the value Mohemians place on craft/artisan products 2) To identify how the Mohemian approaches entertainment 3) Understand the meaning of "community" to a Mohemian

Appendix B: Ethnographic Themes

1. Abstract

The intricacies of the Mohemian identity and experience were explored through observational research and in-depth interviews. The themes identified from the data include motivations behind identity, key catalysts for nighttime activity, the importance of crafted experiences, and the pursuit of personal branding. The motivations behind identity for Mohemians followed a common quest for self-efficacy through the pursuit of uniqueness, marked by a confidence in their respective ideas and values. When analyzing Mohemian nightlife patterns, the consumption of craft cocktails served as a catalyst for a mutual anticipation for the unknown. This catalyst served as a way to cultivate a sense of community from group experiences as well. In addition, this immersion in the craft experience allows for the Mohemian to truly live in their unique projected lifestyle. This also fosters participation in the craft atmosphere, creating opportunity to connect with others.For a Mohemian, the pursuance of self-validation and personal branding is a common rationalization for indulgent consumption. This pursuit heavily skews spending habits to align with one's idealized identity. Together, the four themes merge to give a deep-seated understanding of the Mohemian experience.

2. Research Plan

Research Purpose:

- Through ethnographic research, our goal is to help Root Elixirs understand how their Mohemian target market can feel authentic and reach self-actualization through using their craft cocktail mixers
- Understand Mohemians' aspirations and worries that surround their quest for self-actualization

Information Gaps:

IG1: Understand the value Mohemians place on craft/artisan products.

- ❖ **R.O.1:** Understand what makes a product "craft" or "artisan" to Mohemians and what craft component of the product is the most important to them. (*The Crafted Narrative*)

IG2: Identify how the Mohemian approaches entertainment.

- ❖ **R.O.2**: Find out the components of an ideal Friday/Saturday night for a Mohemian.

IG3: Understand the meaning and importance of "community" to a Mohemian.

- ❖ **R.O.3:** Learn how Mohemians behave in their homes alone and when they are entertaining guests. (*The Crafted Narrative*)

IG4: Understand the insecurities Mohemians face when adhering to their identity.

- **R.O.4:** Find what about a craft cocktail enhances a Mohemian's identity. (*Identity Proud*)

Fieldwork Plan:

To conduct observations, members of the group visited various restaurants and bars throughout San Luis Obispo and each focused on a range of actors and behaviors. Arianna; Kaitlin; Phoebe; and Anika went to Sidecar, Celeste visited the Vegetable Butcher, and Erin went to Libertine Brewing Company. A majority of the fieldwork plan focused on customers; their dress, personality, interactions with friends, interactions with others, and interactions with the environment. The goal of these kinds of observations was to see how Mohemians interact and socialize with one another and those around them at bars and restaurants. As well as, how Mohemians present themselves to others both in outward appearance and external personality. Group members took note of how the physical and immaterial environment can affect someone's experience. Key physical experiential factors to focus on were the furniture, decor, bar, artwork, and menus. Key immaterial experiential factors were the music, lighting, noise level, and overall mood and attitude of observants. These observations aimed to understand how Mohemians

interact with the environment and aesthetics of a bar or restaurant. Group members also focused a large portion of their observations on how observants interacted with the ordering of and consumption of alcohol as well as the type/style/size of bar, kind of drink ordered, time spent at or near bar, and way the drink was consumed. These observations intended to observe what makes a product "craft" or "artisan" to Mohemians and what craft component of the product is the most important to them.

Interview Guide:

Grand Tour Questions:

1. Tell me about your hobbies/passions.
2. What do you typically do during the week?
3. Think about the last time you had a great night out, tell me about it!
4. Describe to me a typical day on social media for you.

Topic Starter Questions:

IG 1: To understand the value Mohemians place on craft/artisan products.
RO1: Understand what makes a product "craft" or "artisan" to Mohemians and what craft component of the product is the most important to them.

- What are some of your favorite drinks to order when you go out?
- What first sparked your interest in cocktails?
- What is your ideal cocktail?
- How much would you pay for a cocktail?
- Who are some of your lifestyle icons?
- Tell me about some of your favorite brands
    - What about ____ brand stood out to you?
    - How do you feel when you wear/use products from ___ brand?
- What flavors do you look for in a cocktail?
- What's a really unique/interesting drink you've tried?
- What drinks would you try if you want to be adventurous?
- What would make you regret buying a cocktail?

IG 2: To identify how the Mohemian approaches entertainment.
RO2: Finding out the components of an ideal Friday/Saturday night for a Mohemian.

- Think about the last time you really had a great night out/a fun evening. Tell me about it!

    - What made the night especially fun (the atmosphere, the people, the food/drinks)?
- Tell me about your Friday evening routine.
    - Where do you like to drink cocktails (bar, restaurant, at home)?
- Would you describe yourself as more of a leader or follower when entertaining and socializing?
- Who in your friend group likes to take the lead on planning nights out, is it you?

IG 3: Understand the meaning and importance of "community" to a Mohemian
RO3: Learn how Mohemians behave in their homes alone and when they are entertaining guests.

- Where do you get ideas of how to spend your time?
- What are things you LOVE to do?
- Who are some people you follow on social media?
- Tell me about your friends.
    - What do you look for in people when making new friends and connections?

IG 4: Understand the insecurities Mohemians face when adhering to their identity.
RO4: Find what about a craft cocktail enhances a Mohemian's identity.

- Do you generally care about what people think of you?
- Do you ever post pictures of the cocktails you make/order?
- If your money supply was unlimited, describe the life you would live.
- Before we move on, what else can you tell me about _____?
- Is there anything else you would like to talk about yet that you haven't shared with me?

3. Findings

3.1 Theme #1: Identity Proud

One's social identity is not merely fashioned by their lifestyle choices and outward appearance. For a Mohemian, their identity is shaped by an intrepid zeal for life and the desire to fulfill the need for self-actualization. As per Maslow's hierarchy of needs, achieving one's full potential marks the top tier, surpassing all basic and psychological needs. The desire to grow and develop as a person helps to attain this level of self-fulfillment, building confidence with every stage of growth. The Mohemian strives to stand out, to create their own destiny and fashion their lives around what inspires them. Confidence, marked by internal strength and pride in one's values, fosters this individuality that the Mohemian embodies. One interviewee remarked, "**If everyone is**

going to a certain place though, I definitely don't want to go when everyone is going," because she would rather spend her time and money on a "**unique experience that [she] could only have there**." Another expressed, "**My motto is that I'm not for everyone** [but] **I'm okay with that because I like me**." This reinforces the idea that self-confidence and self-assurance are the key to bolstering one's identity, because they can stay committed to who they are. It is not to say, however, that belongingness needs do not play an important role in the life of a Mohemian, however they are most interested in fostering relationships with those who are individually unique, even in group settings. Mohemians are inherently selective, choosing who they develop intimate relationships with depending on their outlooks on life and inner motivations.

3.1.1. "I like going to the middle places. I don't like going to the most popular, trendy place. Maybe later **after the hype dies down**, or maybe before it gets popular. If everyone is going to a certain place though, **I definitely don't want to go when everyone is going**. That scene just isn't really what I enjoy. It's just not it." (Interview-Arianna-paragraph 54)

3.1.2. "But I also like drinks that have some kind of **signature feel** and that **feel special to the specific place.** Drinks that you can't find anywhere else, I'm more drawn to those!" (Interview-Erin-paragraph 7)

3.1.3. I wouldn't go to any old restaurant and ask for a spicy jalapeño margarita with a blackened jalapeño. **That made me feel like it was a unique experience that (one) could only have there**." (Interview-Erin-paragraph 8)

3.1.4. "I used to (care what people think of me). Now, not one bit. **I am who I am**. I have **worked hard** to be this version of me, I'm **kind** and **loving**. I'm pretty **confident** with **who I am** and **who I will be**. My motto is that **I'm not for everyone**. There will be people that don't like me and that's okay. **I'm okay with that** because **I like me**."
(Interview-Celeste-paragraph 66)

3.2 Theme #2: The Key Catalyst

What's more exhilarating than not knowing what might happen next? The energy Mohemians bring to a night out cultivates a state of anticipation, excitement, and infinite possibilities. The catalyst of this energy, and the center of the formula for a Mohemian's ideal night out, is the cocktail. Of course, there are other very important aspects of the

ideal night out. Atmosphere and company are essential to the Mohemian, but the cocktail is what connects the ambiance and community. Root Elixir's tribe cares deeply about the people alongside them, the crowd is **"what makes a night out fun**." However, they also crave **"somewhere with a good ambiance"** and an exciting and unique feeling. Companionship occurs organically within this type of community, where the common interest in craft and artisanal goods unites those with an appreciation for artistry, self-expression, and personal flair. One of our interviewees shared her interest in making her own cocktails and wanting **"everyone else to try them too."** Her excitement about the night hinged on the creation of her own cocktail and anticipating her friends' opinions on the drink. In this case, the cocktail is what brought her friends together and was essentially the catalyst of their night. Other interview subjects revealed that the end of their night is almost always a mystery when describing a typical Friday night out. This formula of: cocktail + community + atmosphere = the unexpected. This anticipation for the unknown is what draws Mohemians together and immerse themselves in the craft experience.

3.2.1."Definitely **the crowd I'm with is the number one thing that makes a night out fun**." (Interview-Meghan-paragraph 42)

3.2.2."I **rarely drink by myself**. My friends and I drink cocktails and other alcoholic beverages on a **Friday or Saturday night**, either at a **sit-down restaurant or friend's place**." (Interview-Phoebe-paragraph 18)

3.2.3."I always try to recreate them, actually. I have a tendency to buy weird mixers or alcohols to recreate different drinks. I **always want everyone else to try them too**, like if **we're all getting together**, or if we're all getting together before we're going out." (Interview-Arianna-paragraph 14)

3.2.4.I noticed the people sitting at the bar were not very interested with the bartenders. Instead, they were **immersed in their own conversations** with the people they were with. Partners were **leaning into each other**, their bodies were **facing each other**, and there was a lot of **eye contact**. They were also sitting very **close together**. (Observation-Kaitlin-paragraph 11)

3.2.5."My ideal Friday night is being **somewhere with a good ambiance** sitting outside somewhere, getting a cocktail, then going to a great restaurant that I love and eating a really great meal and ... **maybe going somewhere**

> **after to continue chatting** or getting dessert."
> (Interview-Anika-paragraph 51)

4.1. Observation Field Notes

Arianna Kotlier
Date: April 21st, 2018
Time: 5:20 pm- 6:30 pm
Place: Sidecar Cocktail Co.
1127 Broad St
San Luis Obispo, CA 93401

1 I walked into Sidecar and was immediately greeted by the hostess, who welcomed us and then asked if we were a party of 4. She asked if we were coming in for dinner and drinks, and then proceeded to seat us along the right wall across from the bar. We arrived in the middle of happy hour, and the restaurant was only moderately busy. Most of the customers were concentrated at the bar, most sitting, and some standing while chatting to the bartender or a friend.

2 On the walk from the entrance to our table in the middle of the restaurant, I noticed that there were many tables empty. All of the tables on the patio were filled, but because it was only 5:20pm the restaurant was not very busy yet. This made sense, because it was during happy hour (4-6pm), not during dinnertime. The bar, however, was mostly filled, except for one barstool. There were mainly couples at the bar or pairs of friends, all having drinks. There were also some people standing while chatting with friends seated at the bar, which gave the restaurant a more casual atmosphere.



3

This is Sidecar's bar, which spans about half of the entire left wall of the restaurant upon entering. There are about 8 barstools total, and they are mostly mismatched, worn, and vintage-looking. The majority of people sitting at the bar are couples, dressed either very casually in jeans and a t-shirt, or dressy casual. There are multiple hanging lightbulbs over the bar area, as well as some antique lanterns and lamps used as quasi-chandeliers. All of the alcohol was displayed on wooden shelves behind the bar, consisting mostly of hard liquor. There is some wine on display on the left side of the bar on an upper shelf. There is a speaker on the upper left-hand corner of the wall, playing both soft rock and alternative music.

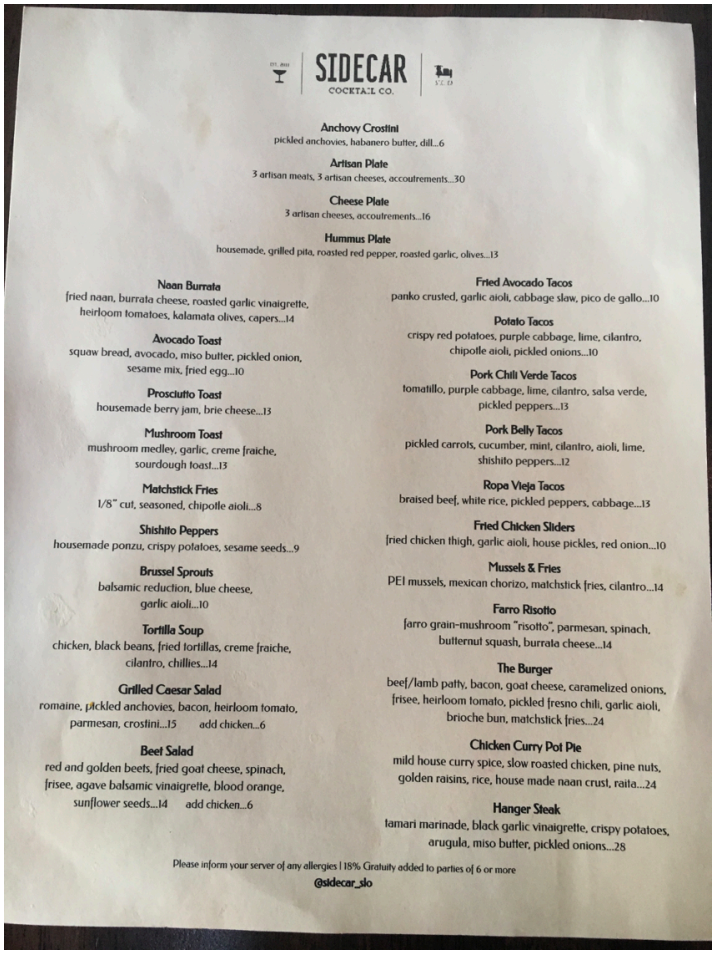
4 There are three bartenders, two male and two female. Both of the male bartenders have facial hair and wear aprons over their shirts, and the female bartender has dyed grey hair and red lipstick. She is wearing a black and white polka dot dress. All three bartenders have small white towels over their shoulders. Drinks are made behind the bar, and then when they are finished they are placed on the side counter in front of the man wearing the red and black flannel. The wait staff then picks up the cocktails and delivers them to tables.

5 The bar seems to be of standard size. The barstools are mismatched and worn, which was interesting, but made sense with the rustic, shabby chic vibe of the restaurant. They seemed to be quite large and bulky, which prevented other customers from standing in-between them. This allows for better conversations to occur at the bar, because they are not as likely to be interrupted by people trying to order from the bartenders or retrieve their drinks. I was surprised at how casually people were dressed sitting at the bar, because some were simply in shorts and a T-shirt, while others were wearing collared shirts, skirts, dresses, and nicer footwear. My supposition is that people's outfits depended on what they had done before coming to Sidecar, and what they were planning to do afterwards (go out to eat, go home, etc.).

6 The lighting choices were interesting for the bar. There was a mixture of hanging bulbs, and vintage lamps and chandeliers. This again plays into the eclectic décor of the restaurant and oozes "cool" without trying too hard. Some of the fixtures looked like they had come from antique shops, whereas others looked like had been custom made. As for the alcohol itself, it was on display such as most other bars, and not behind glass or a case– that would be much too pretentious for Sidecar. The wine was displayed on a small shelf apart from all the other alcohol, almost as an afterthought. I also did not see anyone with wine on their table throughout my time there. The music choice was very interesting, because I could not actually place what type of music it was. There was some soft rock, some alternative, and other crooning music that sounded like it came from a record player. Overall, the music was dull and not overly loud to allow for conversations.

7 The bartenders seemed to be very engaged, talking to customers constantly. Their appearances and outfits fit the Sidecar image: retro, vintage, but without trying too hard. For drinks going out to tables rather than the bar, the process seemed pretty seamless as the wait staff would retrieve drinks from a small side table that was out of the way with no one blocking it.

8



SIDECAR
COCKTAIL CO.

Anchovy Crostini
pickled anchovies, habanero butter, dill...6

Artisan Plate
3 artisan meats, 3 artisan cheeses, accoutrements...30

Cheese Plate
3 artisan cheeses, accoutrements...16

Hummus Plate
housemade, grilled pita, roasted red pepper, roasted garlic, olives...13

Naan Burrata
fried naan, burrata cheese, roasted garlic vinaigrette, heirloom tomatoes, kalamata olives, capers...14

Avocado Toast
squaw bread, avocado, miso butter, pickled onion, sesame mix, fried egg...10

Prosciutto Toast
housemade berry jam, brie cheese...13

Mushroom Toast
mushroom medley, garlic, creme fraiche, sourdough toast...13

Matchstick Fries
1/8" cut, seasoned, chipotle aioli...8

Shishito Peppers
housemade ponzu, crispy potatoes, sesame seeds...9

Brussel Sprouts
balsamic reduction, blue cheese, garlic aioli...10

Tortilla Soup
chicken, black beans, fried tortillas, creme fraiche, cilantro, chillies...14

Grilled Caesar Salad
romaine, pickled anchovies, bacon, heirloom tomato, parmesan, crostini...15 add chicken...6

Beet Salad
red and golden beets, fried goat cheese, spinach, frisee, agave balsamic vinaigrette, blood orange, sunflower seeds...14 add chicken...6

Fried Avocado Tacos
panko crusted, garlic aioli, cabbage slaw, pico de gallo...10

Potato Tacos
crispy red potatoes, purple cabbage, lime, cilantro, chipotle aioli, pickled onions...10

Pork Chili Verde Tacos
tomatillo, purple cabbage, lime, cilantro, salsa verde, pickled peppers...13

Pork Belly Tacos
pickled carrots, cucumber, mint, cilantro, aioli, lime, shishito peppers...12

Ropa Vieja Tacos
braised beef, white rice, pickled peppers, cabbage...13

Fried Chicken Sliders
fried chicken thigh, garlic aioli, house pickles, red onion...10

Mussels & Fries
PEI mussels, mexican chorizo, matchstick fries, cilantro...14

Farro Risotto
farro grain-mushroom "risotto", parmesan, spinach, butternut squash, burrata cheese...14

The Burger
beef/lamb patty, bacon, goat cheese, caramelized onions, frisee, heirloom tomato, pickled fresno chili, garlic aioli, brioche bun, matchstick fries...24

Chicken Curry Pot Pie
mild house curry spice, slow roasted chicken, pine nuts, golden raisins, rice, house made naan crust, raita...24

Hanger Steak
tamari marinade, black garlic vinaigrette, crispy potatoes, arugula, miso butter, pickled onions...28

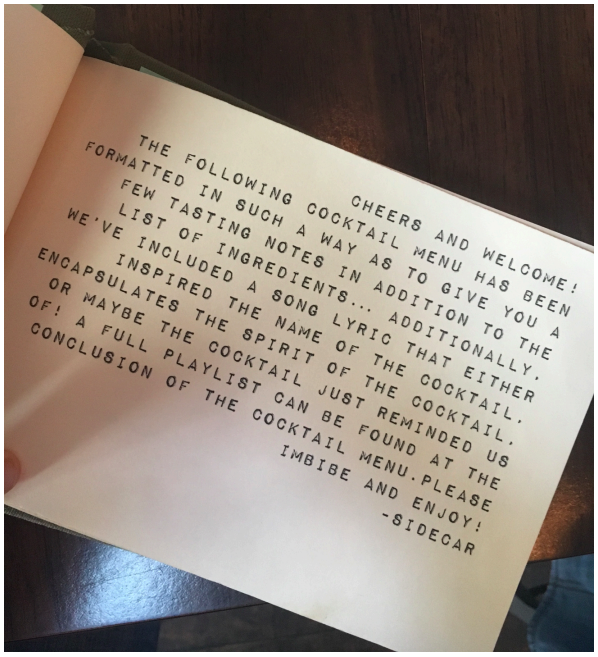
Please inform your server of any allergies | 18% Gratuity added to parties of 6 or more
@sidecar_slo

9 As we were being seated, the hostess passed out menus. The menu is printed on thick white paper in black ink, and is double sided. The front details the appetizers, smaller plates, and entrees, while the back provides a wine and beer list. Under the beer list, there is a menu item that allows customers to buy the kitchen staff a round of beers for $9. The cocktails are not listed on this menu.

10 I had been to Sidecar before, and was surprised that they had changed their menu appearance and menu items. They removed many of the larger plates they had had before and replaced them with more tapas style dishes such as tacos. This might be because they are trying to place more emphasis on their cocktails, or perhaps the other menu items were not selling well. The items were priced as I expected, about $10 for a typical plate that wasn't an entrée, which is typical for a nicer restaurant. The wine and beer was listed on the back of this sheet, and seemed almost like an afterthought in comparison to the entire bound booklet of cocktails. The focus of Sidecar is clearly on their specialty

cocktails, and they offer wine and beer to placate the customers who do not drink hard alcohol or do not enjoy cocktails.

11



12 The cocktail menu is completely separate than the food, beer, and wine menu. It is inside a bound book covered with green fabric. This is the second page of the cocktail booklet; the first page simply says “Personality Crisis” in capital letters.

13 With Sidecar’s separate bound booklet of cocktails, it is clear that the cocktails are the main source of revenue for the establishment. It appears as though they have put the most effort into the cocktail menu, or “cocktail playlist.” The booklet is witty and creative and perhaps that is part of the ploy to encourage cocktail consumption. As I was reading through it, I definitely wanted to sample many of the cocktails listed, but could not as I am underage.

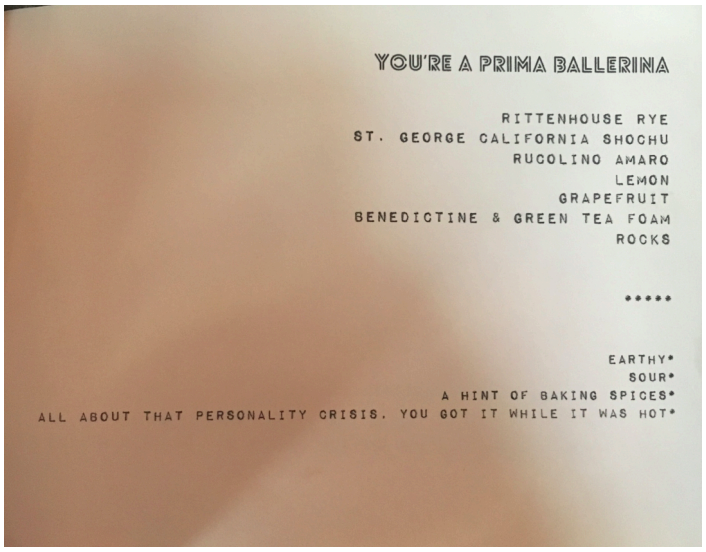
14 I proceeded to browse the menus and take note of the décor in the restaurant. The restaurant itself is long and rectangular. Its walls are dark grey with some wall décor. There is an American flag on the left wall, and a tattered California Republic flag on the right wall. Above our table is a bookshelf made from old pipes featuring vintage books stacked along it. There is also a wooden art piece along the right wall, and another California Republic décor piece on the back wall near the bar. The ceiling is cream

colored and tiled, with skylights throughout the space. There are hanging bulbs as faux chandeliers as well as string lights and mismatched lamps. The restaurant is dimly light, using natural light to set the mood.

15 The dark grey walls give the restaurant a sophisticated feel without making the space feel too dark. The décor on the walls consists of mostly flags and other neutral art pieces, all with a vintage Californian feel. One of the CA Republic flags is tattered, but not because it is old– it is tattered on purpose, like pre-ripped jeans. The cream tiled ceiling contrasts nicely with the walls, and adds some light and airiness into the space. The skylights help brighten the space as well, providing the perfect amount of natural light for selfies and food photography. The décor of the restaurant was very unpretentious, and made me feel somewhat at home and relaxed.

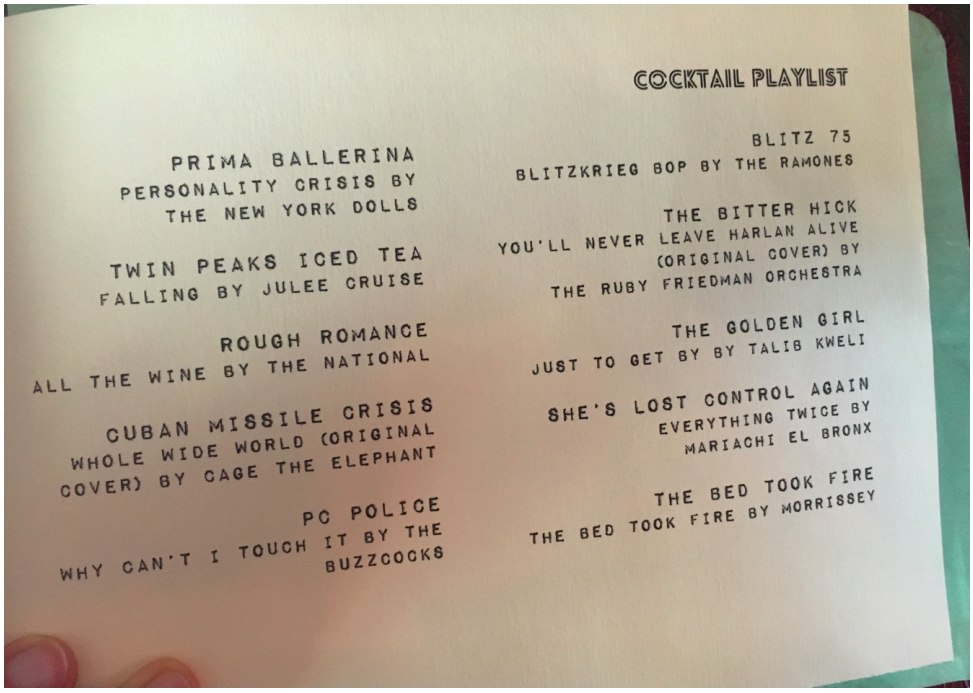
16 I browsed the menu and found some dishes that I would order, but I was going out to dinner afterwards so I did not end up ordering food. I scanned the menu for non-alcoholic drink options such as lemonade, iced tea, or soft drinks, but there were none on the menu. I then flipped through the cocktail menu, and read the witty remarks from the restaurant owner. Following the note from the owner there were 10 different pages, with one page for each cocktail.

17



18 Each page details the name of the cocktail, the ingredients, the flavors, and a witty remark towards the bottom of the page. There are 10 total cocktails on the "Cocktail Playlist" as they call it, and each cocktail matches to a specific song. The cocktail called "Prima Ballerina," for example, is paired with the song "Personality Crisis" by the New York Dolls.

19



20 From flipping through the cocktail playlist, I could tell a great deal of work had been put into creating this menu. I did not understand many of the references, but I think that can be attributed to the fact that the cocktail menu is directed towards an older crowd (between 25 and 35) who had a history of listening to this music. The cocktails were all incredibly unique, with ingredients and spirits I had never heard of. I have never come across a cocktail menu like this before; they are usually a continuation of the food menu.

21 Our server came by about 3 minutes after we were seated with water. The water was served in small clear glasses, and he put down a clear wine bottle (used as a carafe) in the center of the table for later refills. He returned about 5 minutes later asking if we were ready to order, and we said we weren't, so he returned 5 minutes after that. Anika, who is 21, decided on the "She's Lost Control Again" cocktail, pictured below.

22





23 Phoebe ordered the Brussel sprouts, and Kaitlin ordered the pork belly tacos.

24



25 I was planning on ordering a drink, but nothing on the menu was non-alcoholic, so I stuck with water. In total, it took about 10 minutes for the food and cocktail to arrive.

26 It makes sense that the refills for water glasses were in a clear glass wine bottle; it reflects Sidecar's attention to detail. When the food and cocktail came, I could tell that the chef and bartenders made a significant effort to present the items artfully. The lemon on top of the cocktail had been torched with a blowtorch to give it its signature char and release its juices into the cocktail. It was also poured systematically to maintain an ómbre effect while in the glass. While I expected the Brussel sprouts to be served as a smaller portion, I was pleasantly surprised to see a heaping plate of sprouts; to me this plate was well worth ten dollars.

27 Our server was male, and wore a red and black flannel shirt with jeans and leather boots. The hostess was leading more groups of guests to tables, and she was wearing a floral romper, denim jacket, black leather booties, and hoop earrings. Another waitress wore all black and had tattoos on her arms, and wore Doc Marten shoes. A male waiter had an interesting mustache, and wore a blue button-up shirt, khaki pants, and sneakers.

28 There seemed to be a common theme between the staff's outfits. Many wore leather shoes with their outfits, and many of the women wore dresses. If the men were not wearing leather shoes, they simply wore sneakers. This led me to realize that Sidecar really emphasized casual dining with an artisan and craft twist. They take pride in their food and the aesthetics of the restaurant but also do not want to scare people away by being too "fancy" or trendy.

29 The bar became full at 5:35pm, with mostly couples still aged 25-35. A couple came in and was seated across the way from us. The woman was tall and blonde, wearing a white top and light wash overalls with brown leather booties. She knew the hostess and was having a lively conversation for a few minutes, and introduced her date to the hostess as well. The couple then proceeded to talk to our server for a few minutes, because the woman knew him as well.

30 I was not at all surprised by the audience of the bar during Happy Hour. I was not even surprised when I saw a woman walk into the restaurant wearing overalls, which looked

casual, but I knew they were expensive and high- quality. The interaction between her and the staff at Sidecar seemed very natural, like they were old friends. This makes me think that the woman previously worked at Sidecar or they knew each other in school perhaps.

31 From observing other tables around us and food being brought out of the kitchen, the most popular dishes seemed to be the burger, assorted tacos, and the flash-fried Brussel sprouts. A variety of cocktails were sent out, all in varying cups and glasses. At around 5:40pm, the woman to the right of us spilled her cocktail and her boyfriend helped her mop up the spill.

32 Many of the customers at Sidecar seemed like they were there with friends or on a date enjoying a drink only, or a drink with some light appetizers and small plates. To me it seemed possible that some of the customers would go out for a real dinner later on in the evening or would perhaps go somewhere afterwards to socialize with friends, maybe even another bar or a brewery. I did not notice anyone getting overly intoxicated, which makes sense because craft cocktails are on the more expensive side and are meant to be enjoyed. The woman on our right, however, seemed to be getting a little sloppy.

33 At 5:44pm, only 4 tables were open– one large, two medium, and one small. There is some confusion at the table to the left of us, as the man was trying to order food from a waitress who was serving their table. Their server came to their table shortly after and took their orders. They then proceeded to talk about Cal Poly's low acceptance rates this year. Their food was delivered about 10 minutes later, and they started eating immediately, with napkins on their laps.

34 The restaurant filled up rather quickly, which I expected to happen on a Saturday night. The party next to us did not consist of a group of friends or a couple; it was parents and their daughter who presumably attended Cal Poly. This seemed pretty typical at the restaurant as well, as it is a higher-end restaurant emphasizing fresh food and artisan drinks

35 At the table to the right of us, the woman who spilled her drink is eating avocado toast while doing a little dance in her seat. The man with her laughs and continues

conversation with her and the man sitting across from them. At the table to our left, the group of 3 receives their check. All three immediately put their hands out to pay the bill, and then bicker for a few seconds about who is going to pay it. They eventually decide and hand the server the check and a credit card on a small clipboard. A few minutes later, the server returns with the card and the group lingers. 36One of the men leaves to use the restroom, and while he is gone, the other man and his significant other begin to cuddle.

37 The food served at Sidecar received fantastic responses from those eating around us. The woman clearly enjoyed her avocado toast very much, and even though she might have been somewhat intoxicated, it was clear that she liked it. After the check came, the group seemed unconcerned about the turnover of the table; they were enjoying each other's company.

38 At about 6:10 pm, the restaurant is full. The whole bar is full, with people having drinks but not eating food at the bar. The large table has filled up with 4 people, two of which are texting.

39 I found it interesting but also unsurprising that two out of the 4 people seated at the large table were texting in the presence of their friends. I see this happening very often with friends going out to dinner, but this group was in their mid-20's so I found it especially interesting. They got off their phones when the food came, so perhaps they were distracting themselves from the wait with their phones rather than conversing with their friends.

40 At the table to our left, the older married couple and the younger woman receive more food. They receive a crudité platter with vegetables, pita bread, and hummus, as well as salads, tacos, and a massive burger with a steak knife stuck through the center of it. They thank the waiter for the quick service and immediately begin eating. It was at this moment that the sounds of cocktails being shaken were noticeably louder as the restaurant got busier.

41 This specific group of patrons was not simply coming to Sidecar for the cocktails and a light snack; they were there to eat an early dinner meal. The burger in specific was

massive, and could easily feed three people. The restaurant also got suddenly louder at this point, as all the tables had filled up.

42 Two younger men walk into the restaurant and past the hostess stand because the hostess is not there. One of them men wears a large black backpack and glasses. A server asks them if they would like to be seated and lets them know there is a wait, and they respond that they want to sit at the bar. There is now a wait for seating at the bar, and they stand near the right-hand wall of the restaurant with their drinks perched on a ledge.

43 It is at this point that a wait for the bar begins, because other patrons have not left since we arrived. Then two men eventually make their way to the bartenders and order their drinks and stand perched near a shelf sipping their drinks, either waiting for a spot at the barstools or a table. Either way, they do not seem to mind waiting as they know it is the beginning of a busy Saturday night for the restaurant. In my opinion, it is quite genius to have a sort of mini bar along the side of the opposite wall to where the bar is where patrons can stand and enjoy drinks while they are waiting to be seated. They are not only out of the wait staff's way, but are buying a drink before they have even been seated.

44 The guests at the table to the right of us are clearly intoxicated, as they all begin singing in unison and banging on the table.

45 Although I was not surprised that a few people were drunk at the restaurant, it surprised me that they were not drunk at the bar instead of at a table. They had many empty glasses on their table, so I can assume that they had multiple rounds of drinks.

46 Our table's checks come, and it turns out that the cocktail Anika ordered was $5.50 off with the happy hour discount. We paid the checks at 6:23pm.

47 It is interesting that Sidecar does not advertise their happy hour for the weekend, because we came into the restaurant thinking they only had happy hour during the weekdays. It was a nice surprise to see that the cocktail had been discounted such a significant amount. I also noticed that our entire experience at Sidecar lasted a little over an hour; the service was fast but not rushed, and I felt that our table was being taken care of perfectly without

being taken care of too much. There is a delicate balance between an annoying waiter and one who cares about your dining experience.

Meghan Butler
Date: April 20, 2018
Time: 6:00pm - 7:30pm
Place: "Sidecar"
1127 Broad St
San Luis Obispo, CA 93401

1 I walked through the front gate and small outside seating area passing a few couples with their dogs enjoying their food and drinks. I then continued into the restaurant through the front door and was greeted by a host who assumed I was heading to the back by the bar. There were tables starting immediately when you walk in, and as you walked further to the back of the room, there was a bar and area for people to stand with their drinks.

2 My initial impression of Sidecar was very stylish, friendly, and unique. One of the first aspects of the decor that I noticed was surprisingly, the ceilings. They were very elegantly detailed and all white. The all white ceiling pleasingly contrasts the wood throughout the restaurant and rustic looking light bulbs hanging from the ceiling. There were very interesting and funky bookshelves on the walls holding unique books. The decor has an understated yet urban look, which I believe makes the guests feel more welcomed. The hosts and waiters had smiles on their faces and were very personable.

3



As I proceeded towards the back where the bar was, I noticed a long shelf on the right wall across from the bar wide enough to place a drink on rest an elbow. There are about six seats at the bar, and the rest of the space in between the bar and the wall is left for people to stand and socialize. Above the bar, is a chalk board with things written in bright colors such as: “happy hour”, “mule monday”, “tiki tuesday”, “sat brunch sun”, and eight quotes such as: “an alcoholic is someone you don’t like who drinks as much as you do”. I assume the quotes are from frequent customers or employees.

4 The long shelf on the right wall is a very nice use of space because of the lack of chairs at the bar. Customers are able to feel like they are almost sitting down somewhere because of the place to put their drink or rest their arm, but they are taking up the same amount of room as standing people. They are close to the wall, creating more space for walking through the bar area. The chalkboard above the bar creates an opportunity to advertise Sidecar’s fun traditions for Mondays, Tuesdays, and brunch on Saturdays and Sundays. In addition, the quotes make it so the customers feel as though the bar belongs to them and that if they become frequent visitors, they too could have a quote on the board.

5 Two women sitting at the bar, both blonde and in their late twenties I assume,

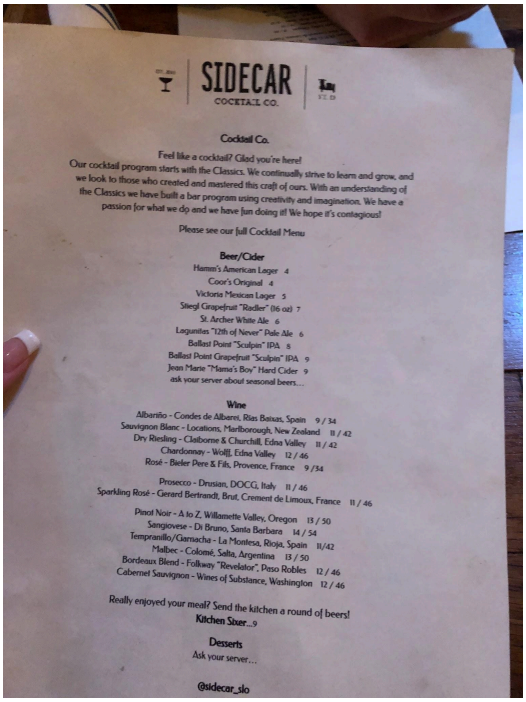
were having cocktails and catching up on each other's lives. They seem very put together, with stylish ripped jeans, blouses, and curled hair.

6 There is a culture around cocktails that suggests socializing while sipping on your drink. The two women were a great example of this. Sitting at the bar facing each other also closes them off from the other customers. They were obviously conversing with each other and not necessarily looking to meet new people.

7 Along the right wall, there was a man and a woman leaning on the long shelf attached to the wall.

8 They seemed very comfortable for not having a place to sit. I noticed that some of the older customers looked irritated that there wasn't very much seating at the bar, but the younger customers didn't seem to mind. They were happy with standing and socializing with their drinks in hand. I feel that the biggest reason for this is the intention of the customer when they come to a bar. An older customer might expect to sit and really appreciate their drink while conversing with their friend or date. While a younger customer might be more interested in drinking while standing and moving around meeting new people.

9



SIDECAR
COCKTAIL CO.

Cocktail Co.

Feel like a cocktail? Glad you're here!
Our cocktail program starts with the Classics. We continually strive to learn and grow, and we look to those who created and mastered this craft of ours. With an understanding of the Classics we have built a bar program using creativity and imagination. We have a passion for what we do and we have fun doing it! We hope it's contagious!

Please see our full Cocktail Menu

Beer/Cider

Hamm's American Lager 4
Coor's Original 4
Victoria Mexican Lager 5
Stiegl Grapefruit "Radler" (16 oz) 7
St. Archer White Ale 6
Lagunitas "12th of Never" Pale Ale 6
Ballast Point "Sculpin" IPA 8
Ballast Point Grapefruit "Sculpin" IPA 9
Jean Marie "Mama's Boy" Hard Cider 9
ask your server about seasonal beers...

Wine

Albariño - Condes de Albarei, Rias Baixas, Spain 9 / 34
Sauvignon Blanc - Locations, Marlborough, New Zealand 11 / 42
Dry Riesling - Claiborne & Churchill, Edna Valley 11 / 42
Chardonnay - Wolff, Edna Valley 12 / 46
Rosé - Bieler Pere & Fils, Provence, France 9 /34

Prosecco - Drusian, DOCG, Italy 11 / 46
Sparkling Rosé - Gerard Bertrandt, Brut, Crement de Limoux, France 11 / 46

Pinot Noir - A to Z, Willamette Valley, Oregon 13 / 50
Sangiovese - Di Bruno, Santa Barbara 14 / 54
Tempranillo/Garnacha - La Montesa, Rioja, Spain 11/42
Malbec - Colomé, Salta, Argentina 13 / 50
Bordeaux Blend - Folkway "Revelator", Paso Robles 12 / 46
Cabernet Sauvignon - Wines of Substance, Washington 12 / 46

Really enjoyed your meal? Send the kitchen a round of beers!
Kitchen Sixer...9

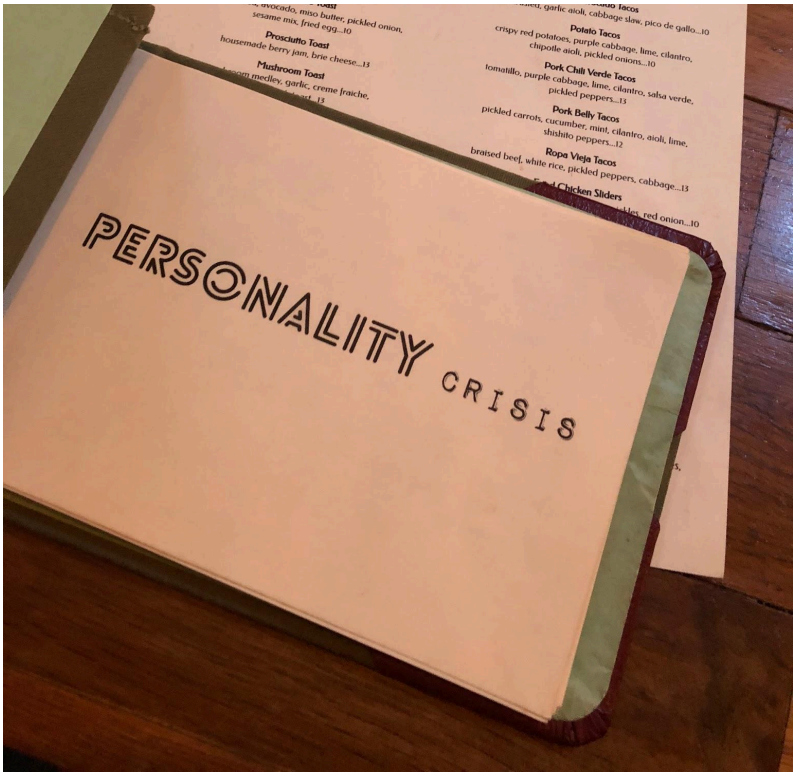
Desserts
Ask your server...

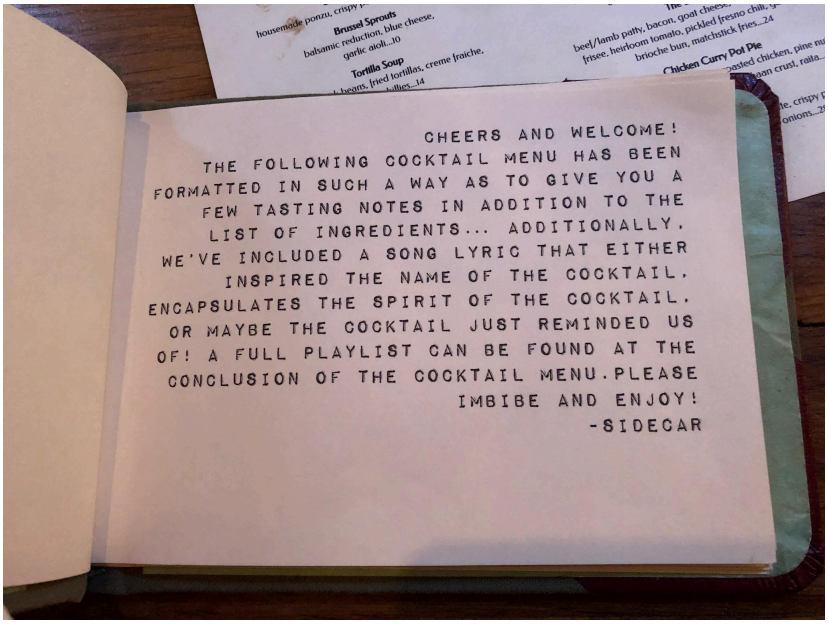
@sidecar_slo

After observing the bar area, I was seated at a table towards the edge of the seating area closer to the bar. I was handed a food menu with wine and beer on the back, and a separate cocktail menu.

10 This separate cocktail menu takes the attention off of the beer and wine, and brings it towards the craft cocktails. The booklet menu is almost a story told by the cocktails inside. This is a creative way for customers to feel connected to the cocktails.

11





The first page of the cocktail menu caught my eye, it said “personality crisis”.
I felt less like I was opening a menu of drinks, and more like I was opening the start to a story. The second page had a nice note from Sidecar explaining the menu and how it is formatted. Something very unique about Sidecar is that on each page, there is a list of

ingredients along with a song lyric that either inspired the cocktail, encapsulates the spirit of the cocktail, or just reminds the staff of a certain song.

12 The "personality crisis" caught my eye because it reminded me of exactly what we are searching for in our ethnographic research. The insecurities Mohemians face could be stated as a personality crisis. However, this page doesn't seem to offend the Mohemian, it is almost as if it is a joke because they are aware of their personality crisis. Maybe if they feel they admit to it, and are aware of it, it isn't so much of a crisis. As an under 21 year old, I found this menu very fun to look through, so I can only imagine how fun it would be for someone that could actually order a cocktail! I found it interesting that the menu had no pictures, so when the drink arrived at the table or bar after being ordered, the client would be surprised. The song lyric demonstrates the thought and time the staff put into creating the cocktails.

13 The couple at the table next to mine were talking about mixing their own cocktails as they were glancing over the cocktail menu.

14 I found it interesting that the couple waited until a little into their meal to order their cocktails. I don't know if this is just a preference for them or if it is a normal thing to do when sitting and eating at a restaurant.

15 The overall sound of the venue was a low roar. It seems as though the groups that came in were in twos and threes and mostly upper 20s lower 30s. The older people seemed to feel a little out of place. I walked by the bar again on my way to the restroom and overheard a man bragging about his night before and his friends listened intently.

16 The couple next to me ordered their drinks and when they came out, the girl exclaimed, "Oh, that's fun!" Her date smiled and seemed happy with his choice of cocktail.

17 I thought this was an important observation because of what I mentioned earlier about not having pictures on the cocktail menu. It brings an element of surprise to waiting at your table or at the bar patiently for your cocktail to arrive. It makes ordering

more exciting especially when you also have a song lyric in the back of your mind to hum while drinking your cocktail.

18 Because I didn't get to see too many cocktails at my observation, I decided to check out Sidecar's instagram.

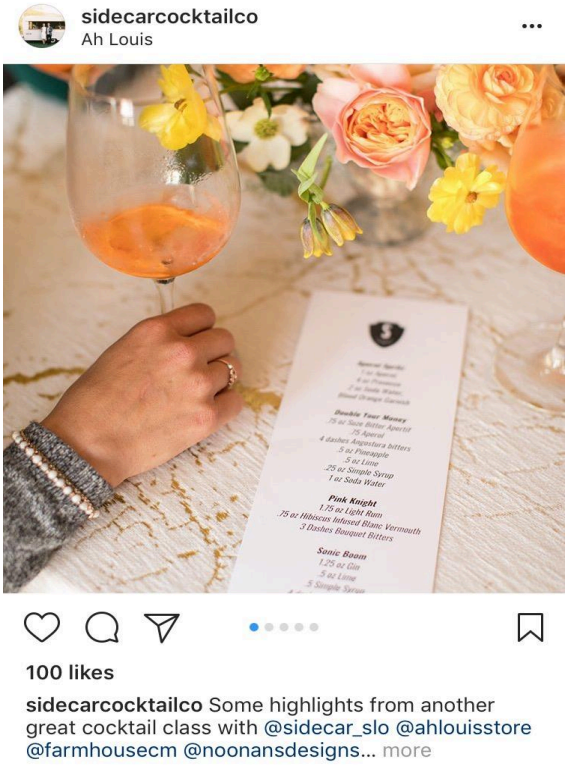




19 If customers look at Sidecar's instagram they will not be disappointed by the pictures of cocktails posted. On some of these pictures, people comment things such as "This place is on the list!" or tagging one of their friends and saying "Let's go to happy hour!" or hashtagging "light at the end of the tunnel". People look forward to coming to Sidecar, ordering a craft cocktail, and being carefree.

20 The drinks not only are craft, but also have amazing aesthetic and appearance to the customer. They are definitely drinks the customer wouldn't mind posting on their instagram story or facebook to show all of their friends.

21



I found this post on "sidecarcocktailco" which is another instagram made by Sidecar. This instagram seems to focus more on their cocktails and less on the restaurant. This specific post is sharing the highlights from a cocktail class they taught at the Ah Louis store downtown.

22 It is really interesting that Sidecar encourages people to learn to make their own cocktails as a cocktail company and bar. It shows that they truly care about their customers and want them to experience very aspect of their cocktail, even creating it.

23



This was left under my check.

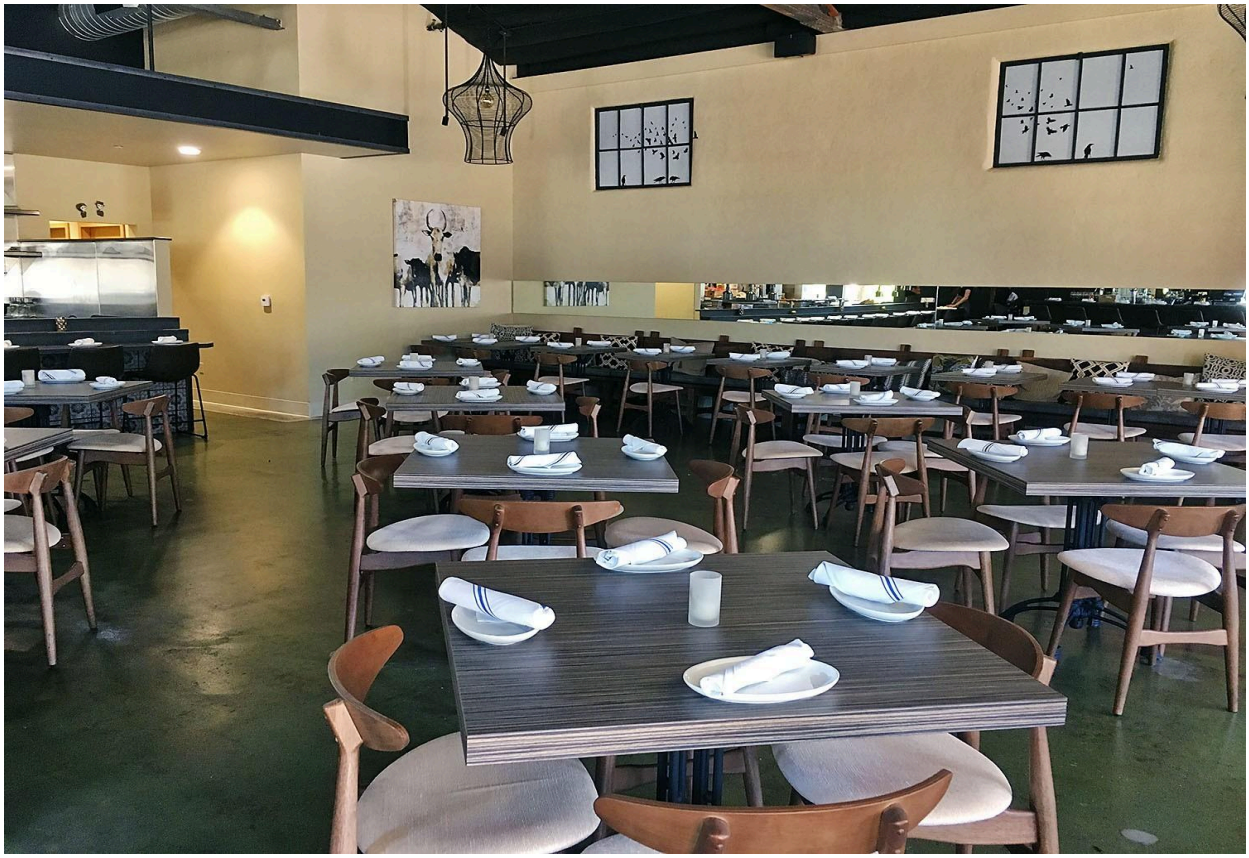
24 The Sidecar Cocktail Company describes themselves with “innovative menus, bespoke cocktails, seamless bar coordination” and “respect for the classics, a creative vision, and a commitment to service”. From my observations, it seems that all of these are true. I found that Sidecar truly cares about their customers and wants them to have the best possible experience drinking their cocktails. Their restaurant and bar was designed and decorated well for their clients, they offer events to teach customers how to make their own cocktails in their homes, and they have a mobile bar that can cater customer’s events if they wish.

Celeste Roberts
Date: April 21, 2018
Time: 6:20 pm - 7:30 pm
Place: Vegetable Butcher
712 Marsh St

San Luis Obispo, CA 93401

1 I walked into the front entrance of Vegetable Butcher and was immediately greeted by a hostess who appeared to be in her younger 20's. The hostess was standing at a small counter that was located directly in the front middle of the restaurant. The restaurant seemed very open, with tables in the middle of the floor, and booths all around the walls which held many decorative pillows on the seats. The decor and food was set out to follow a Latin American theme.

2 The environment was welcoming, due to the openness of the restaurant and the friendliness of the hostess as you walked in. The decor was aesthetically pleasing and attractive to the eye. Decor also included mirrors in areas of the bar and around the walls, which made the whole place seem even more open that it already was. There was limited amount of artificial lighting, as the restaurant had many windows to let in outside's natural lighting. I feel as though the welcoming environment, attractive aesthetics and attention to detail brings in those who want a trendy and bright location for a brunch or happy hour cocktail. The twist of modern and Latin American decor was something new that I had never experienced, and I was intrigued. Customers could experience a little of another country and culture without ever having to leave SLO.



3 This is the inside of the restaurant, which is to the right when you walk in. The bar is located to the left.

4 I told the hostess that it was just me for the night, and she offered me a seat at the bar that was located to the left of the restaurant when you walk in. I took her offer, then asked to see their cocktail menu. She handed me their cocktail menu and proceeded to explain that their cocktails are not true “cocktails” because they do not currently have their liquor license, so their drinks are made with wine.



5 This is their cocktail menu, which consisted of only 5 drinks: Tangerine & Thyme Margarita, Rosie Bruiser, Pig & Pickle, Cucumber Elixir, and Butcher's Borough.

6 I thought it was interesting that they still chose to serve a certain types of craft cocktails even though they did not currently have their liquor license. I did not ask why, but I assume they did not want to lose out of those customers that appreciate the aesthetics and craft appearance of a cocktail, even though they might be losing out on the taste of a spirit cocktail. I assume that is the craft cocktail culture, and they want to appeal to those customers. I also noticed that their craft cocktail list had its own separate menu aside from their menu containing their other alcoholic beverages.

7 I sat at the bar where two other men dressed in nicer clothes, ages anywhere between 30 to 40, sat as well. The bar wasn't very colorful-- the colors of choice were black and grey. Even the glass of the wine bottles that they carried on the shelfs behind the bar were black in color. I noticed that all the servers were also wearing black tops and bottoms, with a neutral colored apron tied around their waist. A majority of the servers wore a black top that appeared to be in line with current day fashion trends.

8 I noticed the two men were not drinking any alcohol while sitting at the bar, but instead were sitting there enjoying small appetizers while conversing with the bartender behind the bar.

9 The color coordination of the restaurant as a whole flowed together very well. The servers were well put together and fit in with the vibe of the restaurant, too. Even though they had an apparent dress code to follow, they each added their own unique flair with trendy blouses and black, polka-dotted tops.

10 The bartender came over to me, and proceeded to ask "if she could get me anything to drink." I once again asked about their cocktails, and she repeated what the hostess said about their cocktails being made with wine instead of liquor. She recommended their Rosie Bruiser, but I ordered a lemonade.

11 I appreciated the bartenders' recommendations because she took what my taste preferences are into consideration. She ascribed the flavor as "sweet" and "fruity" once I said I was a fruitier person. My interaction with the bartender was pleasant and showed that she knew their cocktails well enough to be a convincing player in a customer's cocktail choice.

12 I was observing the rest of the bar area when the bartender brought out the lemonade to me. My lemonade was served in the same glasses their cocktails are served in.



13 This is the glass my lemonade came served in, with the bar area pictured in the background.

14 Even my simple lemonade was aesthetically pleasing-- similar to the way their craft cocktails are served. This goes to show that they care about presentation.

15 A group of four women who appeared to be in their 30's got up from their table and proceeded to leave the restaurant after their meal. "We love that we can come here and easily find anything vegan and gluten free," one of the ladies said to the hostess on their way out the door.

16 Veganism seems to be important to some customers, therefore having these options on the menu is rather important. It even seems to be an emphasis for this company. It is important that their cocktails leave their customers with the same feeling. The feeling that they are being healthy, and helping the earth be a better place- this includes using all natural ingredients and avoiding plastic waste.

17 I started to look around to observe the type of individuals and groups that were eating a meal. There were multiple couples, ranging from 25 to 50 years old, as well as groups of women in various age ranges. All attire seemed to be rather casual or dressed up a little bit.

18 I did not directly see anyone who fits the Mohemiam mold, which I found interesting because I felt like the restaurant itself carried a Mohemian vibe. I did notice that a vast majority of individuals in the restaurant fell within the 24-34 age range- give or take a couple years. I also noticed that everyone seemed to care somewhat about their appearance. Every female wore their hair down with nicer clothes and every male appeared to have spent some extra time getting ready, as well.

19 Next, I started paying attention to people's drinks of choice for the evening. The top choice in alcohol was wine, the next was cocktails, and the least ordered was beer. The two men sitting at the bar with me both ordered a cocktail after finishing their appetizers. The bartender didn't offer them any recommendations or tell them that the cocktails were wine based-- the men ordered right away instead.

20 It did not surprise me that only one male at the restaurant was drinking a beer. The restaurant carried a lot of wine, which is probably why a majority of people chose that. The beer still came out in a glass with similar presentation as the cocktails.

21 The bartender lined the two cocktails glasses up on the bar so anyone who wanted to watch could watch. She first poured the "mock liquor" out of a bottle that almost appeared to be liquor, but I knew to be wine. She poured in the sodas and added the toppings to the craft cocktail, and finished it off with a decorative paper straw. The man kept their eyes on the cocktail mixing the entire process.

22 The bartender's method for mixing the cocktails intrigued me. It was different from other bars I have been to where you don't typically see the bartender making your drink unless you're watching them specifically. She seemed to be putting on a show by putting the glasses up on the bar and creating them in plain sight. To me, it added to the appeal of the craft component of their cocktails. The two men watching closely shows me they were also fascinated.

23 One of men that ordered one of the cocktails did not take his hand off of the cocktail. Even when he put the drink down on the bar, he continued to wrap his hand around the cocktail. I watched him as he picked up his phone with his other unoccupied hand and snapped a photo of the craft cocktail. His hand stayed close to the drink until the moment he drank it all about 20 minutes after receiving it.

24 He seemed to become one with the cocktail once he ordered it. He began snapchatting a photo of his craft cocktail, causing me to assume he ordered it for the aesthetics or appreciated the aesthetics once his cocktail was made. It took him about 20 minutes to finish the drink in total, meaning he was not trying to down it for any reason.

25 Two other older men came in and exchanged small talk about their clothing until they seated themselves at the bar without any instruction or lead. “I just love the vibe in here,” said one of the older men to the bartender as he sat down at the bar. They proceeded to order themselves water with lemon along with their meal.

26 The men exclaimed they loved the vibe of the restaurant, and that made me curious as to whether they came in for their meal or the “vibe.” I also found it interesting that they sat at the bar but did not order any alcoholic beverage, but instead just insisted on eating their meal there.

27 The bartender proceeded to make that cocktail, along with two others. She created these in the same manner she had done the previous ones-- in a showy kind of way. I watched as a waitress came to the bar and pick up two cocktails that she then carried across to the room to a couple who ordered them from their table. A couple minutes later, the bartender once again made another pair of cocktails, and I watched them get carried away to the other side of the restaurant to a group of four people who appeared to be in their 30s.

28 With this, I am assuming by now that the bartender purposely crafts the cocktails in a flashy manner, maybe to draw attention to the cocktails to create awareness or to entertain customers with the craft component of the drinks.

29 People ordering cocktails are not sitting at the bar to order or drink their cocktails- the two men sitting at the bar being the only exception. I would watch as the bartender crafted these cocktails just for them to be carried to the opposite side of the restaurant. Perhaps craft cocktails are not associated with the stereotype of sitting at bars, and are classier in a sense that individuals would prefer to consume them with a meal while talking to their friends at a table.

30 "Sometimes people will come in to study!" said one of the waitresses to a couple in their mid 30s, probably in reference to myself who has been writing notes in a notebook for the past hour. I did notice that there was a trendy seating area to the left of the bar hidden in a corner, with four individual chairs, a coffee table and natural lighting.

31 I thought this seating area was interesting. I could not tell if it was a waiting area or an area open for people to study if they please. According to the waitress telling customers that people study in restaurant, therefore it is possible that people will study in that area. I am assuming people could order a cocktail and study in that area, which makes me wonder how people choose to consume cocktails. People are not ordering cocktails to get drunk, but merely for the taste or for the overall classy and interesting appearance of a cocktail.



32 This is the seating/waiting area that could be used for guests to either sit while waiting for their table or to possibly study.

33 Following my observation of the restaurant, I took to Instagram to look at photos that were taken at Vegetable Butcher. I found that there were a few individuals who took photos of their cocktails and/or meals while they were at the restaurant and posted those photos on Instagram.

34 These individuals tended to be female, with only two males posting a picture containing their alcoholic beverage. The images that were taken appear posed, with attention to detail in their set-up. Vegetable Butcher appears to create their craft cocktails in a way that inspires individuals to snap a picture because of how decorated and classy they look.





35 These two images were screenshotted from Instagram. These show images from women who photographed their craft cocktails and tagged Vegetable Butcher in their Instagram photo.

Kaitlin Beuschlein

Date: April 21, 2018

Time: 5:20- 6:30

Place: Sidecar (Downtown SLO)

Participants include all the customers in the restaurant but the field report mainly focuses on the people seated at the bar

1 I walked into the restaurant with three other people and the hostess seated us at a table by the bar. The hostess gave us two drink menus and each of us our own dinner menus. When I first opened the drink menu, the first page had the words “personality crisis” displayed across the page.

2 Having the words “personality crisis” could mean that sidecar is also aware of the struggle the Mohemians face to find their identity. Maybe implying those cocktails can help them find their personality.

3 There was a large array of cocktail options (about 12) and a large wine and beer/ cider menu on back of the dinner menu. The drink prices were not listed at all for the cocktails. The dinner menu had prices ranging from $4- $29. The average price for a dish is around $13. After receiving the check, it became known that the cocktail was regularly priced $13, but because it was happy hour the price was reduced to $8.

4 By not having the cocktail prices on the menu, Sidecar is trying to make it so people base their drink choices only on what is in it and what fits them instead of what fits their budget. Also implying that they don’t care how much it will cost them. The menu prices are expensive but people are willing to pay for the quality, taste, and experience.

5 As I looked around at the people I noticed the age range was between 25 and 35. The customers were dressy casual. The women were in nice blouses and jeans and the men in collared shirts and jeans. Most of the people at the bar were in pairs, either as friends or on dates.

6 Seeing that practically all the customers at Sidecar were around the already established target age range was good because it reinforces Root Elixirs picked the right one. The customers seem to care about their appearance but do not feel it is necessary to dress up a lot. The fact that most of the customers in the restaurant came in pairs suggests that they desire intimacy and quality time in individual settings. Maybe our target audience does not really want to enjoy a cocktail with a large group of people. They want a more intimate setting with people they know very well. This could be that in a smaller setting they feel more of a sense of belonging and feel more comfortable. A group setting could

be more overwhelming because there are so many people and there are less opportunities to talk.

7 Everyone was drinking mixed cocktails at the bar but at the tables a couple of individuals were drinking wine. I also noticed that the people at the bar only had drinks while the people at the tables had drinks and plates.

8 People are coming to sidecar to sip cocktails, have meaningful conversations, and spend quality time with their friends or loved ones. They want an experience that allows an easy way for them to be brought together.

9 During their time at the restaurant people usually consumed 1-2 drinks. Customers were taking their time sipping their cocktails and conversing with each other.

10 People are not there to get drunk. They are there for the experience the restaurant and drinks provide them.

11 I noticed the people sitting at the bar were not very interested with the bartenders. Instead, they were immersed in their own conversations with the people they were with. Partners were leaning into each other, their bodies were facing each other, and there was a lot of eye contact. They were also sitting very close together.

12 Obviously the people were not sitting at the bar to watch the drinks being made. Maybe they are there because of the status? They want people to see them in the high chairs drinking their cocktails. It makes them feel important. Maybe customers were sitting at the bar because of the unique decorations and the feeling of being waited on because of a bartender being right in front of you. The customers were very interested in their companions which shows that these people are not that interested in social media and checking their phones all the time. They are still able to hold conversations for long periods of time.

13 The restaurant had a mismatched/ eclectic/ vintage vibe but the decor was simple at the same time. Decorations were purposefully old such as worn out and torn chairs, a flag, and books hanging on an old and rundown bookshelf. The ceilings were white tiles with

intricate designs. Hanging from them were dimly lit lights. The walls of the restaurant were made out of wood panels. The bar area had either 1 or 2 bartenders behind the bar at all times and the bar had 10 chairs. There was a lot of different things going on behind the bar. The left and right side of the wall had different alcohol bottles displayed. The left side also had a mirror behind the alcohol bottles. The middle of the wall was a huge chalkboard with special cocktails. The music being played was a combination of soft rock and stuff you would hear from a record player.

14 The decor of the restaurant interested me because it was subtle but unique. The customers did not seem to comment on or point out the decor at all to their companions. It was as if they were used to decor similar to this or that they go to Sidecar regularly so they are accustomed to it. The customers seemed very comfortable in the setting almost as if the restaurant was their home.

15 The employees had a Mohemian vibe. The men were wearing casual button down collared shirts, jeans, and close toed shoes. The women were wearing floral dresses or similar attire as the male employees. A lot of them also had a lot of tattoos.

16 Mohemians desire a laid back atmosphere but still with fancy aspects. As opposed to a fancy restaurant where the waiters wear white collared shirts, ties, and slacks, customers want the employees to have a more relaxed look so they can feel more comfortable with what they are wearing. However, like at nice/ fancy restaurants, the customers are willing to pay money for the experience. The small plate sizes but the dishes are beautifully crafted and each dish is full of great flavors. So the customers are looking for a laid back but fancy atmosphere.

17 The bartender was using a cocktail shaker to mix all the drinks. A majority of people were ordering cocktails. Our table ordered “The Bed Took Fire”. It contained 8 different ingredients along with 4 words/ phrases at the bottom that described the flavor notes of the drink or a playful statement on who would be drinking the cocktail. The drink was very extravagant and expensive.

18 There was a lot of ice in cocktail and it is usually $13. This seems sort of like a rip off.

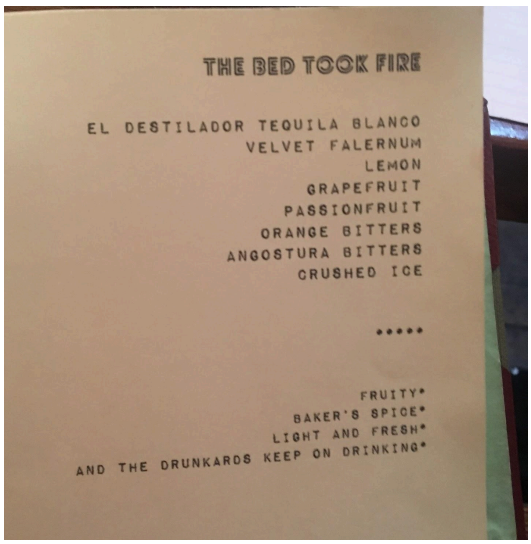
This shows though that people are willing to pay a lot of money for high quality and extravagant things. They are willing to spend money for the experience of going out and enjoying themselves.

19



20 The way that the drink looks with its ombre colors and embellished with a torched lemon makes it seem the restaurant and the customer not only cares how the cocktail tastes, but also how it looks. Maybe customers are willing to pay a lot of money for a beautiful cocktail so they can take pictures and put them on their social media.

21



22 I was interested with how complex the drink "The Bed Took Fire" was. This makes me think that customers are intrigued by not knowing exactly what they are ordering but like the mystery and adventure of trying something new and different. Maybe they like the idea of having so many flavors in their drink because they know it will be an experience with all the different flavors in their mouth. The drink is not about the alcohol itself, but rather everything else that goes in it. Maybe Mohemians are into drinks that do not have a strong taste of alcohol.

23 Upon arrival at 5:20 there were 3 tables where people were seated and the bar had 2 out of 10 seats open. At 5:45, a lot of people started coming in and the tables started to fill up. By 6:00, there was one open table and a wait for the bar. It was pretty loud by then and people had to speak a little louder to be heard. Also, off to the side of the bar on the wall opposite to it there was a little "drink bench" along the wall for people to stand and wait for the bar and have a place to set their drink down.

24 The bar is where everyone wants to be and it is the most popular place in the restaurant. It is an intimate setting where people feel they belong. The little drink bench was interesting as it gave sort of the same feeling as a bar. It was right next to the bar so the environment from the bar could sort of transfer to the waiting area. This shows that a lot of people are not really there for food. They are mainly there for the cocktails.

Erin Morrato

Date: Tuesday April 17th, 2018

Time: 7:00 – 9:00 pm

Place: Libertine Brewery Company

1234 Broad St, San Luis Obispo, CA 93401

1 I walk into Libertine at 7:00 pm and someone working behind the large, long bar in front of me immediately greets me with a warm smile. I'm told to sit anywhere. The restaurant/bar is bustling with people enjoying food and drinks but not overly crowded. I see people seated throughout the restaurant; there's four people sitting at the bar, five

couples at tables, three small groups, and one large party of eight that appear to be celebrating something.

2 Even though a server immediately greeted me, there is no “seat yourself” sign at the entrance and for a moment I was unsure of what to do. On one hand, I thought the place was casual enough that I could just take a seat anywhere. On the other hand, I wanted to make sure a server recognized that I had arrived and that he/she knew to come over to my table with a menu. I wonder if other customers experience this same feel of uneasiness, especially if there are not instantly greeted?

3 Before finding a seat, a gift shop directly to my left catches my eye. The room adjacent to the restaurant is approximately fifteen feet by fifteen feet and carries a variety of Libertine merchandise and other themed shirts. While some tank tops and t-shirts say “Libertine” and a screen-printed logo, other shirts have phrases such as “Rose all day.” The room also doubles as a small tasting bar. The restaurant’s beers on taps are colorfully displayed on a chalkboard wall. Also on the chalk board wall is the phrase written in white, “Ya, we know it’s sour.” Having visited Libertine Brewing Company before, I know the brewing company specializes in craft sour beers. Also in the adjacent gift shop and tasting room is an antique piano. Upon further investigation and to my surprise, the piano is still operational. Above the piano and to the left of the tasting bar is a mural of a “Great Gatsby” style party with famous performers collaged into one scene with giraffes and other circus animals.


Libertine
Libertine Brewery
SLO-WHOLESALE

4


YA...WE KNOW it's SOUR
The LIBERTINE BREWING COMPANY
BARREL AGED on the Central Coast
MERCHANDISE
GROWLERS
BOSTON ROUND
SWING TOP
What's Brewing?
LIBERTINE

5

6 I think the quote, “Ya, we know it’s sour,” really resonates with the environment Libertine promotes. I think it’s their way of owning what they produce and embracing what makes them special. Sour beers are unique and difficult to brew properly so this quote reflects the brewery’s pride.

7 I decide to sit at an open high top wood table. Although the table can fit eight to ten people, I’m currently the only sitting down. Throughout the restaurant there are a variety of seating types. There are at least twenty chairs at the long wood bar. There are several high top reclaimed wood tables that range from fitting two to four people, to a large community table like the one I’m at. There are also so reclaimed beer barrels that have turned into cocktail tables. At every table that chairs are metal and either left natural or painted bright red.

8 The restaurant has plentiful seating both inside and outside. There are several large, garage-sized sliding glass doors that connect the inside of the restaurant to an out door patio. Currently, two of the three doors are open and people are sitting on the traditional two and four top wood tables outside. Further, the restaurant has lofted exposed wood beam ceilings. On the opposite side from the sliding glass garage doors is an unoccupied loft that is part of the original architecture of the restaurant. Even though the loft is not inhabitable, it’s decorated with six beer barrels, one of which is painted with a black and white Elvis design and Libertine’s logo.

9 I assume there’s a factory in the back of the restaurant where the beer is made. I can’t exactly see the factory, but the size of the restaurant gives me good inclination to think so and I can spot large white bags stacked on pallets in the back. The environment of the restaurant exudes the feeling that I’m close to the production of the sour beers. Certain décor such as large, re-purposed beer barrels; rustic chairs, and hand carved taps further connect me to the craft beers.

10 Due to the indoor and outdoor seating I also feel connected to the outdoors and the industrial environment of Broad street that merges into the growing downtown neighborhood of San Luis Obispo.

11 From my seat, my back is towards Broad Street and I face the entire restaurant. The bar and gift shop are to my left, although the bar is closest, and the lofted space previously described is in front of me about twenty yards away. The bar has at least thirty taps, but I lose count. The entire wall behind the bar has been converted into a chalkboard wall that largely displays the logo and a colorful list of the current beers on top (similar to the small tasting room but in larger font). As mentioned, Libertine is known for it's unique, specialty sour beers often with unique names. The taps at the bar are wooden, hand sculpted, and painted with various diagonal patterns using a combination of dark brown, white, and beige. On the above baulk head of the bar is a smaller, skinnier chalkboard wall with the quote, "If there's a heaven, I know where it'd be, under the folds of the hills that roll though The Sea."

12



13 The picture below shows the names of the available beers. I think the colorful titles and distinct names such as "Get Pitted" and "Under my Plum" create memorable beers that

people remember. In turn, this creates long-term customers that want to come and try more creative craft beers.

14



15 To my right is another elaborately decorated chalkboard wall. The chalk drawing is based on the children's book, *Where the Wild Things Are* and depicts the same large, friendly monsters from the book. However, unlike the book, the drawing has the motto, "Where the wild ales are" and the monsters are doing a variety of un-monster like activities. Monsters are playing banjos next to beer barrels, playing Frisbee golf, surfing, sitting in pool floaties, and climbing up and down sand mountains.

16



17 Throughout my time at Libertine, several people came up to examine and appreciate this mural. This mural attracted people throughout the restaurant. I asked my server about the mural and his thoughts on it. He responded, “At Libertine we are wild and we are proud.”

18 I think this mural is captivating and further exemplifies the unique experience one receives at Libertine. I was surprised at how clearly they market towards their specialty craft sour beers.

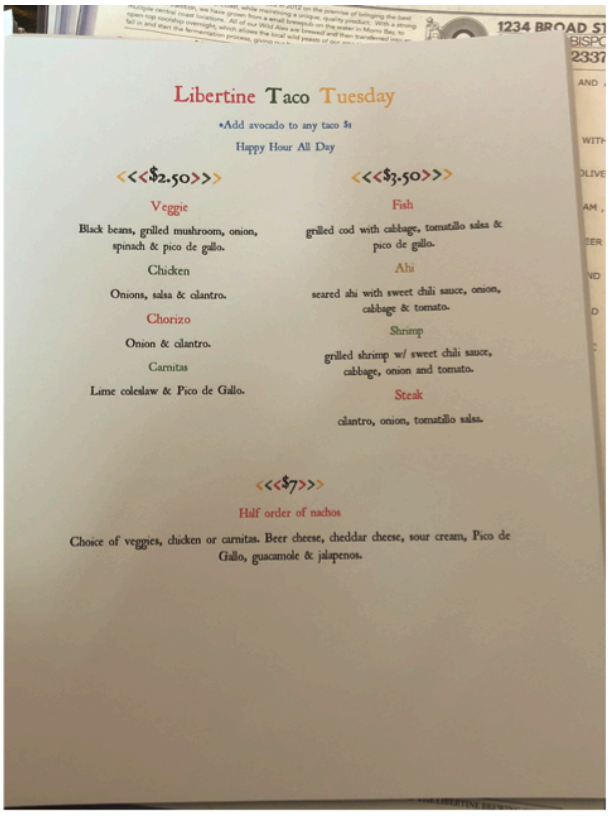
19 While looking around the restaurant I spot five muted televisions each playing a different channel: A fishing show on NBC, ESPN, The Today Show, a surfing competition, and an FX television drama. I’m able to tell the shows are muted because even through the noise of the conversations, I can easily hear classic songs being played. There are records hanging on the wall with Libertine’s log stamped over them and records in stacks behind

the bar as well as in the gift shop. Of the records hanging on the wall closest to me I can make out, Elvis, Hank Williams, The Kingston Trio, Tom Jones, and Chuck Mangione. During my time eating at Libertine, I recognized the songs *My Girl, Rolling on the River, Born on the Bayou,* and *Down on the Corner.*

20 These are songs people can recognize and connect with. The songs are lively with mellow temps and are at an ideal volume that they don't distract customers from their conversations.

21 Within three minutes, I'm brought a menu and informed that it's Taco Tuesday. My server is very friendly and happily tells me the discounts. All day Tacos are discounted and there's a happy for beers on tap. Libertine has a full menu of food and drinks (both alcoholic and non-alcoholic). A picture of the Taco Tuesday menu is shown below. I choose the Ahi Tuna Salad.

22



23 I really appreciate and enjoy the food options and Libertine. To me, there's an ideal mix of healthy options, such as an Ahi Tuna Salad, as well as splurge/treat yourself options, such as Tachos (Nachos but Tater Tots substituted for the chips). The wide variety of food options lets me enjoy myself by focusing less on health and more on the company and people I'm with!

24 A couple walks in and realizes there is not a "seat yourself" sign. By now, the restaurant has gotten busier and the bartender that had immediately greeted me earlier is preoccupied. The couple appears to feel uncomfortable and unsure of what to do next. Even though the workers are very welcoming and friendly, when they are all busy these guest appear to feel awkward. The pair stands by the entrance awkwardly looking at a nearby menu. Shortly, a server recognizes their arrival and warmly tells them to sit anywhere they'd like. To which they reply they'd like to sit outside. I now realize one of the reasons why they were waiting to get a servers attention was so that he/she would know they were sitting outside (which is a slightly blocked view from the bar). This interaction also confirms my early questioning if other people would experience the same hesitation I experienced upon entering the establishment – and the answer is yes!

25 My food arrives within ten or so minutes and it's delicious! The Ahi is fresh, there is a plentiful helping of avocado, and the lettuce is not overly dressed. The salad is filling and reasonably priced.

26 While I'm eating, a group arrives and walks around examining the chalkboard walls. One member of the group is in her early twenties and clearly from San Luis Obispo because she proceeds to explain the restaurant and its specialties to the other four people. The other four people are in their early thirties or fifties and appear to be a family.

27 Libertine is known for something unique. Their craft beers attracts people and brewing sours is an incredible niche to master. The restaurant serves as a place to take guests visiting from out of town. I actually took my dad here the other weekend when he visited! The space is also large enough to host special occasions like birthday parties.

28 At another table there are two mid-twenty females enjoying a tasting flight of sour beers. I overhear them talking to their server about how they've been beer tasting today and that Libertine is their last stop on the list. They've been to Slo Brew Rock and Tap It Brewery so far in the night. They are particularly interested in learning more about how sours are brewed and eagerly listen to the waiter explain the process.

29 I was impressed that the servers were so knowledgeable about the brewing process and can clearly explain it in layman terms to customers! Understanding the sour beers and being able to explain/make recommendations must be an important aspect of the restaurant.

30 Libertine has a "pay up front" restaurant model. While eating and facing the restaurant, I watched several groups hesitate at their tables, before finally making the move to the cash register at the bar.

31 I understand how this can be a confusing process. Typically, at bars you pay at the bar or at the front. However, Libertine is also a restaurant with a full menu, which typically means you wait for your check to be brought to you. The people's reactions I witnessed made me think the system could be clearer and thus more efficient.

32 While paying, I notice Libertine has amble information for events occurring throughout San Luis Obispo such as the local music festival Shabang and local Hop On beer tours.



33 I was pleasantly surprised to see all the information. I appreciate when local businesses support the community and local events. As a customer of Libertine and a member of the San Luis Obispo community I'm happy when the two entities are mutually beneficial and encouraging one another!

Phoebe Chau

Date: April 21, 2018

Time: 5:20pm - 6:30pm

Place: Sidecar

1127 Broad St.

San Luis Obispo, CA 93401

1 The first thing I saw when arrived in front of Sidecar was the large open doorway. I was able to see all the customers sitting inside enjoying their food and drinks before entering. When I entered, it took about 30 seconds before a waitress noticed me standing by the entrance waiting to be seated. She led me to a nearby table and asked if this one was okay; I then proceeded to sit down.

2 The open doorway created a sense of welcomeness: “come on in”. The design and layout of the bar and restaurant really spoke to me. Being able to see the inside environment and what Sidecar could potentially offer is provoking to the potential customer. I perceived this stylistic choice as, “This could be you having a good time and company”, which I believe helps attract more people to enter.

3



This is the bar and restaurant’s open doorway that allows potential customers to view what it can offer to them without having to enter.

4



The logo design is simple and straight to the point; it is literally just a sidecar icon. The straightforwardness does not overcomplicate the company's image. The layout of the bar and restaurant itself creates the sensation of being in an actual sidecar, as it is a rectangle shape. In addition, Sidecar uses wooden chairs and tables and the walls also have a wood design.

5

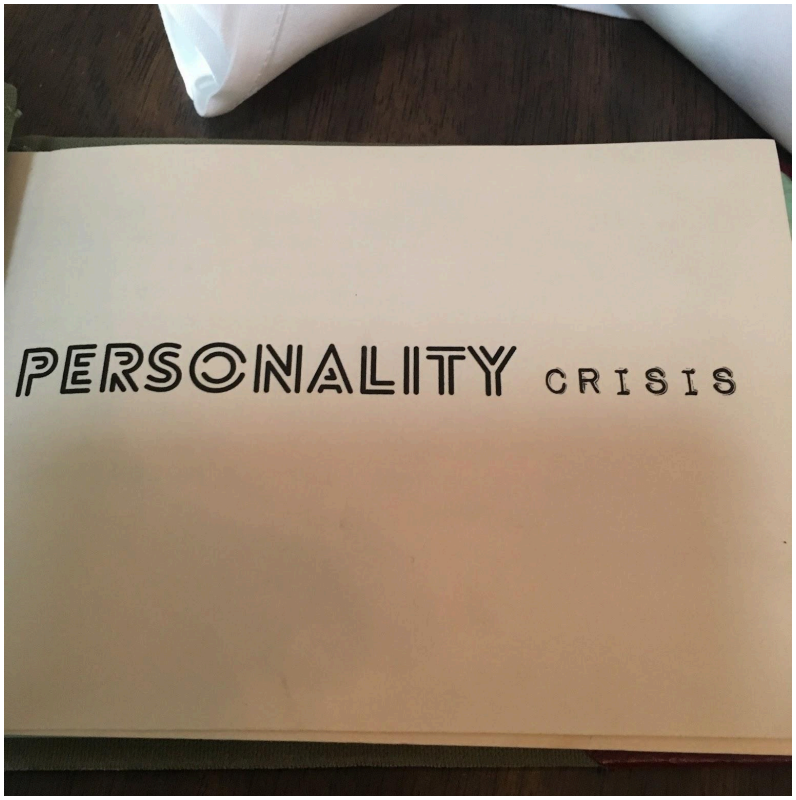


The first thing that comes to mind when I hear the word "sidecar" is vintage, which Sidecar does a good job satisfying that thought; the wooden chairs and tables give the restaurant a rustic feel and vibe, as well as the decorations on the wall, such as books on a

metal pipe shelving. The large American flag on the wall makes me perceive Sidecar represents a typical American bar and restaurant. This then leads me to think that the typical American enjoys high class looking food and cocktails.

6 After quickly observing the general layout and design of the restaurant, I took a look at Sidecar's menu. The cocktails menu is featured in a hardcover bound book, with each component of drink listed, which is helpful for the consumer to perhaps identify certain ingredients he or she prefers or would like to try. The food menu on the other hand, is just a single page that is laminated.

7



The first thing I noticed upon opening up the special cocktails menu was "Personality Crisis" in a creative and interesting font. I was quite intrigued by it because the idea of being Mohemian centralizes around having an authentic personality and not coming off as fake. This then led me to question, "Is the consumer supposed to order or find a drink that matches their personality?" Some of the names of the drinks include, "She Lost Control Again", "The Golden Girl", and "You're a Prima Ballerina". Are these names

supposed to make the consumer feel a certain way when he or she drinks them? I am not too fond of them, as they give off negative connotations. I understand that people drink cocktails to have a good time and socialize, but the name “She Lost Control Again” would not make me feel good if I were to drink that one because I want to feel in control.

8



SIDECAR
COCKTAIL CO.

Anchovy Crostini
pickled anchovies, habanero butter, dill...6

Artisan Plate
3 artisan meats, 3 artisan cheeses, accoutrements...30

Cheese Plate
3 artisan cheeses, accoutrements...16

Hummus Plate
housemade, grilled pita, roasted red pepper, roasted garlic, olives...13

Naan Burrata
fried naan, burrata cheese, roasted garlic vinaigrette, heirloom tomatoes, kalamata olives, capers...14

Avocado Toast
squaw bread, avocado, miso butter, pickled onion, sesame mix, fried egg...10

Prosciutto Toast
housemade berry jam, brie cheese...13

Mushroom Toast
mushroom medley, garlic, creme fraiche, sourdough toast...13

Matchstick Fries
1/8" cut, seasoned, chipotle aioli...8

Shishito Peppers
housemade ponzu, crispy potatoes, sesame seeds...9

Brussel Sprouts
balsamic reduction, blue cheese, garlic aioli...10

Tortilla Soup
chicken, black beans, fried tortillas, creme fraiche, cilantro, chillies...14

Grilled Caesar Salad
romaine, pickled anchovies, bacon, heirloom tomato, parmesan, crostini...15 add chicken...6

Beet Salad
red and golden beets, fried goat cheese, spinach, frisee, agave balsamic vinaigrette, blood orange, sunflower seeds...14 add chicken...6

Fried Avocado Tacos
panko crusted, garlic aioli, cabbage slaw, pico de gallo...10

Potato Tacos
crispy red potatoes, purple cabbage, lime, cilantro, chipotle aioli, pickled onions...10

Pork Chili Verde Tacos
tomatillo, purple cabbage, lime, cilantro, salsa verde, pickled peppers...13

Pork Belly Tacos
pickled carrots, cucumber, mint, cilantro, aioli, lime, shishito peppers...12

Ropa Vieja Tacos
braised beef, white rice, pickled peppers, cabbage...13

Fried Chicken Sliders
fried chicken thigh, garlic aioli, house pickles, red onion...10

Mussels & Fries
PEI mussels, mexican chorizo, matchstick fries, cilantro...14

Farro Risotto
farro grain-mushroom "risotto", parmesan, spinach, butternut squash, burrata cheese...14

The Burger
beef/lamb patty, bacon, goat cheese, caramelized onions, frisee, heirloom tomato, pickled fresno chili, garlic aioli, brioche bun, matchstick fries...24

Chicken Curry Pot Pie
mild house curry spice, slow roasted chicken, pine nuts, golden raisins, rice, house made naan crust, raita...24

Hanger Steak
tamari marinade, black garlic vinaigrette, crispy potatoes, arugula, miso butter, pickled onions...28

Please inform your server of any allergies | 18% Gratuity added to parties of 6 or more
@sidecar_slo

After looking at the cocktails offered, I scanned food menu. Most of the food items are on the pricier end, with a semi-limited selection. There are not really any quick bites or snacks to order. I was hesitant to order anything due to the high prices, but atlast I settled on ordering the brussel sprouts, which is a very popular order.

9 While I waited for my food, I noticed the music playing in the background and dim lighting atmosphere. The soft rock music and dim lights combination gave off the feeling of intimacy, which is good for couples and small groups to interact and socialize. I noticed that customers sitting at the tables were more intimate compared to those sitting at the bar. There a was a couple sitting at the table next to me who was not afraid of showing affection.

10 In terms of the types of conversations other consumers were having, the people sitting at the bar were having more one-on-one conversations that came off as casual. Some consumers even engaged in small talk with the bartenders.

11 I noticed there were more females sitting at the bar, and most of the consumers sitting there appear to be in the 25-35 age range. The clothes they wore were typical casual street clothing that one would see majority of the people wearing most of the time. The consumers at the bar did not seem like heavy drinkers, as they ordered only a few drinks.

12



Directly behind the bar is a large blackboard with the specials that are available for consumers to order. I found the placement and use of the board interesting because I believe it helps capture the consumers' attention when their eyes are wandering around,

especially in between the conversations they might be having. The board is also quite visible and centered, allowing all the consumers to easily read it.

13



When my food arrived, I initially noticed how the small amount was. Even though the food is nicely plated, I did not see the value in it; I paid 10 dollars for brussel sprouts. The portion was quite small for the amount I paid, and it is definitely for people who value aesthetics more than quantity. While the brussel sprouts tasted amazing, it was not very filling; it felt more of a like a snack or quick bite.

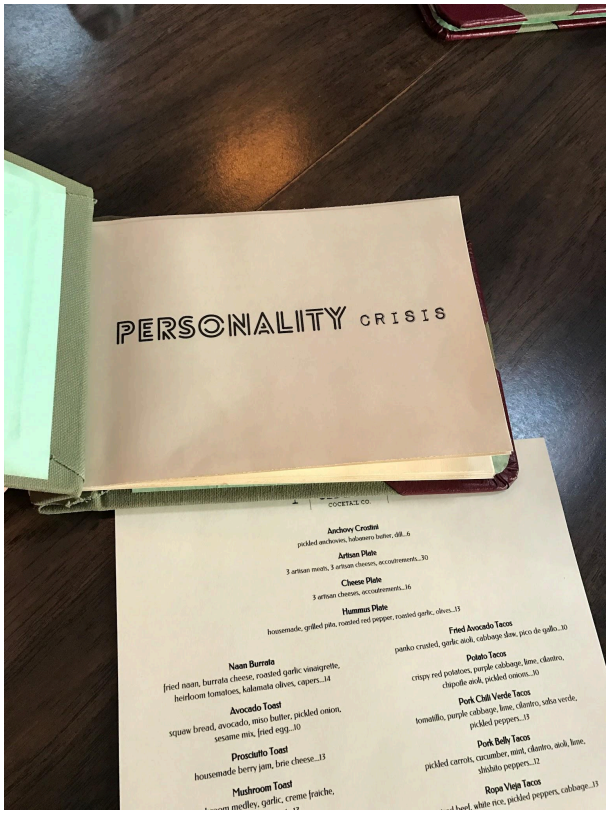
14 The bar started to really fill up at around 6 pm, which is still early in the evening. There ended up be a small wait for seating at the bar at around 6:15 pm, which people did not mind waiting for.

15 Overall, Sidecar is good place for friends to catch-up and/or socialize, but definitely not somewhere to discuss important topics or meet up with new people due to the loud

noises. A lot of other people are talking and there is background music playing, so it would be hard for those types of interactions.

Anika Kokatay
Date: April 21, 2018
Time: 5:20 p.m. - 6:30 p.m.
Sidecar Cocktail Co.
1127 Broad Street
San Luis Obispo, CA 93405

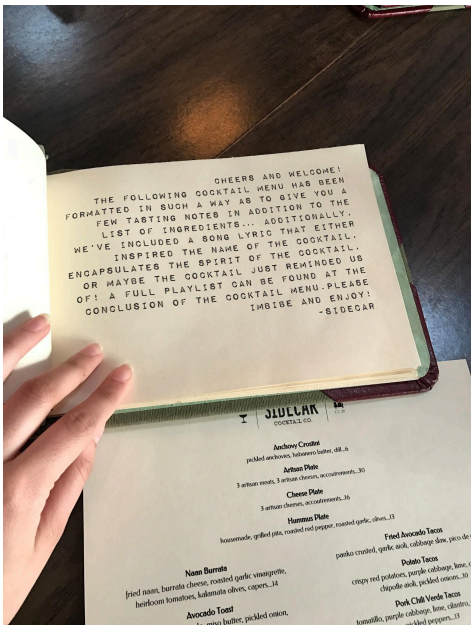
1 I walked up to Sidecar with a group of my fellow researchers, We were immediately helped by the hostess who got us seated behind the hostess stand. We all sat down and were given water in a clear glass bottle for the table as well as four small cups full of water, and we received two cocktail menus and four regular menus right away. After pondering the menu, my group and I ordered a few small plates and I ordered a drink (I was the only one who is 21) We got the roasted Brussels sprouts and pork belly tacos. I ordered a cocktail; " The Bed Took Fire." We asked to move tables so we could be closer



to the bar. At first, the hostess was confused, but after we explained our research, she happily obliged.

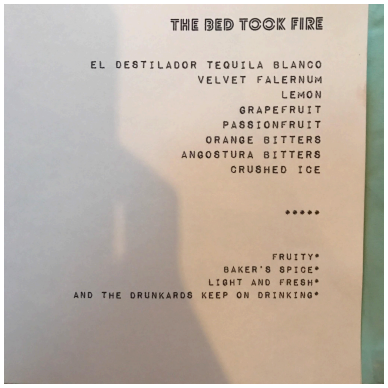
2 The Cocktail menu starts off with a page saying “PERSONALITY CRISIS” in bold lettering, I find this amusing because of how well it ties in to “Mohemian” identity insecurity.

3



The menu displays the amount of effort and care that was taken when crafting these cocktails. They are designed to be more than just a cocktail, it is crafted to provide a mood, a feeling, and inspiration to the consumer.

4



These are the ingredients in " The Bed Took Fire;" a bit too advanced for my understanding.

5 I walked up to Sidecar and immediately noticed how the patio seating flows out of the regular seating, making the whole establishment look like an actual "Sidecar" to the sidewalk. The floorplan is interesting, with tables across the sides creating an open middle leading to the full bar in the back. It creates an open feeling. I wanted to keep the bar in my line of sight, so after my group ordered, we asked to be moved to a different table. We had to explain the purpose of our research to the hostess, and she was very accomodating of us which I appreciated.

6 The Decor of Sidecar is shabby chic, with purposely tattered chairs and a torn California flag hangs on the wall. It features darker colors like burgundy and black, and the lighting is dim to accent the color pallette. The lighting is vintage inspired, with incandescent bulbs hanging from the ceiling. There are pipeline makeshift "bookshelves" on the walls holding various old books. There is indie music playing in the background.

7 I know the bookshelves are purely for decor because they were so high up on the wall, no one could reach them without a ladder. The dimmed lights did create a laid-back feel to the place. The intentionally distressed decor really plays in to the idea of stylish but "not trying too hard." All of the elements combined to create a mood for drinking and chatting, and it was carefully done. There was not much on the walls besides the few chosen decor pieces, giving it a somewhat streamlined look.

8 Looking around, the bar was almost full with pairs or trios of people. Groups of 2-4 occupy about 5 tables, 3 of which are seated outside. All of the patrons seemed to appear to be within the age range of 25-35. Most tables had at least one cocktail on it as well as small plates of food. The men's fashion in the restaurant followed a similar theme, few had long hair and beards. Others wore flip flops, baseball hats, and flannels. The Women were mostly dressed stylishly, yet casual. Many wore brand name sandals like Tevas and Birkenstocks, and others wore loud colors like red and pink.

9 I noticed that everyone's clothing choice seemed to skew away from the "norm" or mainstream apparel. A trend I also noticed is the adaptation of classic pieces i.e. a flannel, but paired with something more unconventional, like flop flops. This says a lot about the possible need to be unique, but in a safe way. No one wore anything that would call much attention to themselves, but still looked like they had personal style.

10 Our food and drinks came, the brussels sprouts looked great, and the pork tacos seemed a little small for its price of $13.00. The waiter brought my cocktail to the table as well. It was very pretty in presentation, an ombre effect of pink to orange with a charred lemon slice on top. The drink was very citrusy and I enjoyed it. I wen to the restroom and on my walk over I overhear a couple at the bar deciding where to go next, the woman suggests they get Batched Ice Cream from across the street.

11 Thinking about the food and drink, The menu reminded me of a tapas style. Many of the dishes were very healthy as well. I know that is quite trendy, and allows for dishes to be shared. This concept could facilitate a sense of community and intimacy in the patrons. The cocktail was pretty strong.

12



This is a snapshot of what our table looked like, my field notebook and cocktail are next to the brussels sprouts dish we ordered.

13 The couples here sit across from from each other at small tables, or some even are sitting next to each other at the bar. The man behind me sits very forward with his elbows on the table, listening intently to his lady friend (could be his significant other, or a date) one couple is meeting with a third man, they sit next to eachother on one side of the table facing their friend. This couple is quite loud and appears to be intoxicated. The girl spilled her cocktail and the pair were very relaxed about cleaning it up. The man wears a purple button up shirt, and the woman wears a cheetah print blouse.

14 The man and woman at the table behind me seemed to be very enamored by each other, their body language conveyed that the pair was closed off to the rest of us. This is an interesting contradiction to the trio sitting together near me, even though two out of the three are in some sort of relationship, they were very open with the third man. They still displayed affection towards each other. They both appear to exude confidence, I wonder if its genuine. It seems to appear as though the people drinking here have plans after this, it's 6:05 p.m. and many are at the bar, maybe they plan on getting dinner after or dessert.

Everyone's body language seems to convey that they are relaxed, two men are leaning their arms on the tale.

15 A woman noticed us looking at her table and asked if we are doing a report. I told her that we were doing market research and she thought it was " really cool" she suggested we go to The Station in SLO for more research I thought that was nice of her. She also knew what Root Elixirs was. People are waiting to sit at the bar at 6:16 p.m. One couple is waiting at the side of the bar. There's a man waiting alone for the bar, he wears an all black outfit and glasses. My check came, the cocktail I ordered was $13.00, but with the happy hour discount I paid $8.08.

16 Sidecar started to get busier as we stayed, people were standing in line for the bar. I think this place is worth waiting for, and everyone waiting did not seem agitated or impatient. I also thought the happy hour pricing for the cocktails was very reasonable, I can see why it is such a popular spot.

4.2. Interview Transcripts

Meghan Butler
Subject: Megan Black
Date: April 26, 2018
Time: 6:30 pm
Place: Phone Interview

1 **Tell me about some of your hobbies and passions.**

2 I guess the biggest one is wine, I was a wine and vit major in college and I'm currently working on getting my CSW which is your certified specialist in wine. So, all things wine tasting, and just learning about the background of wine is probably my biggest hobby and passion. I also like to make beer, that's another one of my fun hobbies. Aside from that, I love going to the beach, hot yoga, drinking wine, drinking beer.

3 **Where do you live right now?**

I live in Hermosa Beach in LA. I'm from San Diego originally.

Can you describe what you typically do during the week?

I work. I work probably 12 hour days. I start at about 3:30 or 4:30 in the morning and I sell wine. I usually get off around 3, have a glass of wine, cry a little, and then go to sleep. Just kidding. Only some days, but I don't do too much during the week because I'm pretty tired. But right now I'm studying for my CSW!

What exactly does the CSW require?

So basically you have to know every wine region, and what grapes are grown there and what wines are made there. Just a basic knowledge of the wine world as a whole. And then, basic wine making techniques.

When you're not working, or crying and drinking wine, think about the last time you had a great night out with your friends and tell me about it.

Well, two weekends ago I went to Coachella with all of my college friends so that was really fun. And I guess a typical night out would be going out in Venice or Santa Monica. We meet at one of our friend's houses, pregame, all uber to somewhere we can dance and drink a little bit more. Then we end up going home, maybe getting pizza.

Starting at the house you're pregaming at, what drinks do you have there?

Usually vodka, tequila, whiskey. I drink whiskey a lot of the time now. Usually shots, sometimes mixed drinks.

What kinds of mixed drinks?

I usually have whiskey gingers.

Would you describe those mixed drinks as cocktails?

Not really, this is me avoiding shots.

When you go out to bars or where you're dancing, what are some of your favorite drinks to order?

I usually get beers by this point of the night because they are cheaper than a cocktail or mixed drink and I'm a lightweight.

Let's say money doesn't matter or you're out with your parents and you can order whatever you want, what drink would you choose?

I usually get irish mules which is whiskey and ginger beer.

What first sparked your interest in beer, wine, cocktails?

I think for me, because I started as an Ag Bus major and switched to wine and vit, just the whole process and all that goes into it and how many different variations there can be. It's much more complex than a lot of people think.

What's your ideal drink out?

Good whiskey, more expensive than I can afford. Soda water with lavender or honey, kind of crafty, little herbal if that makes sense.

Is craft important to you in your drink?

It depends where I am, if I'm at a dive bar then I don't care. But if I'm at some trendy place I will definitely try their signature craft cocktails. For me, it depends on location. If I'm at some boujee place in LA I'll order a cocktail.

What are some of your favorite "boujee" places in LA?

28 Oh man, 41 Ocean, Cliftons, EP & LP- I LOVE EP & LP, Mama Shelter, Bar Lubtisch, Townhouse, Hotel Erwin.

29 **Can you tell me more about EP & LP?**

30 Yeah! EP & LP is a rooftop bar in West Hollywood Area. It's a restaurant but the rooftop is very open with patio seating and heaters and it overlooks West Hollywood.

31 **At some of these trendier bars, what types of cocktails did you order that you really enjoyed?**

32 Oh I get a dirty martini with gin, because I'm a grandma.

33 **What kind of flavors do you look for in a cocktail?**

34 I definitely stray away from super sweet drinks. I look for more of a savory drink, just anything with soda water. Or even just whiskey and water, I stray away from fru fru drinks. For better or for worse I like to still be able to taste the alcohol. And I love martinis because olives are my favorite food.

35 **What's a really unique or interesting drink that you've tried?**

36 I tried this drink that was whiskey based, almost like a play on a scotch and soda. It had the one big ice cube and had lavender in it. And they lit the lavender on fire and smoked it up. So that was fun!

37 **How much would you pay for a cocktail?**

38 Wow that's a loaded question! I would probably pay $20 for a cocktail depending on what it was.

39 **What's something that would make you regret spending $20 on a**

cocktail?

40 If it was super sweet or way too strong where I feel like I might as well have just taken a shot. If it comes out and it's super tiny and you can tell they put a splash of nothing in it then I would probably send it back.

41 **Thinking about your last great night you had out with your friends, what exactly made the night fun for you?**

42 Definitely the crowd I'm with is the number one thing that makes a night out fun. Aside from that, not waiting in lines. That's nice. Also places not being overcrowded or sweaty. I like my space.

43 **Do you place any emphasis on the food, drink, and atmosphere?**

44 Atmosphere is definitely important and I'm such a food-y I love happy hour. I love happy hour. I can't say that enough. So anywhere with a good happy hour, a charcuterie board and some nice wine would definitely make my night. I could be in a closet with that and I'd be fine. But definitely for a going out setting, atmosphere is very important. And that goes back to it not being crowded and good music.

45 **Tell me about your Friday routine, or even what you have planned for tomorrow night!**

46 So I usually get off work at 2 or 3, take a nap so I can make my way out on the town. We'll go to a happy hour like a sushi happy hour, or Cabo Cantina which serves giant margaritas. But we'll usually go to a happy hour and probably prolong that because I live farther away from where we all go out, then we go to one of our friends houses nearby. Then we pregame more. Lately it's been a lot of New Amsterdam because we sell that at my work and get it for free sometimes for better or for worse. But yeah, we'll pregame at a house then pick a location and bar hop from there. So if we want to do West Hollywood, or Santa Monica, or we want to trek all the way to Downtown LA. So then, that decision is made, and because I live farther I'll either crash at my friends houses or uber home from our last bar whenever I'm tired.

47 **Say you're not going to bars, do you and your friends ever throw cocktail parties or just have everyone over and make your own drinks?**

48 Usually it's going out we definitely do have our own parties, but those we treat like we're back in college and those we just take shots. Which is unfortunate, but it happens.

49 **Would you describe yourself of more of a leader or follower when socializing and entertaining?**

50 Oh leader. For sure.

51 **Why would you consider yourself the leader?**

52 I think I'm definitely the one who doesn't feel bad starting a group text or getting everyone together or saying okay I'll just buy the alcohol. I'm an instigator.

53 **So as the leader, are you the one that normally picks the bar or restaurant?**

54 Not so much now that I'm in LA just because I don't know the area as much. But when I'm in San Diego or San Luis Obispo I definitely did for sure. But now, I kind of tell my friends what sounds good and they tell me a good place. I love going out in West Hollywood so I always push for that!

55 **Where do you get ideas on how to spend your time?**

56 With the little time I have right now, it's doing the things I really like. I live on the beach so I go to the beach a lot, so if its a nice day hands down I'm going to the beach. Some weekdays I'll do my administrative work at a happy hour. So I spend my time based off convenience. I drive all day for work, so once I'm home I want to take a walk or be outside.

57 **Do you ever see something in a magazine or on a billboard or social media and you think to yourself, I have to go try that?**

58 I follow Discover LA on instagram so I'll see a restaurant I want to go to or a museum. Not that I really follow through all the time, but I'd say I see most ideas on instagram.

59 **Who are some people, along with Discover LA, that you follow on social media that give you inspiration?**

60 Oh I follow shut the kale up, love that little lady. She's a health and wellness blogger but she has a lot of cool little ideas. I follow my friends in LA or people that are older than me in LA and they give me ideas on what to do. I also follow Cardi B, I think I'm obsessed with her she's my spirit animal.

61 **Can you tell me about some of your friends?**

62 Well, I would say we're all pretty loud with big personalities. Loud, definitely all wild cards that's for sure. We like to have a good time, I think we're all each other's best and worst influences for sure. Very social, all of my friends are very social. One of my best friends from college lives in San Diego and we still text each other and talk everyday, she's coming up this weekend so I'll see her. And my other friend in New York and I talk everyday, facetime. So I think overall we're just very social, almost rambunctious group of people.

63 **Do you feel that at the bars and restaurants you go to your friends fit in?**

64 We're probably the biggest, loudest group for sure.

65 **What do you think brings you guys to those places, compared to somewhere you might fit in better?**

66 I think we've found little niche spots that have great prices and still

good food. We're really good at going places like that instead of places that might be known for certain things. We kind of make our own fun places. One place we do fit in is Cabo Cantina. Everyone's big and loud and the margaritas are the size of your head. We definitely like food and drink, atmosphere is important, but if they have a baller menu we would choose that over going somewhere we'd not stick out as much.

67 **Do you generally care about what people think of you?**

68 I think everyone does at some level, but I'd say no. I think I care less than the average person would.

69 **Would you say your friends are the same way?**

70 Yes, my friends are definitely themselves and aren't going to change that because people would judge them.

71 **Do you every post pictures of the drinks you make or order?**

72 Yeah, unfortunately I do. I have a lot of wine pictures.

73 **What makes you post those pictures?**

74 I think a lot of them I'm doing something like I'm beer tasting or wine tasting or at the beach or at a happy hour. A lot of those pictures are around my social scene, and involving the activity we're doing. Like at Coachella, obviously we're in the Beer Garden. So I think it's not seeking out those pictures, we're just usually drinking in those activities. It depends on the picture for why I decide to post. Like at Coachella I think it's just me being with all my friends in a cool place would be something that I post and the alcohol is just a side effect that's there. I always think of instagram as a memory book, a snapshot of all your favorite moments. So for me, having a really nice glass of wine, or going wine tasting, or a new bottle I tried is just posting things I think are cool for my memories. Obviously other people will see it, but it's more about my memories and this is the picture that epitomized it.

75 **Can you describe what your life would be like if you had an unlimited supply of money?**

76 I would have my own apartment, not have a roommate. I would still probably live in a studio. Living in LA, everything's pretty expensive so I would probably pick a location I really wanted to be in like Downtown or West Hollywood. For me, I used to get purple carrot, or hello fresh and if money was no object I would totally do that more so I cook at home. I also would get the most expensive glass of one on every wine list because that's the one I usually want. I'd probably live a very similar life to the life I live now, because I like to treat myself already. I just wouldn't have to worry about budgeting for it.

77 **Can you tell me a little bit more about Purple Carrot?**

78 So I was actually vegan for a year and a half which is not the case anymore, I like my steaks rare. But I did that mostly to see how it would make me feel. They send you three meals, like tempeh tacos, and all these cool recipes that are vegan. But they weren't meatless meatballs they were all organic ingredients. And I had a big kitchen in college so I would go to the gym or spin and make dinner and drink my glass of wine while I did it. So it was a fun leisure activity that was also healthy and saved me grocery shopping time.

79 **Is there anything else you would like to share with me that we haven't talked about yet?**

80 Not really, you just made me realize how much I like alcohol which isn't that surprising to me. It's literally my job. Post grad it's a very work hard play hard, atmosphere. So you work really hard at your job during the week then by the end happy hour is on everyone's mind and you just want to have a beer and unwind.

81 **So now that you've made beer and wine do you think you would ever start mixing your own cocktails?**

82 Yeah definitely, if my friends find some really cool drink recipe we will definitely try to make it.

Erin Morrato
Subject: Alexa Easley
Date: Thursday April 26th, 2018
Time: 5:30 pm
Place: Home of Subject

1 **Since we're close friends and I know a lot about you already I'm not going to ask too many grand tour questions, but I would like to know how'd your week go?**

2 It went okay, I shattered my phone screen this morning, so that was a bummer. But, other than that it was good! My roommate got a great internship and I'm excited for the weekend.

3 **I want you to think about the last time you had a really great night. Tell me about it!**

4 Okay! It probably was last weekend I went to Los Angeles with some of my friends from high school. We went to Downtown Disney for the day and then we went to a rooftop bar close to Downtown Disneyland. The bar was called a fifth. And we got food and drinks there and also watched the Disneyland fireworks and 9 pm. Then we just hung out. There was also live music!

5 **Tell me more about this Bar.**

6 It's called the fifth and it's a rooftop bar less than a mile from Disneyland. It was obviously dark because it was nighttime. There were a bunch of those pillar fires and some high top tables. There were a bunch of lounge-type seats. There were big white leather couches circled around a table with a fire in the middle. There was a dance floor and also live music. There was a really pretty big bar that was a half circle with seating all around it.

7 **What were some of the drinks and food you and your friends ordered?**

8 So we each started out by ordering a cocktail and then after that we all split two pitchers of beer.

9 **What kind of cocktails did you guys get?**

10 I got a jalapeño margarita and it was really good. And my friend got…I forget the name of it…but it was a type of berry mojito with muddled berries. My other friend just got a simple gin and tonic.

11 **And would you say that's a typical drink for you?**

12 I would say that if I'm going out with friends then yes, I would. Especially if my friends are getting drinks as well. That makes me feel more motivated to buy one! The particular drink I got would be something I get often. I like drinks that are a little bit more savory or spicy rather than super sweet.

13 **So if you were going out one night and in the mood to be adventurous, what kind of drink would you order?**

14 I don't know. Normally the cocktails I get are pretty standard. They might have a little twist to them. Like I'll get a vodka soda or a gin and tonic, which are kind of typical. So I'd say the jalapeño margarita was a bit more of a special cocktail. But I also like drinks that have some kind of signature feel and that feel special to the specific place. Drinks that you can't find anywhere else, I'm more drawn to those! For instance, the rim had spicy salt and the jalapeño was in the drink but had been burnt and caramelized.

15 **How did drinking that make you feel?**

16 I felt pretty boujee haha because I was sitting on a rooftop bar. But in actuality, I felt really excited to be there. My night was fulfilled and it was a really fun environment and I think that played a lot into it to. I think the drink was great and it was something that I

wouldn't normally get. I wouldn't go to any old restaurant and ask for a spicy jalapeño margarita with a blackened jalapeño. That made me feel like it was a unique experience that I could only have there. The atmosphere also made it more fun and I was with my friends I hadn't seen in awhile.

17 **Yes, what a great night to be with your friends! What about the night made it especially fun?**

18 Well we were trying to figure out what bar to go to. We started right in Downtown Disney and didn't have much luck so we were a little upset and disappointed because we couldn't find what we wanted. We thought the night was going to be the boujee and LA night that we wanted it to be. But then we looked on Yelp and were able to find this bar. So that was particularly exciting because when we got there the vibe was exactly what we had pictured for the night.

19 **It seems like it was maybe fun because it felt like something special and different?**

20 Yeah, definitely. But that's also because I think it was a change of location. I wouldn't say it was entirely because of the drinks. But the drinks did add to the ambiance of the place.

21 **So let's talk some more local experiences. Let's talk about one of your past Wednesday, Thursday, Friday, or Saturday nights that have been a great time.**

22 A couple Wednesdays ago, some friends from work and I went to the bar Milestone Tavern. The bar does a wine Wednesday where starting at 10 pm, their wines are half off, their specialty cocktails are $3 off, their well-cocktails are half off, and their pints are $3 off too. Yeah, so we went and all ordered a couple drinks. I ordered one of my favorite beers, which is Elisian Space Dust. And then I also got a gin and tonic.

23 **Did you guys go with a big group of people?**

24 Yeah, I'd say there were maybe 12 or so people. So it felt large and it was definitely the largest group there at the time. And we went from 10:15 pm until 11:30 pm.

25 **What was the atmosphere like?**

26 It didn't seem too fancy. I think it's also because I've been there multiple times, even during the day. So it didn't necessarily feel like a special experience or anything new. But as soon as you walk in you see a central big bar. And the seating is situated around the bar. It has a bit of a sports bar feel but a little bit nicer than a whole in the wall place. I would say the level of niceness is similar to a BJ's bar. So it was fun!

27 **Where do you typically like to sit in a restaurant?**

28 If I wasn't with so many people then I definitely like to sit at the bar! Obviously I was with a large group so there weren't enough seats for everyone at the bar. But I do like to sit at the bar. Especially if the bar has a cool display of alcohol. Rather than just having the alcohol sit on the wall sometimes bars really show off the alcohol in the drinks, which creates a unique experience. I've seen it done with lighting, or a cool backslash, or a large mirror, or if the beers on tap have unique taps. This might just be my own opinion, but I feel like if you're sitting at the bar and order a specialty cocktail the bartender will put a little more effort into making the drink because he knows you're watching him make it. They'll take time to make the presentation look great and have it look like specialty cocktails should look.

29 **So, how do you think a specialty cocktail should look?**

30 I guess it depends on the cocktail. We all know the classic ones. Hmm I don't know, what do you mean?

31 **What's your ideal cocktail?**

32 I really like savory ones, or ones that are a little bitter. I definitely don't like super sweet flavors. I don't order drinks that have berries in them. One of my favorite cocktails is a

Moscow mule as long as the ginger beer isn't too sweet because I really like the lime in the drink. Which is why I liked the jalepano margarita I had in LA so much. Um, a gin and tonic is really well balanced. The gin tastes like Christmas trees and the lime balances it out. I like cocktails that are standard, and that are consistent and can't be messed up, but I also like a little twist.

33 **Since we're friends I know you're going out tonight. So can you tell me about your routine tonight? What are your plans?**

34 Well, we're going to go to a local bar area and go get drinks with some of our friends. I'm sort of assuming pitchers of beer but I don't know yet. And then later tonight we'll maybe make cocktails at home. When we pregame we'll get some kind of hard alcohol and a mixer. I was kind of thinking standard tequila, with soda water, and lime. And then tonight when we're out, because it's Thursday and drinks are half off at Slo Brew – which is the bar we all normally go to…oh, this is what I was going to tell you!

35 Last Thursday when I was at Slo Brew I had been drinking tequila, and I didn't want to mix different alcohols throughout the night. But I wasn't really feeling like a tequila soda, sometimes I just get a simpler cocktail if there's a ton of people at the bar because I know the bartender and I feel bad having her take a lot of time to make an elaborate drink when she has a lot of other people to serve. But I know her so I asked her what her favorite tequila drink was that would still be discounted. And she made me a drink with tequila, pineapple juice, and tonic water. And it didn't taste like what I'm used to tasting from a well cocktail. I knew it was simple ingredients but it tasted like high quality. It tasted a lot more intricate than just three ingredients. So that's probably what I'll order again tonight if we go to Slo Brew.

36 **Where do you typically like to drink cocktails?**

37 I normally like to order cocktails at a bar or more of a restaurant bar rather than a sports bar. If I'm just at sports bar, which I don't go to very often haha, I'll just order beer. But for instance I was at Eureka the other night, which is a restaurant downtown that has a nice bar. And I ordered a really nice cocktail called "Forever Young" or "Love Potion" or something along those lines. It was elderflower liquor and vodka and like grapefruit

juice. It was really good! It also had a really pretty edible flower in it. It was amazing! And then I also like Luna Red, which is another restaurant bar in downtown that has great cocktails. I like Luna Red for birthdays and I also think that it's more acceptable to order a cocktail at a birthday party or when you're celebrating something special.

38 **Have you been to Luna Red recently?**

39 Yeah. My friend Cassidy turned 21 last week and my and my friends went. My friend Alexandra got a cocktail called the "Yasss Queen" which was a really pretty pink fruity drink. It was okay, but it tasted a little like ice cream. And I got their house sangria, which they're known for. And then after dinner I also got a martini there.

40 **Tell me about the atmosphere of Luna Red?**

41 Well we didn't sit in their outdoor area, which I was disappointed about. I think they're really known for their outdoor area with the heat lamps, open fires, and twinkly lights. It's very colonial Spanish feeling and all of their menu items resemble this atmosphere. I like to sit by the open fire and eat small appetizers while drinking and catching up with friends. It feels really relaxing! They have a lot of white furniture with exposed brick on the walls. The ambiance is very inviting.

42 **What about the ambiance makes it inviting?**

43 Hmmm, well I think one of the reasons it's so inviting is because it's a popular place among girls. I think a lot of their drinks are catered towards females. I think that's a big appeal – I want to go to places that have fantastic drinks and that are popular places to go to in general where I know I might run into some of my friends. I also think the candles and open fires feel warm and welcoming. The names of their cocktails are really entertaining and unique. They stand out a lot rather than just a basic "gin and tonic." I wanted to try some of the drinks just because of their names even though I know the name of the drink doesn't affect the taste its still made me intrigued. I'd say this is something Luna Red is doing very well.

44 **So just to switch topics a little bit, can you tell me some things you love to do?**

45 Like drinking related?

46 **It can be about anything. Just tell me a little about how you like to spend your time on a weekend.**

47 Umm, I like to spend my time with friends obviously. We try and do outdoorsy things; I like to hike with them. I like to go to nice restaurants on the weekend and try new foods. I also like to go to the beach, especially since it's getting warmer. I just went to the beach and got acai last weekend, which was nice.

48 **What are you looking forward to most for this Saturday?**

49 Well I'm hosting a party for a lot of my friends, which I'm really excited about! I like hosting things. Parties are obviously fun, and I really like day parties because it feels so good to be outside in the sun. But it's fun that this party will be at our house and that I'm hosting it. Because we do have a nice house a really pretty backyard. I'm looking forward to our friends being there! It's also a themed day party so I'm planning on decorating the place and maybe even making a themed Vegas drink. Or a Vegas themed cocktail that is somewhat over the top, I'm not sure yet! But I want to stay in theme.

50 **Do you typically like to host parties?**

51 I think I lean more towards liking to host parties because I like the feeling of wowing people. I like having the validation of having a great party and people telling me "Oh my god that was so much" and that they had a great time. That's a fun aspect for me! I also like to choose the theme of something and deciding the decor. Or if you're making drinks you get to to play bartender and they credit you for doing a good job.

52 **So when you throw a party, how important is it to you for your guests to have a good time?**

53 This is something I really value. One of the most important parts of having party is making people feel welcome and happy. I think one of the things that makes a great party is when people feel at home enough to come out of their shells, but also feel like their having a one time kind of experience. Does that make sense? Like not too comfortable that it feels mundane and typical, and "oh I do this every day" but comfortable enough that everyone is relaxed and having a good time. I think this is a really find balance and the best parties find this balance.

54 **So a balance between people feeling comfortable enough to have fun but it still feels special?**

55 Yeah, exactly.

56 **And you like to be the host of these kinds of parties?**

57 Yeah. I also don't think it's just me. I think all of my roommates are really welcoming and inviting people that can sense when someone is having a good time. I think we're good at sensing the vibes that people are giving off. I think hosting parties is so much fun because we're good at adapting a party to make sure everyone is having a good time.

58 **How do you do that?**

59 I think a large part of it is being really welcoming and inviting. But I don't know, not that drinking is the only key thing about parties. But I do think a good thing about parties is that social interaction and like social drinking that people do. I think having one or two drinks at a party really help people loosen up. So I would say providing alcohol is one way. Also, a party that doesn't have good music isn't a party so taking people's recommendations on the music. And if people aren't enjoying the music I try and find a different genre. When you host a party you're in charge of the music and making sure it's staying on track for where the party is headed – that' s a big part. Also, it's important that you invite enough people that there's a lot of room for interaction and as the host you're not entirely responsible for making sure everyone talks to everyone. All these things make a really good party environment.

60 **Before we wrap up, is there anything else you'd like to talk about?**

61 No, I've said all I can!

Arianna Kotlier
Subject: Kristina Kotlier
Date: April 28th, 2018
Time: 4:15pm
Place: Home of subject

1 **Can you tell me about your hobbies?**

2 Well, I do a lot of ceramics and art. Basically making functional ceramics and things like that. I also like going out with friends, going on dates with my boyfriend, and taking my dog places anywhere that he can come with me. I like going to the beach whenever I can since we're near it. I like being outside, and also exercising when I can. I really like being creative as much as I can, and of course shopping is fun too.

3 **So, what does a typical week look like for you?**

4 So, during the week I usually spend a day to a day and a half doing computer work, usually from home. The other days I'm in the ceramics studio and so I'm just working long days there. In the evenings I go out to eat with David, my boyfriend– sometimes, not all the time. Here and there we'll go out, but there's also a lot of home couch time because we both work such long hours throughout the week. On the weekend, we get together with friends, family if they're around, finding ways to be outside and be social, because during the week it's more work and home. It's also a lot of getting important things done, like doing laundry, grocery shopping– you know, that kind of stuff.

5 **How often would you say you travel? How many times a month?**

6 We definitely travel 3-4 weekends a month, which could mean 6-8 days a month. It seems like as soon as it starts getting warm that we always have weddings or birthdays to go to, like every weekend. Sometimes there's 2 birthdays in a weekend, or three and

then we travel for weddings a lot and to visit family, especially now that we don't live in the Bay Area. It feels like there aren't too many free weekends where things aren't already scheduled.

7 **Could you tell me about a time you had a really fun night out?**

8 So we went to a film festival in Downtown LA with Liana and Juan, my friends. We kind of went on a double date with them, and after we kind of walked around with them Downtown. So we went to two or three bars, we walked and looked on Yelp for a few bars that were around. And then we found a late-night food place. But it was really cool because one of the bars had these old pinball machines and it was speakeasy themed, we walked through a secret door to get in the bar. Afterwards we found a place that had really good Mezcal cocktails and tacos, and it was just a really fun night out.

9 **So what would you say draws you to a specific bar?**

10 Definitely the atmosphere of the bar or, I hate to say it, but a gimmick, like the speakeasy theme. Also, I guess just the look of the bar. Two of the places we went to had nice furniture, and nice wallpaper, with paintings and nice lighting. If somewhere looks inviting, and isn't super super crowded, I generally am drawn towards it. A lot of places have crazy lines, which I'm not interested in. Definitely a place that looks cozy inside, and chill– not anywhere that looks grungy.

11 **When you go out to bars, what is your drink of choice?**

12 It depends. If someone has a specialty cocktail menu, I always look at it, because I know that when I was a bartender, I spent a lot of time trying to come up with cool drinks, because a customer would come up to me and say "I just want something fruity" or "I really like bourbon, but I don't know what I want." So you kind of have to know what to make up for them and you have a lot of room to be creative if you want. And so, if something gets popular enough, if management is cool with it, it might end up on the menu. Anyways, people are going to ask for it if they like it. So yeah, I always try and look at the specialty cocktails and find something that I may like, whether it's an interesting combination or something I've never tried before. I also like trying weird

process drinks, like drinks with foam and stuff. I feel like I discover new things and combinations and mixers with these menus, and I love trying the special combinations.

13 **Would you ever try to recreate the specialty cocktails you buy when you're out at home? Or do you just prefer to buy them while you're out?**

14 Yeah, I always try to recreate them, actually. I have a tendency to buy weird mixers or alcohols to recreate different drinks. I always want everyone else to try them too, like if we're all getting together, or if we're all getting together before we're going out.

15 **What's the most interesting cocktail you've ever tried?**

16 This might sounds kind of gross and weird, but there was this place across the border to Canada one night, and there was a bar that had these milkshake cocktails. It's definitely not something I usually go for, but yeah they were so good and so interesting. There were all these different flavors, and I got a peach-vodka-champagne ice cream cocktail that was seriously amazing. Unfortunately, I have no idea how to make it myself but I always remember it as a milkshake with lots of bubbles and wasn't too heavy. It had a kick, and it was creamy and just so good. It's not something I would have all the time, but it was really unusual and cool.

17 **What kinds of flavors do you look for in a cocktail?**

18 To be honest, I like kind of sweet, kind of fruity– but not too strong, because I love ginger. If a drink is so delicious, and sweet and perfect, I'm not going to want to drink three of them. If you're having a night out, and you're going to have a few drinks throughout the night, I'd rather have something that I can have more than one of instead of mixing lots of things. You know how if you drink a vodka soda, you can drink a few and not feel sick like you had a lot of juice or something really sweet? So I really, really appreciate a drink that I can have more than one of and not feel gross. I like a little bit of flavor, or a little bit of ginger beer, but not anything overwhelming. Almost like I could add it to a vodka soda or something that's not going to be too much to where I regret it after I drink it.

19 **So you want to still be able to taste the alcohol and not have it completely be covered by juices and syrups?**

20 Yeah, exactly. Nothing too overwhelming. But on the other hand, I don't love the taste of alcohol but I want a nice balance of sweet and spice. I love spicy drinks, like anything with strong ginger or jalapeño. Like habanero jalapeño mixed in a drink.

21 **So when you don't go out for cocktails, how do you approach making them at home when entertaining friends?**

22 I usually always make them. Of course everyone can make whatever they want, but if we're hosting I'll usually always try to make things for people so that they feel taken care of. So I wouldn't say I set up a bar, but on the kitchen island there are always drinks and mixers. If there are more people over, sometimes I'll try and do a pre-made drink, like a Sangria or something like that that people can pour easily. One time for New Year's we made everyone champagne with elderflower syrup and it was good and easy. We definitely always try and have things ready for people and then if they want something else, that's fine. Definitely accessible, well-made drinks to make people feel comfortable. No bartending station, but I definitely make sure there are drinks made for people or I will go around and ask if people want a drink. An informal bar is what I like to call it.

23 **When you entertain, do you usually stay at your apartment or go out for more drinks afterwards?**

24 Well, we used to host a lot more when we lived in the Bay Area, but now that we've moved to LA, we're kind of in a hosting dry spell. When we did host a lot, we would usually stay at our place, because drinks are a lot more expensive when you go out and it's nice to actually talk to people in a place that isn't loud or crowded like a bar. And David always goes out and buys fancy meats and cheese and crackers for people, and we all lounge around and have drinks and nibble on things. It's definitely nice to get together before going out. Before I moved here, that would be a normal weekend thing.

25 **Do you ever think about posting pictures of cocktails you've made on social media?**

26 I mean, I probably should. I probably will someday, but I haven't for sure. I know that Juan, Liana's boyfriend is super into Tiki drinks.

27 **Tiki drinks?**

28 Yeah, he's super into it. There are a million kind of different Tiki drinks, and it's this whole drink genre. It's this whole thing that some people are really into. He and his friend actually made a social media account and post drinks and recipes and are really, really into it but I definitely don't see myself probably ever being like that. I like drinks, but I'm not a super huge drink enthusiast and it doesn't take over my life to that degree. If I made something cute, like put effort into it, I would totally post it. It would kind of have to just be for me personally, which I don't know would happen because I don't use social media for myself that much, maybe because I'm lazy. It honestly doesn't ever occur to me, but if I made things that were really cute, I would probably take a picture of them. I feel like most of the time though they just look like drinks. Like Juan makes really cool ice cubes, and makes them completely clear, which is an art in and of itself. If I was at his place, and he made me a drink, I would take a picture of those. But to me, it's just too much extra effort to do that on a regular basis and I usually just care about my drinks tasting good rather than what they look like. I also just don't post that casually.

29 **So the drinks would have to fit a certain aesthetic then for you to post them?**

30 Yes, exactly. Maybe if my mixer inspired me or came with accessories or made the drinks a beautiful color I would post a picture, but there would have to be some type of inspiration. I guess if I went out to a bar and the drink was in a super pretty glass with a nice straw and garnish or if it was a cool color I would take a picture and post it. But it's too many components to do myself.

31 **On the topic of social media, which social media platform would you say you use most?**

32 Instagram, for sure.

33 **What kinds of pictures do you post on Instagram?**

34 Hmm. I guess I post more business-type pictures on Instagram, because I have a ceramics page and I spend most of my time there. I don't really get to my own personal account much to look at my friends' pictures like I used to because I'm working so hard on my ceramics. It used to be all personal, and now its 75% business, 25% personal.

35 **When you do post on your personal account, what types of pictures do you post?**

36 They're always pictures of me doing something fun, like vacation, traveling, or a special experience. For example going to the zoo, or going to the Color Factory or the Ice Cream museum. So basically, when I'm doing things that look cool visually. I like taking pictures of things that are actually visually interesting because they automatically inspire me. But yeah, that's kind of it.

37 **So you mostly post about experiences that are out of the ordinary.**

38 Yeah, special experiences. Like, in the "old days," these would be pictures I probably would have printed and put into a photo album. You know how like you pick one or two of your favorite photos from a day and put them into the slot in the album? That's kind of how I look at Instagram. I definitely don't post about everyday life things, those pictures just sit in my phone and collect virtual dust.

39 **Who would you say you follow on social media?**

40 I follow a lot of artists, especially ceramics artists. I follow painters, and I definitely follow some influencer people, usually if I like the way they dress. Especially people who travel to really cool locations– I'll follow those people for inspiration for trips and stuff and be like "Wow, if I ever go to Morocco, I want to see that building" or stuff like that.

41 **So a lot of trip inspiration it seems.**

42 Yeah, definitely. I also follow news and celebrity gossip though. Oops. The bulk of who I follow though are friend and family and ceramics artists, and some architects as well.

And also some design accounts as well, like @DesignMilk and @Dezeen, like lifestyle accounts. These design accounts are cool because they feature posts across the board. One day it could be a watch that's really beautifully designed or shoes, or the interior of a space of a building. It could be really anything, like the latest and greatest strangely shaped TV. Anything, really.

43 **Do you follow any specific brands that you can think of?**

44 I follow clothing brands. Yeah, a bunch of different clothing brands.

45 **Like which ones specifically?**

46 I'm obsessed with this brand called Sézane, it's a French clothing brand. They're just starting to come to the states, but I think their clothing is really beautiful. I don't follow brands that I could easily access or find easily. For instance, I would never follow The Gap, or somewhere that I would walk into in a mall. I never follow brands like that, because my mind is already saturated with those images anyways.

47 **Hmm.**

48 Yeah, I guess I'll follow brands I want to remember. Kind of like a reminder to myself that I'm interested in something. I'm trying to think of what other brands I follow, hmm. Oh, I follow one swimwear brand called– ah, I forget what it's called. It was started by the Bikini a Day girls, and oh yeah, it's called Monday Swimwear.

49 **So you follow brands that aren't as well known.**

50 Yup, exactly. I'm more interested in seeing what people are working on if it's something that I can't get to easily. Like I follow Shinola Detroit, I've been following them for a while. They do European-inspired watches and bikes but they're from the US. Now they're everywhere though, so I stopped following them. I feel like a lot of these brands are geeky architecture brands, I don't know, I feel like people in the design- architecture world know about them, but normal people probably don't. They're kind of craft, artisan brands.

51 **Where did you hear about these brands then– friends, family, colleagues maybe?**

52 Usually coworkers, friends, or people I went to school with. I find out about them from what other people post, or when I see them in person and think they're cool. I also follow Thesis of Alexandria, which is like this little jewelry maker, stuff like that. I definitely avoid following big-box places, because their posts are kind of just adding ads to my feed. Oh, I also follow For Love and Lemons too.

53 **Is there anything else that comes to mind that you'd like to tell me about your lifestyle?**

54 I definitely love going out to eat with David, or my friends, or even my parents. Anyone, really. I like going to the middle places. I don't like going to the most popular, trendy place. Maybe later after the hype dies down, or maybe before it gets popular. If everyone is going to a certain place though, I definitely don't want to go when everyone is going. That scene just isn't really what I enjoy. It's just not it. I might go to that place for an off-meal (like brunch) or at an off-time. But I really do love trying different places– there's a place here in Marina Del Rey that we found that's close by, its neighborhood-y, there's only one. It's local, and all their food is locally sourced too. They have a board on the wall that lists where they source their produce, with little blurbs about the farmer and whatnot. They have a big pizza oven too, and it just feels homey and original. They're super creative too, and so I love those local neighborhood places. I also love going to farmer's market and night markets, and I feel like that's a good place to try new things. I feel like I've discovered so many of my favorite things at farmer's markets that I buy in stores or go back to the market to buy.

55 **So you mostly find food products at the markets, or skincare maybe?**

56 Food, mostly. When I used to live in Sacramento there was a huge farmer's market that I would go to and this guy would sell this Middle Eastern loaves– I forget what they're called, but they had a ton of different flavors. It was kind of like if naan and pita had a baby and they were stuffed with yummy fillings too. There were also dip companies that I loved too that ran deals all the time too, and now they're in Costco and all kinds of

stores. It's funny because we used to go all the time and stock up, but now they're everywhere! Stuff like that, I guess. I'm pretty much down to try anything.

57 **Do you still go to farmer's markets now?**

58 Definitely, when I have time. Near me there's actually a food truck event that goes on once a month every first Friday on Abbott Kinney, and they have so many different food trucks everywhere. There are also people with little stands too. They also have drink trucks, but they're always super crowded because most of the food trucks don't have a drink menu except for water and soda. But the drink trucks have a ton of different drinks, so everyone goes there. People are willing to spend money on specialty food and drinks there for sure. I've also been to Smorgasburg in LA, which is this giant food festival type event, but they also have a middle strip where people sell crafts and clothes and jewelry and stuff like that.

Celeste Roberts
Subject: Veronica Mendoza
Date: April 26, 2018
Time: 8:00 pm
Place: Facetime

1 **Hey! How was your day today?**

2 Good and busy! I just finished today's classes, drove back home, and now I am here!

3 **Cool, I'll start asking some questions now. So, tell me about your hobbies and passions.**

4 I am very passionate about education, especially working with children with disabilities. Social and emotional needs included. I'm a Special Education Teacher and I run in the reading lab at an Alternative Ed High School. The needs of the students are tremendous and I absolutely love working with all of the students and their families.

5 **What do you typically do during the week?**

My week is jammed packed with mom duties, work, and school. On any given day, I will leave the house at 7:30 am and usually return somewhere around, uh, 8 pm. I am either studying, lesson planning, or doing paperwork for work. There is the occasional night that I have some free time. I will usually head out to dinner with friends.

Tell me about your Friday evening routine.

Most Fridays I will head over to a local restaurant/bar with coworkers/friends for end of the week gathering. Other Fridays, I stay home and relax from a long week.

What about weekends-- just during the day?

My weekends are not always reserved for fun. But when I do have some free time on the weekend, I will head to some event or dinner with friends. Other times I will go running or adventure around California.

What else do you like to do for fun?

I head outdoors. I'll hang out at the beach, hike the mountains, attend sporting events, concerts and any kind of festival.

What kind of festivals?

Either food, beverage, and music festivals.

Can you tell about a festival you have been to?

The brew fest! I tried a bunch of different craft beers there and hung out with so many friends and a lot of acquaintances that day. There was yummy food, and even though I drank beer, it was hosted at a winery.

What are other things you love to do with friends?

18 I love to hike and just hang out with my friends! There is so much to be said about gathering with the besties.

19 **Tell me about "the besties" and who they are.**

20 You want to know about my friends? Oh, no. I have an eclectic group of friends. They all range from ages 30 to 52. They're teachers, law officers, politicians, lawyers, actors, they work in retail or work in sales. They're all amazing, intelligent and into fitness and health.

21 **And then more about friends. Think about the last time you really had a great night out with your friends and tell me about it.**

22 Um, I'll give you the PG version. The last time I had an amazing night out, a friend and I headed out to a bar for 80s night. We spent the whole night dancing to 80s tunes, playing 80s themed games, and just talking and laughing.

23 **Did you drink when you went out that time?**

24 Yeah.

25 **What brands do you usually like to drink?**

26 For vodka, I like Belvedere, Grey Goose and Tito's. And tequila, I will only drink Patron Platinum. I really don't have a favorite wine, I will drink anything for wine. Ports... There's a local winery's port that I love. Ficklin Winery has some amazing Port. I really like LaMarca prosecco. I really haven't ventured out on this one though. And then for beer, I don't have a favorite. I do love IPA's though, so I will try any new brewery.

27 **What about those different brands stood out to you?**

28 Really it is about the quality. The higher quality alcohols give less hangover effects. The taste is smoother. It's just about overall quality.

29 **Will you shoot shots or do you prefer cocktail drinks?**

30 I don't really shoot shots that much, I honestly prefer cocktails.

31 **What is your ideal cocktail?**

32 Uh, strong. (Haha) My ideal cocktail has very little calories and a whole lot of vodka. Vodka Soda with lime is definitely my favorite.

33 **What first sparked your interest in cocktails?**

34 I grew up around parents that enjoyed alcohol. They mostly drank beer or wine. In my early twenties, I actually hardly enjoyed any alcohol. I would have the occasional Jack and Coke. It wasn't until I discovered vodka that I ventured out in the wonderful world of alcohol. I enjoyed Cosmopolitans a lot. That's what they drank in Sex in the City and they were actually very delicious.

35 **So you say they're delicious. What flavors do you look for in a cocktail?**

36 I used to be all about sweetness, now I just look for light and refreshing.

37 **What's a really unique/interesting drink you've tried?**

38 Oh my gosh, um, I cannot think of one right now. I'll keep thinking.

39 **Okay, that's fine! What drinks would you try if you want to be adventurous?**

40 I would usually ask the bartender to come up with something. I've had purple pecker wreckers, our bartender would usually throw some red bull in there too.

41 **Purple Pecker Wrecker?**

42 For a man, it ruins sex for the night. Because, you know...

43 **OOPS, I just meant what's in the drink!**

44 OH! (Haha) Different bartenders will make them differently. There's typically a mixture of different alcohols.

45 **What's a really good one you've had?**

46 Hold on, let me google it because I can't think of one. Uhh, here's one. Malibu Rum, Blueberry Schnapps, Curacao Liqueur, Triple Sec, Vodka, Lime Juice, Cranberry Juice. That sounds good.

47 **Nice. What would make you regret buying a cocktail though?**

48 If there isn't enough alcohol in it. Or if a bartender uses the well alcohol.

49 **What would make you chose one cocktail over another?**

50 Honestly, alcohol content. I enjoy several different tastes so really it just depends on my mood. I don't look at price. I probably should, but I don't. (Haha)

51 **How much would you pay for a cocktail?**

52 I have paid up to about $15 for a cocktail. I've had others pay more than that for a shot of tequila for me. If its quality alcohol, then I will pay the price or have someone else pay.

53 **Earlier you mentioned craft beer. Do you like craft cocktails?**

54 I mean, I'll try *almost* anything once. Words to live by.

55 **How do you define craft?**

56 Specifically crafted by a craft master.

57 **What? Craft master?**

58 Yes, the bartender!

59 **Oh! Do you think *you* could be a craft master?**

60 Oh yes! Actually, I have thought of going to bartending school for funsies. You know, get a summer job to support my teaching habits.

61 **Do you like making cocktails at home then?**

62 I'd actually rather have someone else make them, but I do have the means of making them at home. Sometimes I want to be comfortable and enjoy friends company at home without the hassle of having to be in public and get dressed. I just want to enjoy a cocktail in sweats sometimes.

63 **What's a really good cocktail you've made?**

64 Sangria. I make really good sangrias.

65 **We're getting short on time, so I am going to move on from that. Next, do you generally care about what people think of you?**

66 I used to. Now, not one bit. I am who I am. I have worked hard to be this version of me, I'm kind and loving. I'm pretty confident with who I am and who I will be. My motto is that I'm not for everyone. There will be people that don't like me and that's okay. I'm okay with that because I like me.

67 **Very nice. And then which social media platform do you use the most?**

68 I would say it is a toss up between Snapchat and Instagram, but I think I use Instagram most.

69 **What about Instagram do you like so much?**

70 I can tell my life in pictures, it's more of an artistic way of sharing.

71 **What types of pictures do you post to tell people about your life?**

72 I post pictures of places I've been... drinks that look pretty... friends and family.

73 **Oh, places you've been? Where do you like to travel?**

74 For funsies?

75 **Yeah.**

76 Usually just anything that has to do with the outdoors. I am a big fan of Yosemite and Bass Lake- there is a lot of good views and good hiking.

77 **Cool! And back to drinks that look pretty- do you ever post pictures of the cocktails you make or order?**

78 Absolutely! I typically post those pictures on my instagram story and snapchat. I make sure the pictures I post on my actual instagram page are really, um, aesthetic pictures.

79 **Are there certain types of pictures you feel like you shouldn't post on social media?**

80 I have to be careful because of my employers and students who might find my online. I try to not post pictures of myself holding any alcoholic beverage but I do have pics of alcohol by itself on my social media. The pictures just must be tasteful.

81 **Who are some people you follow on social media?**

82 I follow a lot of fitness figures, photographers, local actors, bars, restaurants, and breweries. I like when they follow me back too. Oh, and coffee shops.

83 **What about following bars, restaurants, and breweries intrigues you?**

84 I like to see visuals of the food they offer, as well as the beverages offered. I also get pretty good ideas of the atmosphere from their instagrams, too. It helps me decide where to visit depending on my mood and, um, possibly any events happening.

85 **Is there a certain atmosphere that you enjoy more?**

86 Um, lively at times, but chill at others. It really depends on my mood.

87 **When would you be in the mood a chill environment?**

88 After a long week or a hard meeting. But in a lively environment, I just really want to dance after a really, really, really hard amount of time.

89 **Before we move on, what else can you tell me about drinks?**

90 You asked about the most interesting drink I've tried before. Yeah, I still don't really remember the most interesting, but once for my birthday my bestie asked the bartender to make me a drink. I still do not know what he put in it but it was deadly! I do not suggest mixing too many different alcohols together. You know, make good choices and such!

91 **Oh my gosh. Okay, now, I think that is all the time we have, but before we're done, is there anything else you would like to talk about yet that you haven't shared with me?**

92 I just want to let whoever is going to read this interview to know I am not an alcoholic! (Haha).

Kaitlin Beuschlein
Subject: Alex Ross
Date: April 28, 2018
Time: 1:30
Place: Facetime (subject was at home)

1 **Tell me about your hobbies and passions. What do you like to do in your free time?**

I like to run and exercise. I used to go to yoga a lot and I'm going to start taking bar classes soon

What do you typically do during the week?

I work at mind body. I am a product visual designer. I work monday through friday 9 to 5. And after work I usually go to the gym and run. And I'll go home, watch tv, and then go to bed

Tell me about the last time you had a really great night out. What did you do?

I was in San Francisco for work last week. And I met up with one of my friends who lives there and we went to this trendy restaurant called The Dorian and we ordered frosés, which are like frozen rosés. That was really good and it was fun. And then after I had a moscow mule and then I went home.

So it was a bar type of restaurant?

Yeah they had fancy cocktails and craft beer and all of that kind of stuff

Were you at the bar area or were you sitting at a table?

We were sitting at a table that was right next to the bar

What is your ideal cocktail?

I like when they're kind of girly and you can't taste the alcohol. So when they are more sweet. I will usually get a moscow mule just because I love ginger. So I usually like those especially when you can't taste any of the alcohol.

So how much would you pay for a cocktail?

Probably the most would be 15 dollars

15 **What would make you be willing to pay the 15 dollars?**

16 Probably the experience. Not the cocktail itself but I feel like if you're in a trendy and cool place usually the drinks are more expensive. So just to be there with all of my friends

17 **What about the way it looks? Like decorated with embellishments on top or an ombre drink with pretty colors for example?**

18 It's embarrassing but I would totally pay more money for that just because it's fun and I feel like I would post it on my instagram story or something.

19 **If you are drinking alcohol what brands do usually drink?**

20 If I am drinking something with vodka or making something with vodka I'll use Grey Goose just because it is super smooth and you don't get a bad hangover from it. Sometimes if I don't want to spend as much money on vodka I'll do Tito's vodka. But those are usually the two.

21 **So is vodka your favorite type of hard alcohol?**

22 Yes

23 **What type of flavors do you look for in a cocktail?**

24 Something sweet or with ginger. I just don't want to be able to taste the alcohol

25 **So maybe something fruity?**

26 Sometimes if I'm in the mood for it I like ordering a lemon drop or something like that

27 **What is the most unique or interesting drink you've tried?**

28 I don't know. I don't usually branch out that much because I usually do the same drinks but I guess the frosé is the most unique thing I have had. I don't know if that's considering a cocktail or wine because it was served as a cocktail but it was made from rose.

29 **Do you remember how much it was?**

30 It was honestly probably $15 or more because it was in San Francisco and everything there is just really expensive

31 **What is a normal sized cocktail?**

32 It was pretty big and even though you couldn't taste the alcohol it was really strong so that was nice.

Haha yeah that sounds nice.

33 **If you had to be more adventurous what drink would you try?**

34 Something with whiskey just because I feel like that's an adventurous drink. Like i've never just drank it by itself. But if I was with people who are adventurous I'd maybe want to get that.

35 **So what is your definition of a craft cocktail?**

Have you been to sidecar?

Yes

36 Yeah I feel like all the cocktails there are pretty craft. They are all really unique and I feel like they do infused stuff and I've seen them use a torch. I don't know what they do with it but yeah.

Oh yeah. I have seen them use it to torch a lemon and put it on top of a cocktail.

Yeah, they're not your typical cocktail.

37 **So you're saying a craft cocktail to you is something unique?**

38 Yeah something that is outside the box.

39 **Tell me about your friday or saturday evening routine.**

40 Usually I will go out with my friends from Mind Body because we are all pretty young. And we'll either go to a brewery or somewhere like Sidecar. And we'll just hang out and have a few drinks.

41 **Can you give me a few examples of the places you go besides Sidecar?**

42 Sometimes we'll go to creeky tiki because it's fun, it's right by the creek and the drinks are really inexpensive there. And then my friends also really like Black Sheep because that one has cheap cocktails and it has a really nice back patio that we like to hang out at. So yeah usually Buffalo, Black Sheep, Creeky Tiki, or Sidecar.

43 **Why those places in particular?**

44 We definitely like the environment because all of those places are pretty laid back.

45 **And what is your main purpose of going to these places?**

46 I like going just to hang out with friends and having good conversations

47 **So at these places can you see them making the cocktails or is it more behind the scenes?**

48 Well it depends. If you go straight up to the bar they will make it right in front of you. So I think at all those places you could if you want, like if you order it from the bar. So yeah you can definitely see it being made.

49 **So do you mainly drink cocktails at bars or do you sometimes go to parties or throw parties where cocktails are served?**

50 I do both

51 **Have you thrown one or is it mainly you going to your friend's places?**

52 In college I had a few parties and then recently I had a surprise birthday party for one of my friends

53 **And what type of cocktails do you make. Is it really different than what you order at bars?**

54 Yeah, if I'm making my own cocktail at home or at someone else's house I will do vodka and sprite just because it is easy. And for my friends birthday we did crown royale and coke because she loves crown. That's like her favorite drink.

55 **So where do you get ideas of how to spend your free time? Do friends give you suggestions or is it social media?**

56 Definitely through both. I feel like I know a lot about places from social media. Especially if I'm going somewhere out of town I can look things up. Or my friends who live in San Francisco, I will see all the cool places they go on instagram, so then when I go to San Francisco I'll know where to go just from seeing it on their social media.

57 **So who are they accounts you follow on social media? Is it friends? Brands? Celebrities?**

58 I follow all of those. I definitely follow my favorite brands just because I am pretty into fashion so I get a lot of inspiration from that. And then I follow some celebrities but mainly my friends.

59 **What type of brands do you follow?**

60 I follow some high end stuff even though I don't own any of it. I just do it because I think it's super cool. But things like Louis Vuitton and Chanel. And then I also follow Rothy's shoes. So smaller companies like that and boutiques

61 **So do you shop a lot at boutiques?**

62 I really like shopping at boutiques but I will get clothes wherever. Like sometimes I'll go to Zara just because it's inexpensive but I will shop anywhere.

63 **How would you describe your style?**

64 I feel like I wear a lot of black. Just very simple. Yeah I wear a lot of black and neutrals. I never really wear color just because it is easier for me to coordinate outfits. I guess color is just a little intimidating to work with.

65 **Do you generally care about what people think of you?**

66 I wish I didn't, but yes. I try not to let that control my life but I definitely think about that.

67 **So if you were at a bar would you want to sit at the bar solely for the purpose of having other people see you sitting high up and drinking your cocktail?**

68 No, I feel like I normally try to hide away. I don't like being the center of attention.

69 **So what social media platform do you use the most?**

70 Probably Instagram and LinkedIn.

71 **How active are you on those social media platforms?**

72 I look at both of them way too much like multiple times a day i'll go on both. Like when I wake up I'll check my Instagram and Linkedin and usually during lunch or even sometimes during work when I shouldn't and then before bed.

73 **So are you usually posting? Are you liking other people's posts? Or are you just browsing?**

74 I feel like I post pretty often but I think the main thing I do on Instagram is search. Not even people I know but like you know how there's that feed now where like theres random people and random things that show up?

Yeah

Yeah I'm always over there just looking at random stuff from people I don't even follow.

75 **What type of pictures do you usually post on social media? Or what do you post on your stories?**

76 I usually do my stories on the weekend when I'm out doing something so like when I'm out at a bar I'll probably take a video or if I go hiking and there's a cool view. Just usually when I'm doing something fun on the weekends.

77 **What makes you want to post pictures of your cocktails?**

78 Honestly, I don't know. It's super weird. But a lot of my friends will do it so I'll just be like "okay" and I'll do the same thing. I guess it's kind of like to show that I'm out having fun.

79 **Okay. So on Instagram for example, do you care about how many followers you have?**

80 I actually don't care too much about that. I think it might just be my generation. Like I feel like people your age have a lot more followers than my friends do so I personally don't care too much about that.

81 **Is there anything else you would like to share?**

82 Um I love drinking cocktails and I think it is super fun. I think I would like to learn more about them and maybe learn how to make some like fancy ones someday

83 **How often would you say you drink cocktails?**

84 I haven't been that often lately because I've been super busy with work and portfolios but I feel like twice a week when I'm not busy. Usually on Friday night or sometimes during the middle of the week when my coworkers go out to get a drink.

85 **And do you mainly drink cocktails? Or do you sometimes drink wine or beer?**

86 Yeah. I used to drink a lot of wine and I definitely love cocktails so I drink those a lot. But recently I started liking beer because I never liked it before but now I recently started drinking it

87 **What got you into drinking cocktails?**

88 Probably because all of my friends were doing it. I don't really think I thought about it. I just started doing it because everyone around me was and its fun and its social.

89 **What age did you start drinking them?**

90 Probably 19 but I didn't actually start to really get into it until I was 21 and older and could actually experience going to bars and ordering them.

91 **And it was your friends that got you into it?**

92 Yes

93 **And the friends you go out with now. Are they mainly work friends or friends from college?**

94 Definitely my work friends

Phoebe Chau
Subject: Ho-Shing Chau
Date: April 28, 2018
Time: 10:30 AM
Place: FaceTime

1 **What does your typical week look like?**

2 Well, since I am in my last quarter of college. I am currently actively applying for jobs, in hopes of landing interviews and securing a job by the time I graduate. In terms of courses that I am taking this quarter, I am not too stressed out about it, which gives me more free time to socialize with friends.

3 **Tell me about a few things you like to do with your friends on your free time.**

4 With my close friend group, I like to either go out and grab food, attend sporting events, watch a movie in theaters, or have small social gatherings at friends' apartment/house.

5 **Where do you and friends like to go grab food?**

6 We prefer to go to sit-down restaurants, unless we are in a rush and need something quick from a fast-food place.

7 **Do these sit-down restaurants usually serve cocktails or other alcoholic beverages?**

8 My friends and I do not typically look for places specifically for cocktails. If the place serves them, then great. If not, we are okay; we mainly look for restaurants that allow us to catch-up and have a good time. Of course if cocktails and other alcoholic beverages are served and attainable, then we might order a few drinks. We mainly order cocktails and/or other alcoholic beverages for the social aspect and wanting to treat ourselves, like after a long week.

9 **What are some of your favorite drinks to order when you go out?**

10 I am a pretty casual drinker, both when I go out or drink at a party. For cocktails, I usually go for a margarita, moscow mule, or mimosa. If I am not ordering a cocktail, then I would probably go for a light beer.

11 **What flavors do you look for in a cocktail?**

12 Definitely something with citrus or fruit involved, as there are in the three typical cocktails I tend to go for.

13 **What about the inclusion of citrus and fruit in cocktails draws your interest the most?**

14 I think the taste of citrus and fruits is really refreshing. When I drink cocktails, I like to feel refreshed and rejuvenated afterwards, which is absolutely the best feeling ever, especially after a long and/or tough week.

15 **How much are you willing to pay for a cocktail?**

16 I would not want to pay more than 10 dollars for a cocktail because I usually order food along with my drink. I do not often go out to bars for the sake of just drinking.

17 **Where and when do you typically drink cocktails?**

18 I rarely drink by myself. My friends and I drink cocktails and other alcoholic beverages on a Friday or Saturday night, either at a sit-down restaurant or friend's place.

19 **Tell me about what Friday night of socializing with friends would look like.**

20 I like talked about previously, we like to go to sit-down restaurants that may or may not have a bar inside. If the restaurant does serve alcohol, then we would usually order food first and have a cocktail as more of a dessert or treat. We usually spend the waiting time for the arrival of food or drinks catching up. After finishing up at the restaurant, we might go to a friend's place and continue the conversations.

21 **When you go to a friend's place after the sit-down restaurant, do you consume more cocktails and/or other alcoholic beverages?**

22 Honestly, I depends on how I am feeling. If it is still early in the night, like 8-9pm, then I am more likely to have a another drink. Otherwise, I probably would not. I also would not go for more drinks if I need to wake up early the next morning or have important things to do the following day.

23 **Would you describe yourself as more of a leader or follower when entertaining and socializing?**

24 I would say that I am a bit of both. If I am the host or in charge of the gathering, then I am definitely more of a leader. However, if I am just one of the guests, then I am more of a follower.

25 **Speaking of followers, who are some people you follow on social media?**

26 I am a big fan of basketball, some people I follow include Stephen Curry, Kobe Bryant, and Kevin Durant.

27 **Besides celebrities, do you follow any brands or companies on social media? If so, which ones?**

28 I do not directly follow any brands or companies on social media; I keep up with news and media in regards to brands and companies I like. Does this make sense?

29 **Yeah, it makes sense. Could you tell me a few brands or companies that you keep up with?**

30 I follow Apple, Nike, Under Armour, and Amazon.

31 **Stephen Curry is sponsored by Under Armour. How much do you value a product that is endorsed by a celebrity?**

32 I would say that I am definitely influenced by celebrity endorsements. I am more likely to buy or consume a product if it is endorsed by a celebrity, such as Curry. Under Armour is a great brand by itself, but I do believe that Curry's endorsement has really helped the company grow in popularity.

33 **Would say that you are more likely to order a certain cocktail if you see celebrities you follow drinking and enjoying it?**

34 For sure. I value their opinion and preferences. So for example, if Curry orders a moscow mule, then I am likely to order one more often. I am even willing to try new drinks or combinations.

35 **Do you ever post pictures of cocktails you make/order?**

36 No, I do not. If I am pictured with a drink in my hand, then I do not usually mind it being posted. However, I do not actively or purposely post pictures of my drinks or of me drinking. I just do not feel it is necessary for my friends or peers to see what I drink because I do not think they care.

37 **Do you generally care about what people think of you?**

38 To a small extent, I do care. Of course I do not want to come off as a crazy and wild person who drinks and parties a lot because that is not who I identify as. I do not mind my friends and peers know and see that I drink; I am a casual and social drinker. Other than that, I do not really care what people think of me. As long as I present myself in a respectable manner on a regular basis, then drinking occasionally is not an issue with me.

39 **You have mentioned drinking with your friends quite a bit. What kind of drinkers are they?**

40 Most of my friends are social drinkers like me. I enjoy and value being surrounded by people who are like me and share similar values. We definitely keep our drinking under control, watch out for each other and make sure we know our limits. Overall, we are mostly casual drinkers, who enjoy being fancy on occasion, with our cocktails.

41 **Is there anything else you would like to talk about that you haven't shared with me yet? Thank you so much for your time by the way.**

42 You are welcome, anytime. Um, I think have covered most of what I would like to share. However, in terms of how often I drink, I would say I usually drink less than once a week. I do not like spending a lot of my money cocktails and other alcoholic beverages. They come out as an entertainment expense for me. I much rather spend my money on a nice meal and attending a concert or sporting event.

Anika Kokatay
Subject: Sundeep Dolliver
Date: April 26, 2018
Time: 4:00 pm
Place: remote

1 **Can you tell me about some of the people you may follow on social media; who are some of your lifestyle Icons or inspirations?**

2 Yea, my lifestyle icons I think are, let me think, there's lots of bloggers. Let me look at my Instagram. Okay well, this is stupid, but I think Kourtney Kardashian leads a very healthy lifestyle. To me, she's someone like in terms of her health and wellness approach, like, I will look up to that. I love Julianne Hough, I think she's super healthy. My favorite bloggers are; Teni Panosian, and I think Kaitlyn Bristowe takes a really light hearted approach to life, and I love that. Let me think who else who else.. I think I follow Emily Schuman and I think from an entrepreneurial and a female standpoint, she's really cool. I think that might be it for people. If I think of more I'll let you know.

3 **You came up with a pretty good list, I'm seeing a health and fitness theme among these influencers**

4 Health and fitness, but you know, also in to beauty - like they are well rounded people.

5 **How much influence do you think these people you like to follow have on your own social media and buying habits?**

6 I think that the things that they post, I don't think I would post in terms of beauty topics because I don't feel like an expert in those areas. But, if they were to post a motivational quote or something that resonated really well with me, I would definitely emulate that and repost that. I think more so where I'm influenced by them is their style, and their endorsements. You know if they say, "I just love this product, you have to try it! " I'm probably going to try it, more so than another product. I'm very easily - like I need to start unfollowing people so I stop shopping!

7 **Speaking about products, what would you say are some of your favorite brands?**

8 In general, I would have to say SoulCycle obviously I think is such a strong brand, they know their target market, they know how to talk to them. Everything just evokes emotion in you, and its cohesive and consistent and I think they do a fantastic job. Lately I've been impressed with TULA skincare, I think they have a really strong brand also. Uh that's T-U-L-A. I also think that movements like Create & Cultivate, to me, they are doing something that's really powerful right now and I respect them as a brand, their overall look and feel, and how they bring together a community and empower entrepreneurial Women.

9 **With SoulCycle and TULA, do you use their products or classes often?**

10 Yes

11 **How do you feel when you go to a class or use TULA products, what are some emotions that go through your head?**

12 Ok so, SoulCycle, I feel during the class, motivated. I fell energized, I feel like I'm part of a movement and a community. After the class I feel like I'm on a mini high; like those endorphins from working out and I think "wow that was so much fun!" And for TULA - I mean it's hard right now because I just like have crazy acne, but I trust them. I think that's the thing with their branding is that I feel like I really base a lot of my trust on the

fact that it was developed by a doctor, it has a ton of reviews, and my friends use them. You know, I found out about them through a blogger a long time ago, but there's lots of bloggers that promote it. I just kinda feel like I trust these products and I feel good when I'm using them.

13 **To you, what kind of differentiates a SoulCycle class from a regular spin class at the YMCA or TULA from a more mainstream brand like Neutrogena.**

14 Okay let's see, so for SoulCycle, It's the mood, it's the energy. Okay here's what it is; SoulCycle has created an experience, and I think that Millennials, people between the ages of you know 25-40 or 20-40 are looking for experiences, not just taking a spin class at the YMCA. They want to walk in to a class, have an instructor that's just like a badass, like dancing, there's candles, everyone's moving at the same time. It's an experience that you don't get *anywhere* else. And I think people are looking for things that are unique, and I think that's why people are willing to pay $32.00 for a SoulCycle Class.

15 **Would you say you're willing to pay the premium for something that prides itself on being different or craft?**

16 Yes

17 **So to diverge a little bit, when it comes to picking drinks you enjoy on say a night out or entertaining at home, what would your thoughts be on a branded craft cocktail versus a regular gin and tonic?**

18 I think craft cocktails, or when the branding behind them is strong enough to differentiate themselves from like a regular tonic, like how do they want people to feel when they use their products, you know like, why is it cooler why is it better, why is it something that will make you choose it over something else. I don't really know how to do that with a drink, like, I wouldnt say I know the story behind Schweppes Tonic Water that I would buy at the grocery store, so if I saw another product with a better story I would probably buy that one.

19 **Speaking of grocery stores, where's your favorite place to buy food and drinks?**

20 Trader Joe's. I love Whole Foods but it's too expensive *laughs*

21 **What kind of experience does Trader Joes provide that makes it your favorite place?**

22 Honestly yea I think Trader Joe's almost feels "niche" even though they are like everywhere but it kind of has that smaller craft grocery store feel but its still accessible, and it's not super expensive. Everything in that store is SO affordable it's insane! They don't just carry what's on the shelf at Safeway or they at least branded it differently. They package it differently and there's always new things and its health conscious. I just love it because it's so affordable and healthy. I go to Whole Foods for niche foods, like Kite Hill yogurt which is like a non-dairy yogurt that they don't have at Trader Joe's.

23 **So then to continue talking about your home life, can you walk me through your typical routine when you get home from work on a weekday?**

24 On a weekday sure, well potentially I might go do a workout class after work, like maybe a pilates class. I'll usually go home and shower and start getting dinner ready and a lot of times I'm pour myself a glass of wine so I can sip on it while I'm cooking, make dinner, watch an episode of something and hang out. If I have chores to do like laundry I'll do that and then maybe read and then go to bed. That's probably a typical night. I think if its a night when the weather is warmer or maybe over the holidays or if it's a friday I think those are the days I'm more likely to make a cocktail. So like for example as it gets warmer, we bought patio furniture and I'll come home and Clark will make margaritas or I'll make vodka tonic with the lime and we'll go to the hot tub, or something like that. But that's not an every night kind of thing. Like for me, a cocktail is like for a Friday night, like on Tuesday I'm gonna have a glass of wine I don't know why, but that's just how it is in my mind.

25 **So I guess when you're buying this patio furniture and all, is it in prep to entertain friends as well?**

26 We haven't entertained yet but we definitely set up the patio to do that, when it's warmer we put lights up and we got a rug and bought plants and furniture. I'm so excited for the weather to get warmer so we can have friend over for summer cocktails to sit outside, so that's kind of like why we put the patio together. So yes we definitely want to entertain.

27 **Cool, since you're not entertaining guests at home right now, what are some things you like to do for fun on the weekends?**

28 Yea on the weekends I always like to get a good workout in, so either going for a run or a pilates class or a SoulCycle class. We love hiking and getting outside. we love meeting up with friends. Sometimes we'll meet up with friends at a local brewery or a restaurant. Sometimes we will go see a movie or go shopping, just relaxing and reading and all. I think most of our weekends are spent doing something physical, something relaxing, and something with friends. So like, going out to dinner or meeting up somewhere for drinks.

29 **What are some places you like to go to get drinks?**

30 Um so, definitely local breweries. We meet up with our friends at a brewery called Cali Craft in Walnut Creek often. There's a place - well now that I don't live in the city, you know, it's not as cool out in the suburbs.There's a place in downtown Pleasanton that's called Beer Baron which is really cool. I love going to wine bars, so ill look up new wine bars that have a cute and nice ambiance. Anywhere that has cool outdoor patio situations with lights, I'm always drawn to those types of places.

31 **Can you think back to a really fun night you had recently?**

32 Um lets see, I mean like with friends? Like a group of friends?

33 **Yea just going out and having a good time!**

34 Well I guess I don't know if this counts but I went to Santana Row in San Jose last Saturday and I met up with girlfriends and we sat outside at a wine bar. It was just such nice weather so we sat outside a this wine bar and got rose and just chatted and went across the street to dinner and there was a bunch of people out and the atmosphere was

great and then afterwards me and one of my girlfriends walked and we sat and got a cup of coffee.

35 Another fun night I had is when we were in Walnut Creek and we went to Cali Craft and hung and got some beers. Then went downtown to this place it's like a new restaurant that upstairs they actually had beer pong tables set up that didn't have beer but the cups just had wax in it. There was beer pong and ping pong and everyone got to hang out and play games and it was just a really fun and chill night.

36 **When you're at one of these social outings, what your normal go-to cocktail?**

37 My go-to cocktail is normally a vodka tonic or a greyhound.

38 **What's a greyhound? I actually don't know what that is**

39 It's like grapefruit juice and vodka and I don't know if they put any kind of soda in it but I'm sure that would be delicious. Um, and then, yeah I don't really order margaritas when I'm out but I like making them at home so then I can control what I'm putting in to them. I like even taking a lime La Croix and putting half La Croix and then my tequila and then adding a little bit of margarita mix so it's not super sugary and then fresh lime. I just feel like I have more control over what I'm making and therefore what I'm putting into my body.

40 **When you are making your own drinks, how important are the ingredients to you?**

41 Yea definitely because I'm more of a health conscious person, I don't want to make a drink that has so much sugar in it. So I like actually making cocktails at home because I feel like - it's the same thing with cooking at home versus eating out - you know what you're putting into your food.

42 **What are some drinks you've made at home?**

43 I mean I do like sometimes if I'm doing a vodka with a tonic I'll add a splash of something else. So I'll go find a different type of juice mix that I feel like will add a

splash of flavor whether that's like a pomegranate or a cranberry and I'm just such a fan of lime, andi think it makes any drink better so I'll usually throw some lime in. I've made a lot of sangria type drinks at home before. it'll be like wine plus some type of sparkling soda with fresh fruit and then either whatever you wanna put in it - usually its some type of rum. I've done champagne, wine, fruit, and some type of sparkling soda.

44 **Do you find yourself picking ingredients that are unique? Like a craft lime soda versus a Sprite.**

45 Yea I definitely wouldn't buy Sprite. To me when I think of Sprite I just think " Oh, I don't want to put that in my body, that's unhealthy" It's probably why I now put La Croix into my cocktails because it will add that carbonation, but it's still healthy. I think actually one of the things I struggle with is tonic versus diet tonic because I know that diet drinks aren't good for you but tonic has a ton of sugar.

46 **What do you think could be a better option?**

47 My ideal situation would be a La Croix type of drink that has more flavor, you know, because La Croix doesn't have that much flavor. If there was a healthier carbonated soda option with a bunch of different flavors, it would be so much easier to make a cocktail because you can just grab it and mix it with something and be done. Instead of having to do like the La Croix with a splash of this and a splash of that, it would be more like a one-stop easy cocktail.

48 **How much do you value simplicity in these drinks?**

49 I mean I think it's kind of fun to do it at home, I don't mind if there's like three ingredients that go into it but I think once you get to like four and five it's like am I *really* gonna always have those all on hand at home? I think that can be a problem. Obviously if we're hosting people, I'm gonna go to the grocery store to buy whatever I need to make the cocktails. If it's a random Thursday or Friday night and I'm just home with my husband and we're making cocktails, I want to grab what's easy.

50 **I want to backtrack a little bit and talk about nights out, what would be some components of an ideal weekend night?**

51 Okay let's see, I think my ideal Friday night is being somewhere with a good ambiance sitting outside somewhere, getting a cocktail, then going to a great restaurant that I love and eating a really great meal and if it's with friends, maybe going somewhere after to continue chatting or getting dessert. My other ideal Saturday night would be probably hosting people at our house and having drinks and laughing and hanging out, its super chill and I love it.

Appendix C: Presentation





- Over 22 hours of phenomenological data research in total
- Multiple semi-structured interviews with various members of the tribe
- *To understand:* **1** The Value of artisan products
  2 How Mohemians approach entertainment
  3 The meaning of "community"
  4 Insecurities the tribe may face.



identity proud



"I'm pretty confident with who I am and who I will be. My motto is that I'm not for everyone."
- Veronica Mendoza



identity proud

- Expressing oneself authentically
- Finding comfort within discomfort
- Achieving the delicate balance between fitting in and standing out
- Zeal for life and desire to reach self-actualization
- Building confidence at every stage of growth
- Internal strength & pride in one's values

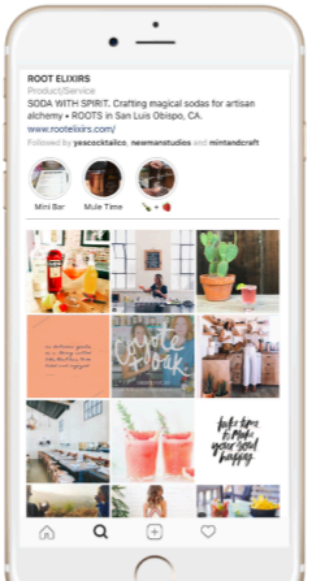

the crafted narrative
Striving to live life to the fullest
Craft facilitates special memories and experiences
Companionship occurs organically in the craft community
Connection of consumer to the product in a unique way
Atmosphere ignites the senses

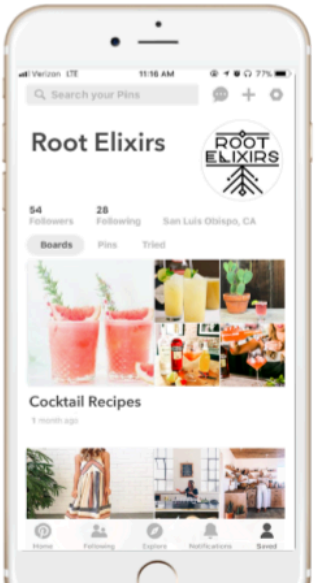

Authentically Artisanal
Artisanal culture guides Mohemians towards their goal of self-actualization and solidifies their unique identities.

Recommendations Timeline

Ideas	Short term	Mid term	Long term
Revamp Social Media			
Redesign Packaging			
Subscription Box			
Collaborations			

Social Media Revamp

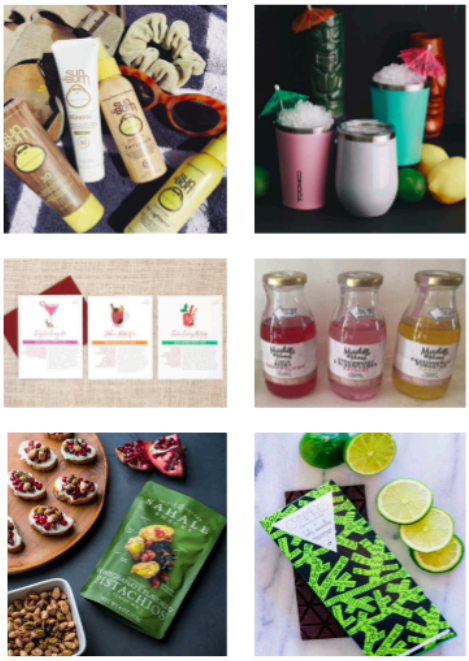




#TrueToYourRoots




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SODA WITH SPIRIT
ROOT ELIXIRS + SPIRIT + ICE = CRAFT COCKTAIL
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AN LOUIS STORE
Ruby Rose
ROOT ELIXIRS
Granada
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