



## More Than a Barmaid: Women in San Diego Brewing, 1868-Present

Judith Downie

Special Collections and History Librarian

The focus of my presentation is San Diego beer industry with particular focus on the role of women in how the industry established, survived, and thrived. San Diego brewing history began in 1868 with two 'dry' periods (pun intended) due to national Prohibition and later to economic pressure from macro-breweries resulting in no local brewing for over 30 years in the mid-20th century. Now San Diego is a recognized epicenter of the craft beer industry, calling itself the 'Capital of Craft' with more craft breweries in the county than any comparable region in the US. How did we get there and how did women participate in the lifecycle of this industry?

Women's roles from the beginning include business ownership, Temperance-driven political and social activism, Prohibition bootlegging, marketing and related businesses as well as purchasing and consuming. Increasing numbers of women throughout the industry today challenge the stereotyped industry image of 'white guys with beards'. My research and publications in this area reflect the multi-disciplinary nature of our campus and instruction with special appeal to faculty in Business, History, Political Science, Chemistry, and Women's Studies.



**Date: Wednesday, October 16, 2019**

**Time: 5:00 ~ 8:00 p.m.**

**Location: McMahan House**

**Please RSVP by October 7, 2019**

**Please Select a Payment Method:**

◆ [Paying with Credit Card](#)

◆ [Paying with a check or a guest of the](#)

[Faculty Center](#)

Tickets are \$30 per faculty member. Let us know if you would like to sponsor any junior faculty. Please RSVP and pay through the Eventbrite link provided or with a check.