



## INDEED BREWING COMPANY

711 15TH AVENUE NE, SUITE 102 | MINNEAPOLIS, MN | 55413  
612.843.5090 | [WWW.INDEEDBREWING.COM](http://WWW.INDEEDBREWING.COM)

This is an open letter written in response to a wave of personal accounts from all corners of the beer industry, collected and published as Instagram stories by @ratmagnet.

For years, I've spoken as Indeed from behind the scenes. Now, I'd like to speak to you directly, as a queer woman who has spent countless hours working in and on this business. I can tell you it is a different place today than when I started. Along the way I have seen our company learn hard lessons, and then do the harder thing, which is change. I myself was sexually harassed at a beer festival, received unwanted advances from an overserved coworker, and been served hundreds of sexist comments both from within and outside that were meant to put me in my place as a woman making a career in beer. This is both not about me, and intimately about me. In November of last year I took over as the COO of Indeed Brewing Company. This is not only personal, but it is my actual job to take care of the people who work here, our business partners, and the people who enjoy the things we make.

I should first say that I firmly and unwaveringly support these stories being told, collected, and shared widely. The sheer number of them should be eye-opening to those who think the beer industry is blameless or above criticism when it comes to issues like sexist, racist, and classist behavior. It also shows that bad things can happen at good places. One of the most beautiful things about this industry is the deeply personal connection one can form to a brewery, its beers, and the people who make and serve them. It makes it all the more difficult to hear, and truly believe, that toxic beliefs and actions informed by those beliefs could be baked into the culture of a place one loves.

We, at Indeed, are not blameless or above criticism. I know we're not doing everything perfectly. But I can tell you that we are trying. I am trying. I've sat with coworkers and cried tears with them, felt all the nuanced feelings of pain and shame and insecurity and uncertainty that comes with sticking your neck to try and exist somewhere you don't always feel welcome, been wrecked by it, and then gotten back to work trying to make Indeed not just a fine place to work by industry standards but an excellent place to make a career by any standard. We've made tough choices about who works at Indeed and who is asked to move on; we've promoted women to leadership positions, because that matters; and we've committed to investing in a talented People and Communities leader within the company by the end of this year because we know we're not done learning, and we need help. (By the way, women, femmes, nonbinary people, nonwhite people, queer people: we're hiring.)

This is my long-winded way of saying my door is wide open. My number is 339-364-0648 and my email is [kelly@indeedbrewing.com](mailto:kelly@indeedbrewing.com). I sincerely hope to get a boatload of texts, emails and calls about how you think we could be better, and will honestly be a little disappointed if I don't. Brienne (@ratmagnet) and the hundreds of people who spoke out about their heartbreaking experiences as women in beer have put themselves on the line to shed light on an industry-wide problem; let's not let them down by brushing it under the rug.

Thank you,

Kelly Moritz  
COO, Indeed Brewing Company

◦ WE ARE THIRSTY CREATURES INDEED ◦