

Toochikwu Udeinya

Dr. Ly

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Interview with Keven O'Connor owner of O'Connor Brewing Co.

Background information:

O'Connor Brewing Company is a craft brewery located in an "industrial section" of Norfolk's, VA Ghent neighborhood/district. Their mission is to be well-respected innovators and pioneers in the craft beer industry by producing consistently delicious, old and new beer styles. They are helping grow the craft beer movement responsibly through customer education, earth-friendly business practices, and entertainment, and by giving back to our communities who support us. Their brewery is all about having fun creating beer and having fun enjoying the malts of their labor.

Kevin O'Connor started brewing beer in college. He drank lots of craft beer during these early years, even writing his final thesis on how to start a brewery. Kevin spread his appreciation for craft beer everywhere he went. He taught his girlfriend this same appreciation through his many home brews, when visiting the Bier Garden in Portsmouth and through his many trips to the bottle shops. She thought it was a nice hobby and did not realize that it was his calling until she realized that he never stopped talking about it. After marrying in 2005, Penny encouraged Kevin to follow his bliss - but not before earning some experience. Kevin begged for a job at St. George Brewery and soon after was brewing and packaging craft beer – a smile never leaving his face. However, after a year of working with St. George, Kevin wanted to learn more about the industry, and took a position with Specialty Beverage to learn as much about beer

distribution as he could. Another year passed and he began writing his business plan in early 2009 while brewing recipes in his backyard.

Currently O'Connor's produces six flagships, three seasonal, and four limited releases craft beers. They recently purchased another warehouse in order to expand their operations and capacity. Mr. O'Connor is a highly insightful individual that embodies the true meaning of entrepreneurship.

The following is a link to my interview. Enjoy.

http://www.youtube.com/edit?o=U&video_id=lSbbuyx0vGA