The Many Faces of Rotgutzen
The Not-So-Comic Nemesis of Independently-owned Business

David Thibodeau
President/Co-founder
Ska Brewing
"I eat the little guy for breakfast. I cover him in ketchup and eat him, just swallow him down, like a sausage made of hopes and dreams. A tasty little craft-brewer kielbasa."

David vs Goliath

Our heroes were always the underdogs
Men, there is hope growing in a small Colorado town. Hope that needs to be neutralized.

Hope that holds fast to such pitiful principles as 'clean water' and 'hand-selected hope' and...

All hail Rotgutzen!

MEANWHILE

What do you mean our order is canceled forever in perpetuity?

Yeah, those words mean the same thing?

Perrr-pet-oo-ity

I think he caught a case of Zombie. We should probably check him.
Only the battle...

The 3 Big U.S. Breweries in 1995
...in 2008

DoJ Approves

Molson Coors
SABMiller
Anheuser Busch
InBev

Miller Coors

AB InBev

Overnight Duopoly
90% Domestic Production

And in 2016...
“If You Can’t Beat ‘em, Buy ‘em!”

Infographic by Craft Sense
“Illusion of Choice”

ZX Ventures (WTF?)

RateBeer

Northern Brewer

But how???
By the early 1880's Rockefeller and Standard Oil controlled 90% of the U.S refineries and pipelines.
1890, The Sherman Antitrust Act

Created to outlaw any combination that restraints trade:

• Price Fixing
• Limiting Industrial Output
• Sharing Markets
• Excluding Competition
• Monopolizing Any Part Of Trade or Commerce
In 1906, during Theodore Roosevelt’s Presidency, Congress filed against Standard Oil, and in 1911 Standard was broken up into 34 smaller companies.

“Consumer Welfare” = Low Prices
Google, Amazon, Apple, Facebook, and Microsoft have together acquired more than 500 companies in the past decade.*

Richest person in the world
$150 Billion!

*www.qz.com November 2018
• Books  
  Sell at a loss, fewer books find audience, publishing
• Shoes
• Groceries
• Manufacturing
• Amazon Web Services

50% of everything bought online in this country is purchased through Amazon
Amazon’s Entry Into Third Party Sellers Spaces*

Popularity and Customer Ratings

Reduced Shipping Cost > Increased Demand

Discouraged From Growing on the Platform

Independent Business Discouraged
- Burden of Risk
- Online sales of consumer goods will continue to grow

“If we will not endure a king as a political power, we should not endure a king over the production, transportation, and sale of any of the necessaries of life,”

-- Sen. John Sherman
Local small businesses are linked to higher incomes and less inequality.

Entrepreneurship fuels job creation.

Independent businesses generate more tax revenue at lower public cost.

Community-scaled businesses reduce pollution and improve environmental sustainability.

Local businesses foster community cohesion and well-being.

According to the ILSR:
Maria’s Bookshop, once listed for sale, will stay in the family

Evan Schertz joins ownership at Durango bookstore

By Patrick Armijo Education, business & real estate reporter

Tuesday, April 2, 2019 4:10 PM  Updated: Tuesday, April 2, 2019 10:58 PM

[Image of three people]

Independent Bookstore Growth in U.S.*

Graph by American Independent Business Alliance: AMIBA.net
*American Booksellers Association members - BookWeb.org
“The true value of having a vibrant local economy isn't just in the bottom line of small businesses and the specific jobs they create. It's also the notion that place matters.”

-Stacy Mitchell
Director, Institute for Local Self-Reliance
Durango

To wrap up, what can we do? We’ve been here before.

• Communicate with elected officials
--Here’s a [Local Policy Action Toolkit](#) that our elected officials can use to help institute policy that supports local business

• Support businesses like Maria’s that keep their dollars local and foster community

• Drink Beer

• Pause
Locally

Thank You.