



Jeremy Marshall: the man behind the BrewMonster

Written by Abigail Peguero



Jeremy Marshall, Lagunitas BrewMonster, hanging behind the bar with a pal. | Lagunitas Brewing Co.

Petaluma, California —

The Head BrewMonster sounds daunting: someone with potentially supernatural evil powers who presides over a brewery. Jeremy Marshall is that for the Lagunitas Brewing Co. — except he uses his powers for the creation of great beer.

Working at Lagunitas for the last 18 years, Jeremy is more than just the head brewer.

“My cards say BrewMaster, but this girl who worked at Lagunitas before she left for the cannabis industry said, ‘You’re not the BrewMaster; you’re the BrewMonster.’ That’s actually my official title,” Jeremy said.

A Memphis, Tennessee native, Jeremy first came to Northern California to pursue a Masters degree in brewing at the University of California, Davis. The program was failing when Jeremy showed up, due to lack of interest in the program. The administrators were discouraging him from attending because everyone was getting laid off and brewery jobs were low-paying. To boot, they weren’t making the type

of beer Jeremy was interested in.

“But I remembered something my grandfather told me: sometimes the best time to buy something is when everyone else says it’s a bad idea,” Jeremy said.

Today, the UC Davis Master Brewers program is regarded as one of the longest running and most respected brewing programs in the world.

The close proximity of his school to Petaluma, Lagunitas’ hometown, lead to Jeremy applying to work at the company. He initially applied to work for the founder of Lagunitas, Tony Magee.

“I wrote Tony a letter probably during the last days of him reading his mail,” Jeremy said. “It was short and slightly memorable.”

It read: “I’m in beer school and I feel like everything I’m learning could be applied to you.”

Thankfully, Tony read that letter. After successfully getting hired, Jeremy got to work crafting brews and being

a part of the Lagunitas community. Innovation and inclusion are at the forefront of his work — the beer is just as much about the people who drink it and make it as the hops that go into it.

“Lagunitas is made up of all kinds and creeds; punk rockers, misfits, ivy leaguers, weirdos, Waldos, Sparkle Ponies, Musicians, and everything in between ... Just a pack of stray dogs that found—despite our vast and wild differences—that the love and respect for the freedom to be different is what brought us together and made it all work,” Jeremy said.

Jeremy worked through many different iterations of Lagunitas. He started when it was a rough and tumble, punk rock-esque small business where mistakes were all apart of the

journey. He saw the dramatic growth in craft breweries and the success of Lagunitas as one of them.

The growth allowed them to get more official equipment and tone down the risk taking.

“In 2011 or 2012, we grew 50%. It was insane, we were running out of hops,” Jeremy said.

Tony sold the entirety of Lagunitas to Heineken in 2017, with Jeremy slowly becoming the face.

“I like to say that if you stay at a brewery long enough, you eventually find out, ‘Oh my god, I work in marketing.’ As the education of Heineken began to take more of my time, and with the sudden departure of Tony, I found myself as company spokesperson. I was like, damn it. It’s true. I’m in

marketing,” Jeremy said.

When he’s not in the brewhouse or having some well-deserved time off, Jeremy is writing his own articles for the Lagunitas beer-lover community. His articles, along with some of the other brewer’s, can be found on the Lagunitas website under ‘Beer 101’.

Beer isn’t as straightforward as it might seem and these stories explain the intricacies of some of the finer points of brewing. They’re in-depth stories about the history that lead up to the point of each story and then explain the topic thoroughly and conversationally. Jeremy believes beer isn’t too complicated for anyone, that’s why it’s for everyone (21+ in the United

Left: A Lagunitas dog logo IPA pint sitting on a picnic table outside of the Petaluma TapRoom. | Dave Below: Beer being poured from the taps. | Louis Hansel Bottom right: Jeremy Marshall at the Petaluma Lagunitas tasting room, sitting with a brew. | Lagunitas Brewing Co.



States). He wants to make beer knowledge as accessible as possible.

Some of Jeremy's recent articles include: "*What is the Difference Between Dual Hop vs. Single Hop?*", "*The Relationship Between Cannabis and Beer*" and "*What is the Difference Between a West Coast Hazy vs. NEIPA?*".

Each one is a refreshing read that feels like you're sitting down and having a conversation with Jeremy himself.

The BrewMonster believes that a craft brewery is nothing without its culture.

"I don't like it when a craft brewery paints this well-marketed image. It's disheartening when I expect one thing and I get some super boring people who are just at a job. Craft brewers get into this because we're gathered by our passions. I have extreme passion for hops, for craft beer, for home-brewing, for cannabis, for extraction. All these things that live in the greater brewing universe," Jeremy said.

Now that the mystery surrounding the BrewMonster is explained, hopefully Jeremy's role at Lagunitas makes a little more sense — or maybe just an IPA sounds good right about now. If not, swing by the Petaluma location and deign to ask for an audience with the BrewMonster!



For more information visit lagunitas.com.



A fermentation vessel
working on the
first stage of the
beer-making process.
Claude Piche