



Monterey introduces beer-to-table at Farmer's Market

Published 4:31 PM PDT May 12, 2015



MONTEREY, Calif. —At the Old Town Monterey Farmer's Market, it's not just farm-to-table anymore, it's brewpub-to-table too. For years farmer's markets in California were alcohol-free zones, but a new law in effect this spring has changed that.

Kevin Clark is the brewer at Peter B's Brew Pub in Monterey, and he said his local brews fit right in with organic food at the market. "They kind of go hand-in-hand," Clark said.

Clark said craft beer is part and parcel of the local food movement, and getting to sell their brews there has helped create bonds with new customers.

"The connection we are able to have with our customers directly is pretty nice," he said.

Currently open containers are still a no-no at the farmers market, so no samples are for sale yet, but shoppers can buy bottled beer to take home.

"So we have our amber, our IPA and our blonde," the brewmaster said about the pub's selection of bottled beers for sale at market.

In Sacramento a bill was introduced this winter that would allow samples to be sold at farmer's markets too.