00:00:01 Like the seeds of the beloved, the name of this beer is based on prayer, and that prayer really simply states, ‘May I learn to see those around me as neighbors – & may the word neighbor come to mean beloved.’

00:00:19 We put that prayer on the side of our can because we want to tell the message that you are the beloved of God, that you are cherished by God, that you are our neighbor.

00:00:33 And may God teach us to learn that our neighbor is the beloved. And so that message is right, smack dab on our can. It is sitting in liquor stores, it’s sitting on restaurant shelves. And I do not know if people who read that prayer need to read that prayer, but it’s on the side of that can.

00:00:57 I love that.