The name was inspired by a really hard day, actually. It became our first ever beer, and we’re driving back and so we put the beer in cardboard trays and it was a hot day. And it’s gonna condensate. What happens when cardboard gets wet? It’s flimsy. This huge pallet of beer, this is just melting.

And we’re so tired from the long day. And we had to pull over into a church parking lot. And they’re like, ‘We’re just so tired.’ So they just cracked open the beer right there. And we were together celebrating as a team. They were telling the story, ‘It’s like, that would be an amazing beer name.’

I was thinking about what church parking lots represent, like, really close to what we think is like, you know, sacred and holy. It’s where you’re on the outside looking in. But the cool thing is that God is everywhere - not just in church. It’s not just in the pew. It’s also in the parking lot. And who would have their own church parking lot story to tell? I actually had my first kiss in a church parking lot, or someone had their first beer in a church parking lot. Or that’s where they really connected and had a deep conversation with someone.

So what we realize is that there is sacred and mundane. That God shows up anywhere, whether it’s in a church parking lot, or the back of the building, in a brewery, in the church and the coffee shop – God shows up everywhere.