

SEARCH.KNOWLEDGE.AFFECT

Market Research Portfolio

Mimi Smith

MIMI SMITH

I am Mimi Smith, and I attended the Art Institutes International for the Advertising program. I was highly interested in the Advertising industry because I like to create new things. Going through the creative process I realized that the creative side of the industry was not for me. Although working on creative ads I always enjoyed the process of finding information. I decided to change my focus more towards market research. In this book you will find a consumer study and an industry study. I love to find information. I enjoy finding out new and interesting facts on a daily basis. I live in the age of instant information and I am constantly reaching for my phone to look something up or call someone that I know who has more knowledge on the subject. I would love to find a career in the Market Research field.



INSPIRATION QUOTE

Research is creating new knowledge.
-Neil Armstrong

PART 1
CONSUMER STUDY

RESEARCH OVERVIEW

- 1 Define Problem
- 2 Develop Approach
- 3 Collect Data
- 4 Analyze Data
- 5 Conclusion

INTRODUCTION

Research for this consumer study focuses on North Saint Paul residents. I will determine why this audience shops in other cities, versus locally. Many of the structures in the City are older and include brick storefronts. Rustic businesses that fill the town lack everyday shopping needs and desires.

Map of North Saint Paul

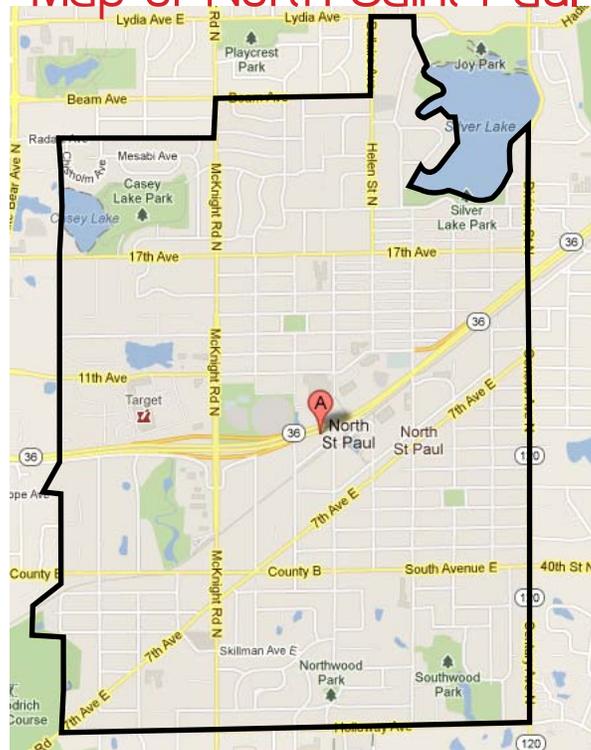


Photo by Google Maps



Photos by Mimi Smith

DEFINE PROBLEM

Background

The City of North Saint Paul was established in 1887. The City's tagline is "An extraordinary small town in the Cities." A rustic scene is what you will experience outside of the metro entering this hidden small town. It is a distinct city and not a neighborhood of Saint Paul. Residents make up a population of 11,460 (2010 census.) This town is described as a quaint historic town.

The Problem

North Saint Paul Residents are leaving the city and not spending locally in the community.

DEVELOP APPROACH

Research Objective

To learn about the motivations of North Saint Paul residents to shop outside of the city and not locally.

Research Problem

Why are residents leaving North Saint Paul to shop for most of their products.

Hypothesis

The businesses in North Saint Paul are rustic and not catering to modern consumer needs and desires.

COLLECT DATA

These are all of the sources I have used in order to complete my consumer study. Below you will find the resource that was used and a brief description of the source.

Secondary Research Sources

Name

Description

1 Census.gov	Data derived from Population Estimates.
2 C.inorth-saint-paul.mn.us	Official Site of the City of North Saint Paul.
3 Co.ramsey.mn.us/	History, Demographics, Services and Cities.
4 City-Data.com	Analyzed data from numerous sources to create as complete and interesting profiles of all U.S. cities.
5 Citytowninfo.com	Information and Analysis on US Places.
6 Homefacts.com	Property search database for community information.
7 Facebook: North Saint Paul Minnesota	A Facebook Page used for communication with customers, and residents of North Saint Paul.
8 Lillie Suburban Newspapers	North Saint Paul Newspaper.
9 YouTube: Top Ten Reasons People Love to Call North St Paul Home!	A video for people who are relocating to North Saint Paul to show some of the city's history and highlights.
10 Cura.umn.edu	North Saint Paul Oral History.

Primary Research Sources

Name

Description

1 Survey	Questionnaire is used to gather information from a sample of consumers.
2 Interview	A conversation in which facts or statements are elicited from another in order to question, consult, or evaluate.

COLLECT DATA

The logos below represent where North Saint Paul residents are shopping for their modern day product needs. The next page will map out how far these locations are from North Saint Paul.

A



B



C



D



E



F



G



H



I



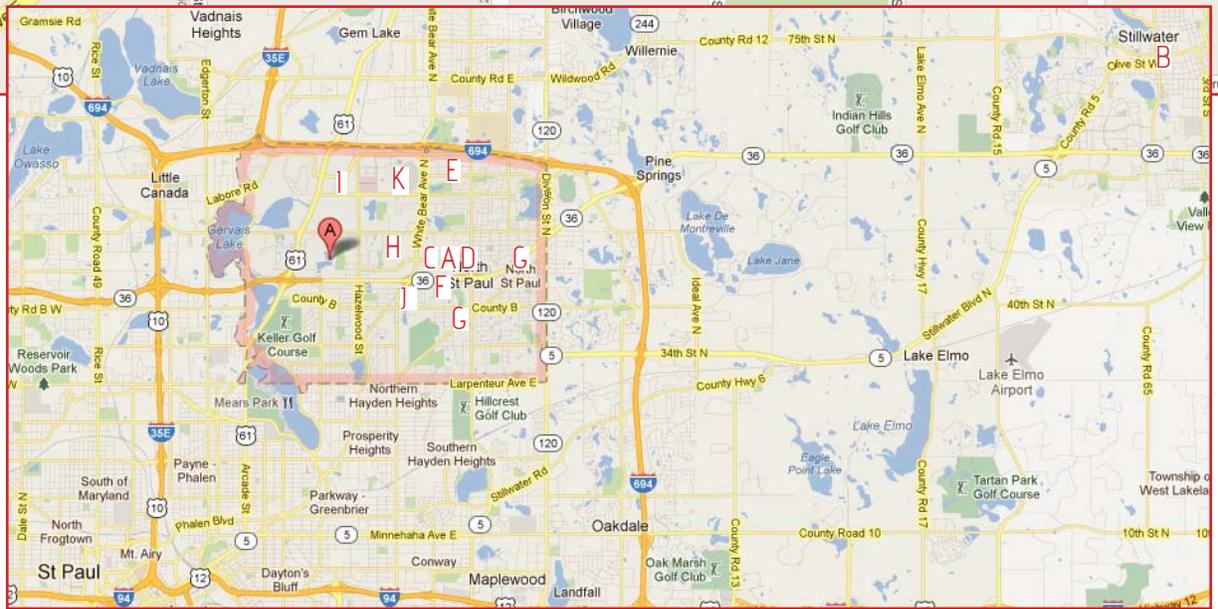
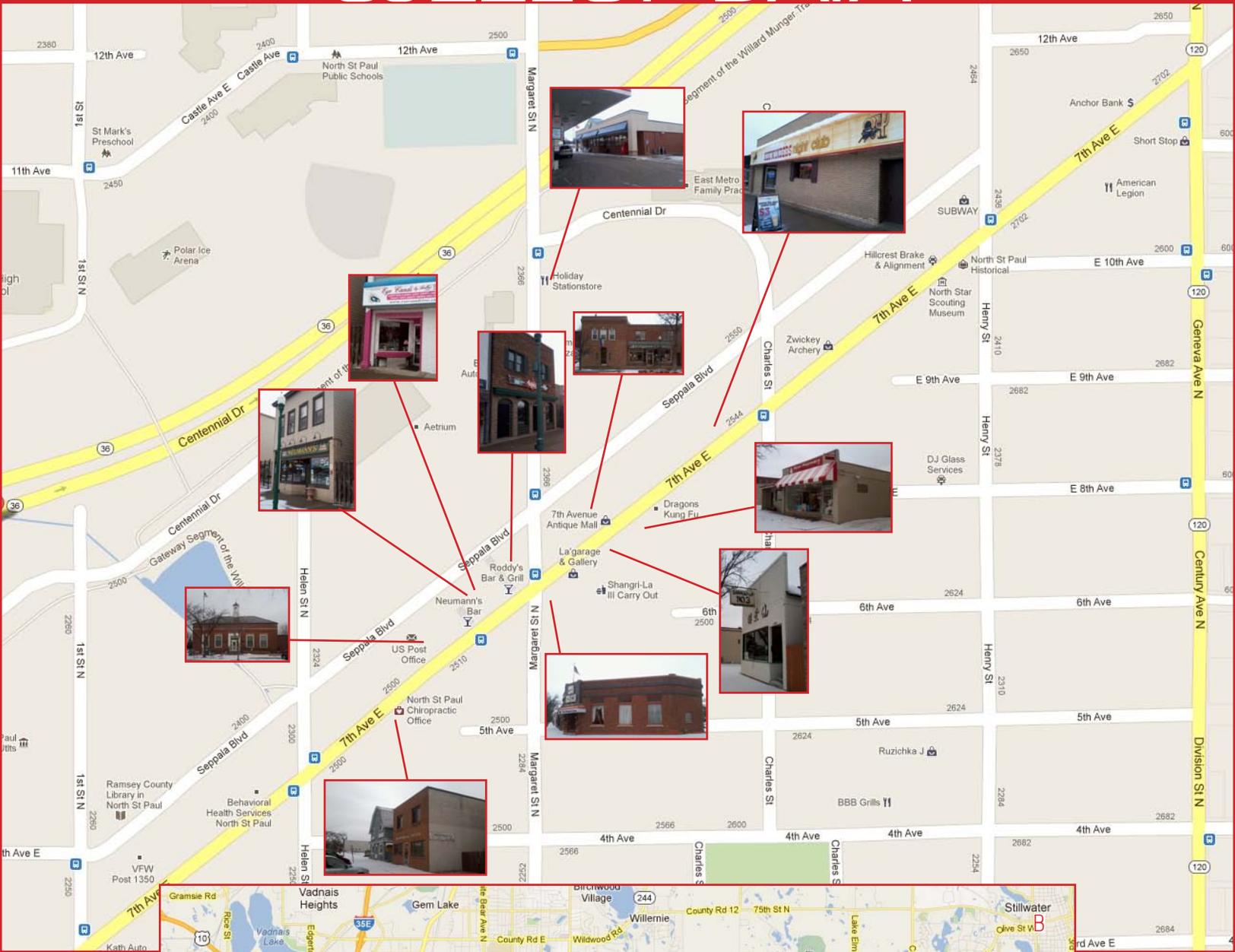
J



K



COLLECT DATA



COLLECT DATA

Primary Research: Survey

This survey I used as tool I to find out where residents were shopping. I also asked for their personal information as well as motivations for shopping outside of the city.

Shopping Survey

1. Do you live in North St.Paul?

- Yes
- No

2. What is your Gender?

- Male
- Female

3. What is your Age?

- 18-25
- 26-33
- 34-41
- 42-49
- 50-58
- 59-66
- 67-74
- 75+

4. What is your Marital status?

- Married or equivalent
- Single or equivalent

5. What is your occupation?

- Active or Retired Military
- Full-time Homemaker
- Home Business
- Management
- Professional services
- Self employed
- Technical Professional
- Tradesman or Laborer
- Retired

6. What is the highest level of education you have completed?

- Completed High School
- Some College
- Completed 4 year Degree
- Advanced Degree

7. What stores does your household regularly-shop at? (2 times a month)

- Target
- Walmart
- CVS
- Walgreens
- Costco
- Sam's Club
- Lowe's
- Homedepot
- Petco
- Petsmart
- Dollar store
- Other:

8. What are your hobbies and interests? Check all that apply to you.

- Car Repair
- Home Improvement
- Motorcycle riding
- Sharing photos online
- Movies
- Reading
- Drink appreciation
- Gambling
- Arts and Crafts
- Clubbing
- Antiques
- Games
- Cooking
- Shopping
- Dancing

9. How often do you use these social networks? If they do not apply leave blank.

	Daily	Weekly	Monthly
Facebook			
Twitter			
Foursquare			
LinkedIn			
Myspace			
Other			

COLLECT DATA

Primary Research: Survey

Survey Questions (side 2)

10. A) Where does your household shop for the items below? B) How do you like to order merchandise?

Circle the store of choice, and check which way you purchase these items.

Example:

Groceries	CUB	Rainbow	Target		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				Other Store, What city?	Store	Phone	Online

	CUB	Rainbow	Target				
Groceries	CUB	Rainbow	Target				
Clothing	Target	The Mall	Small Boutiques				
Household goods	Target	CUB	Rainbow				
Personal Hygeine	Target	CUB	Walgreens				
Home Improvement	Fleet Farm	Home depot	Walmart				
Books	Barnes and Noble	Target	Walmart				
Movies	Target	Walmart	The Mall				
Bars	Neumanns	Rhoddys	Polar lounge				
Games	Target	Gamestop	Barnes and Noble				

11. Do you prefer to shop in another city outside of North St. Paul? If yes which city? _____

12. Why do you prefer to shop in that city particularly? _____

13. What is your motivation for shopping in another city? Why? _____

14. What do you spend most of your disposable income on? _____

15. What three products do you spend the most of your disposable income on? _____

Thankyou!

COLLECT DATA

Primary Research: Interview Questions

This Interview I used as tool I to find out deeper information of why residents were shopping outside of the city.

Shopping Interview Questions

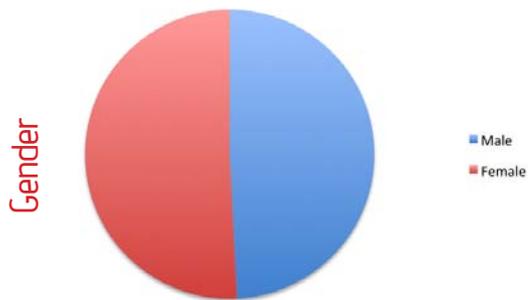
1. Where do you like to shop the most?
2. Why do you travel to that place to shop?
3. Do you shop in North Saint Paul for any specific stores? desires? or needs?
4. What city do you shop in the most?
5. What are some main reasons you will shop in another city for products?
6. How much are saving or deals important to you? why?
7. Do you prefer a wide range of selection or choices?
8. What store do you wish was "in town" Example: Walmart.
9. What motivates you to shop outside of North St Paul?
10. What do you wish you could find in stores "in town" but can't?

ANALYZE DATA

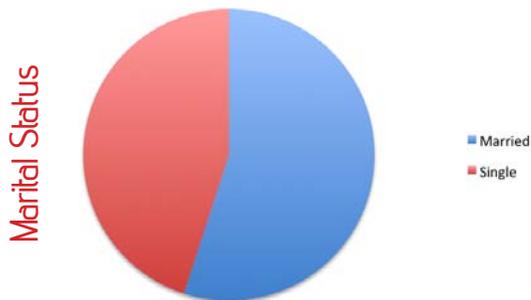
WHO?

Audience Demographics

Residents in North Saint live in Ramsey County. A small town located south of Highway 36. North Saint Paul has an area of 2.85 square miles. Residents travel time to work is averaged at 23.2 minutes.



The population is made up of males 49.1%, and females 50.9%. The average age for residents is 36.



In North St. Paul, about 55% of adults are married. (Citytowninfo)

Males: 5,648 (49.2%)
 Females: 5,826 (50.8%)

Median resident age: 36.0 years
 Minnesota median age: 35.4 years

In 2000, North St. Paul had a median family income of \$59,652. The bulk of the population of North St. Paul is doing well, with money to spend. (Citytowninfo)

	North Saint Paul
Median Household Income:	\$50,923
Single Males:	14.3%
Single Females:	11.6%
Median Age:	35

The estimated median income of North Saint Paul residents is \$53,081, while the Minnesota resident median income is \$55,616. Estimated per capita income for a North Saint Paul Resident is \$26,658.

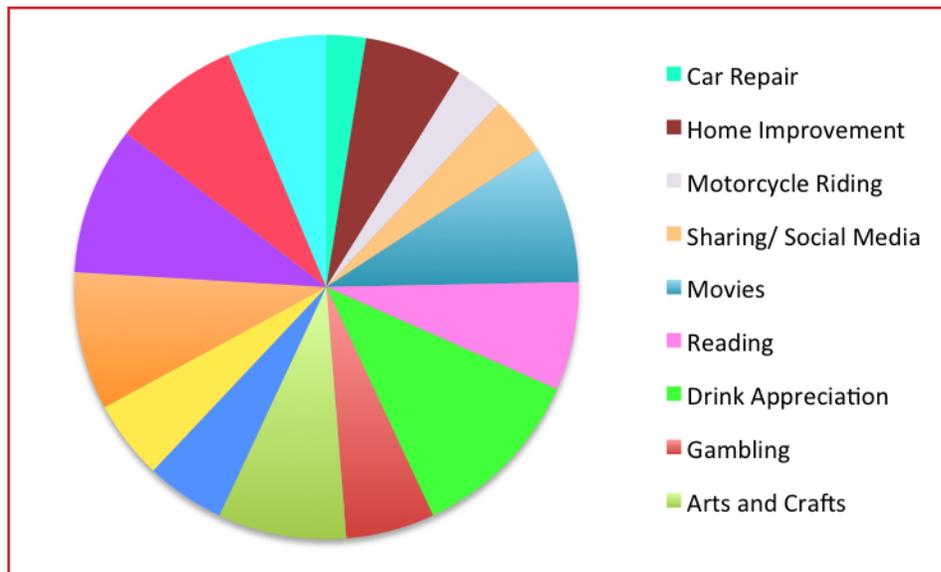


An estimated 72% of living spaces in North St. Paul are occupied by their owners, not by renters. (Citytowninfo)

ANALYZE DATA

WHAT?

Hobbies and interests that influence shopping needs

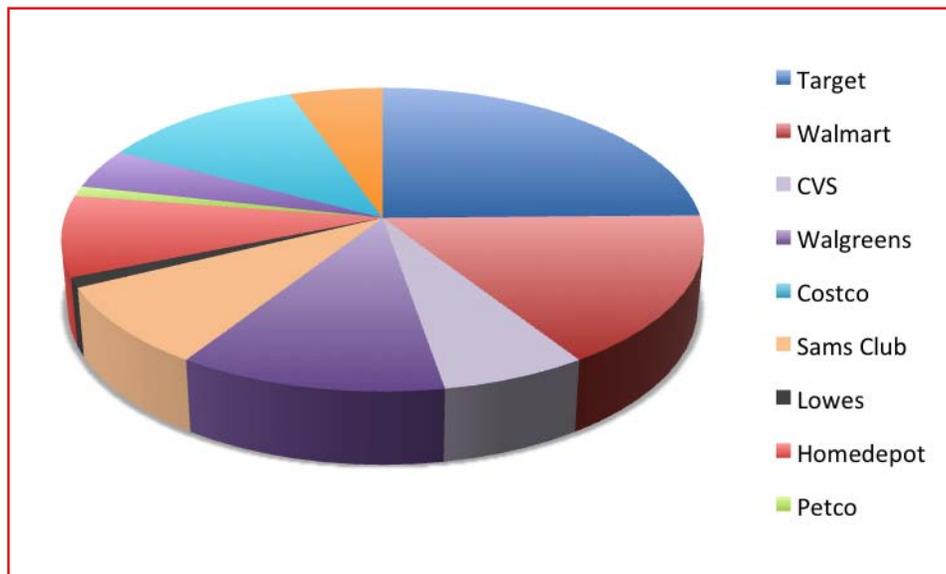


According to the surveys that were handed out in North Saint Paul there is a high interest in drink appreciation. That was expected seeing as though the town has six bars. The second highest interest was cooking. North Saint Paul is missing a big opportunity by not having a local grocery store. The third area of interest was interest in movies and games. There also isn't a store that is aimed towards entertainment needs. Interests that include arts and crafts, reading, and antiques are being fulfilled with the current stores that already exist in town. All other interests that residents have, are being fulfilled by going to another city for shopping.

ANALYZE DATA

WHERE?

Stores & Locations



Other Cities

Lake Elmo
StillWater
White Bear Lake
Vadnais Heights
Maplewood
Saint Paul
Woodbury
Minneapolis
Mahtomedi
Oakdale

Within the City

Target
Family dollar
Polar Pharmacy
Sundberg Co
Leather Viper
Eye Candi
Lolas Cafe

Other Stores

7 Mile
Festival Foods
Maplewood Mall
Herbergers
Cub
Fleet Farm
Walgreens

ANALYZE DATA

WHY?

Audience Motivations

According to the surveys that were handed out in North Saint Paul there was a huge motivation for saving money and getting a bigger selection of items and products. Below is a word cloud that displays other motivations for shopping outside of the City. The more the word was mentioned the bigger the word is.



CONCLUSION

Why? are residents shopping outside of North Saint Paul....

1. Price

Residents here are willing to spend the gas money to save money on their products. Shopping "in town" for convenience is much more costly than going to the next town over to get the deal. For example shopping for three items is cheaper at CUB in Maplewood, than HOLIDAY in North Saint Paul.



Price Comparison



\$4.39 Toilet Paper
\$4.19 Milk
\$4.99 Dishwashing Detergent

\$3.95 Toilet Paper
\$2.89 Milk
\$2.39 Dishwashing Detergent

2. Selection

Residents are looking for a large selection. They want to be able to have a choice between the products they buy. When a variety of a product is available that is where people from this town are going. North Saint Paul just doesn't offer a lot of choices when it comes to shopping.

3. City

Residents have become comfortable with the locations they shop at even if it is away from the town they reside in. A woman named Susan from the city claim she shops in Mahtomedi just because she is used of going their and it is a habit. She is also a fan of the store Festival Foods, which is located in Mahtomedi.

According to personal interviews about shopping. Residents are going beyond the city for their shopping needs because they are not satisfied with what is offered in North Saint Paul. Melanie a married mother of twins says she will drive the extra mile to get a discount. She is shopping for two children's and needs the savings anywhere she can get them. She is willing to go to Stillwater's Wal-Mart or the Shopping Mall located in Maplewood. This proves residents are willing to shop outside of the town because of two reasons price and selection.

PART 2
INDUSTRY STUDY

RESEARCH OVERVIEW

- 1 Define Problem
- 2 Develop Approach
- 3 Collect Data
- 4 Analyze Data
- 5 Conclusion

INTRODUCTION

Research for this industry study focuses on the breweries of Minnesota. I will determine the factors that affect breweries growing or declining. Through research I will determine what issues are contributing or blocking growth.

DEFINE PROBLEM

Background

The last couple of years sales of beer were sluggish but craft beer has now become a big business in the Twin Cities. According to the article “Minnesota Craft Beers Hotter Than Ever” “sales for craft beers are up 15% during the first half of last year. The article says “breweries and brew pubs are popping up all over.” Over the past 30 years the number of breweries in this country have gone from less than 100 to nearly 2000 (CBS Local.) That is skyrocketing growth for the Minnesota brewing industry. Brewers are doing well because of the craft brew demand.

The Research Problem

Are Minnesota Breweries Growing or Declining.

COLLECT DATA

Secondary Research Sources

These are all of the sources I have used in order to complete my audience study. Below you will find the resource that was used and a brief description of the source.

Name	Description
1 MPR News Radio	Minnesota Public Radio is one of the nation's premier public radio stations producing programming for radio, online and live audiences.
2 Star Tribune	A trusted, dependable source of reliable news coverage, extensive consumer information and independent editorial commentary.
3 Minneapolis St. Paul Business Journal	An online version of the Business Journal, the latest breaking business news.
4 Minnesota Beer Activists	A blog and representation of consumer interests through active engagement in education, legislation, and community participation.
5 CBS Minnesota Local	Minnesota and local News Media.
6 Mnbeer.com	A Website/Blog dedicated to Minnesota beer.
7 [BW] Beer Blog	A Blog that explores beers through reviews from coast to coast.
8 Travels with Barley	A Journey Through Beer Culture in America. By Ken Wells
9 Pintsizedrevelations.blogspot.com	A Beer blog with reviews and industry news.
10 Auditor.leg.state.mn.us/ped/2006/liqregsum.htm	Program Evaluation Division Office of Legislative Auditor State of Minnesota.
11 Health.state.mn.us	Minnesota Laws Resources and Lists of Laws. Minnesota Department of Health.

Primary Research Sources

Name	Description
1 Interview	A conversation in which facts or statements are elicited from another in order to question, consult, or evaluate.

COLLECT DATA

Primary Research: Interview Questions

These are some of the questions I used as tool 1 to find out deeper information of whether breweries in Minnesota are growing or declining.

1. Within the last year has your brewery seen growth or decline?
2. What is considered success in your brewery? Selling more beer or being able to sell your own beer?
3. Did the Surly Bill have any effect on the growth of your brewery?
4. How has the Surly Bill effected growth?
5. What kind of advancements are responsible for your brewery's growth?
6. Do you have a product that is new that is making growth possible for your brewery?
7. When did you start seeing growth among your brewery?
8. If you haven't seen growth what are issues that are causing no growth?

COLLECT DATA

Secondary Research: Company Profiles



Surly Brewing Co.

- Est. 2004
- Four year-round beers, around 10 seasonal specialties, and occasional one-offs
- \$4.5 million in revenue
- Tagline "Get Surly"
- Craft Beers Brewing Company
- Selling glasses of beer through their brewery is future plan.



Town Hall Brewery

- Est. 1997
- Restaurant/Brewery
- 5 types of brews
- \$1 to \$2.5 million in revenue
- tagline "Minneapolis Town Hall Brewery"
- Selling their products through their Bar



Summit Brewing

- Est. 1986
- Minnesota's largest craft microbrewery
- 11 types of brews
- 17 million in revenue
- Tagline "A More Meaningful brew"
- Selling through taverns, restaurants, liquor stores
- Large Craft Microbrewery



Flat Earth Brewing Co.

- Est. 2007
- Minnesota's newest Microbrewery
- 4 standard beers, 7 seasonal specials
- \$500,000 to \$1 million in revenue
- "Brewing on the edge"
- Selling through Liquor stores in Minneapolis and St Paul
- Hand-Crafted Brewery

COLLECT DATA

Secondary Research: Company Profiles



Harriet Brewing Co

- Est. 2009.
- Taproom and Brewery.
- 4 active beers.
- Annual revenue of \$180,000.
- Tagline Microbrewed in Minneapolis.
- Events and tasting on-site.



August Schell Brewing Co

- Est. 1860
- Large Craft brewery
- 17 beers
- Annual revenue of \$4,400,000
- Tagline Proudly brewing
- Sold through Liquor stores



Staples Mill Brewing Co.

- Est. 2011
- type of brewery
- 12 different beers every year
- Revenue unknown
- Tagline Craft Beer from the Birthplace of Minnesota.
- Taproom and Liquor stores



Steel Toe Brewing Co.

- Est. 2011
- Craft Brewery
- # of products
- Revenue \$87,000 annually
- Tagline
- Sold through Liquor stores

ANALYZE DATA

The Minnesota Pint Law also known as the “Surly Bill”

In Minnesota brewers have the decision if they want to be a packaging brewer that sells its product off the premises for consumption. Their other option is to be a brewpub, in which products are sold and consumed on the premises.

These Companies supported the Minnesota Pint Bill

Castle Danger Brewery

Excelsior Brewing Co.

Flat Earth Brewing Co.

Fulton Beer

Harriet Brewing

Lift Bridge Brewing Co.

Mankato Brewery

MNBeer.com

Minnesota Beer Activists

North Star Brewing Co.

Steel Toe Brewing

Stillwater Brewing Co.

Surly Brewing Co.

This bill will provide growth to Minnesota craft beer industry. It will also create jobs for local Minnesotans. Relationships will grow between visitors and brewers also creating a tourism opportunity for Minnesota. This bill allows packing brewers to apply for an on-premises. This allows the brewer to sell pints of their own beer in their brewery. Growth is expected to come to Minnesota breweries because of the success in other states. brewers in other states have more sales because of the ability to sell pints on premises. This bill has been nicknamed the Surly Bill.

ANALYZE DATA

The “Surly Bill” Passed Legislature!

Minnesota’s Public Radio says Minnesota breweries are now allowed to sell beer on-site. A licence has already been granted to Harriet Brewing in Minneapolis, The brewer is going to open a “Taproom.” Breweries in Duluth will be making expansions in response to this bill being passed, Dubrue has a 15-barrel brewery and will now be able to have a “taproom.” Other Minnesota breweries have this opportunity for growth after passing this Bill.



Victory Coasters Designed by Omar Ansari

ANALYZE DATA

Minnesota brewing industry is seeing definite growth.

The Minneapolis / St. Paul Business Journal reported in 2011 since the passing of the Surly Bill that a “stream of craft breweries popped up in the Twin Cities throughout Minnesota, as brewers reacted to changes to the state’s beer laws.” Fulton beer, Lucid, and Castle Danger Brewery are some of the breweries that have started up during 2011. Craft Brewers have fulfilled demand and are in need of expansion. MINNPOST says in an article titled “Lots brewing as Minneapolis becomes City of Microbreweries” that Harriet Brewing has the very first license for opening a taproom. A taproom is where you may go there and buy a pint to drink on-site, a short distance away from where it was brewed.



ANALYZE DATA

Demand grows for Minnesota's Summit.

Summit announced \$6 million expansion in February of 2012. Demand for their beer is growing and the brewer decided they needed to expand their space for more production. Surly Brewing is Minnesota's Largest Craft Brewer and will be creating space for fermenting, storage, and packaging. The Surly brand is sold in 15 different states but 90% of sales are coming from Minnesotans. The company projects employees will expand by 20% with the new expansion. This brand indicates proof towards growth of the brewing industry in Minnesota.



Logo by Summit Brewing Co.

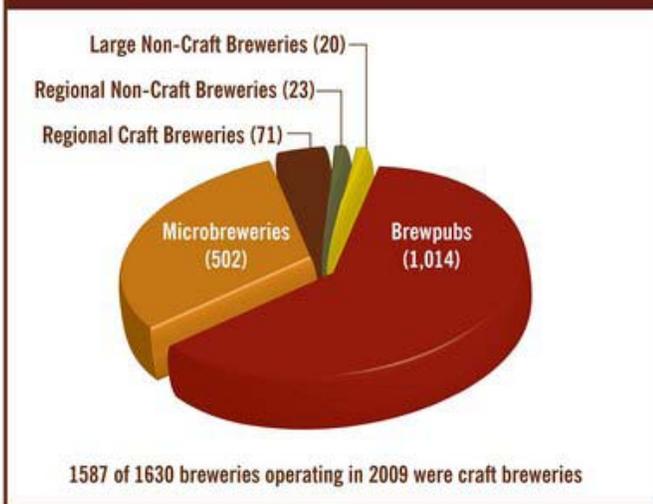
ANALYZE DATA

Craft Breweries are Growing

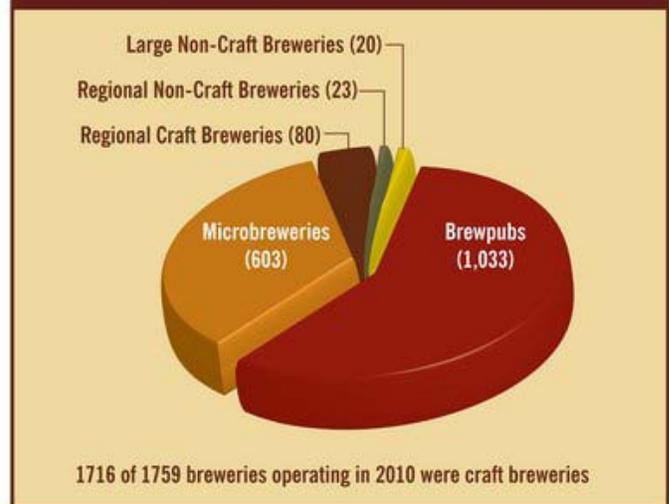


Craft Brewers Continue to Climb

2009 Total U.S. Breweries



2010 Total U.S. Breweries



110 Year Brewery Count

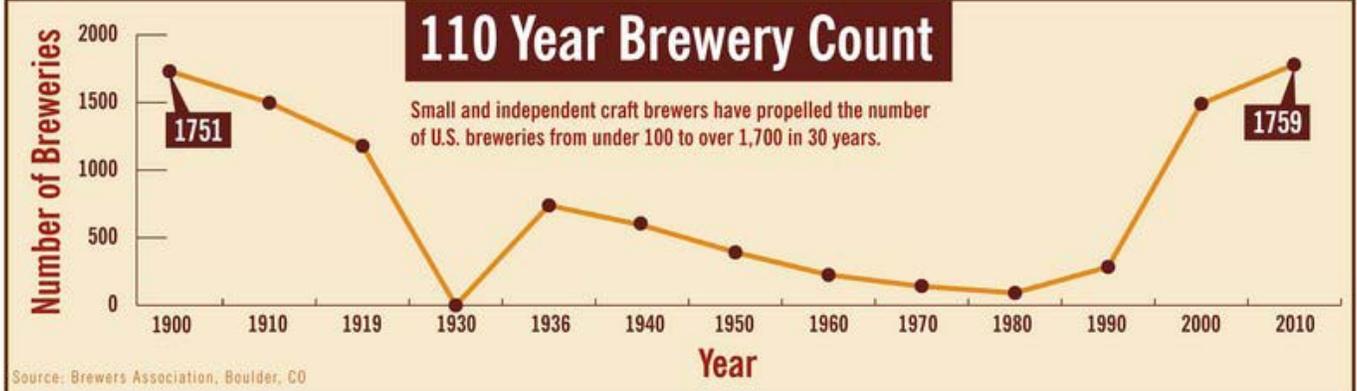
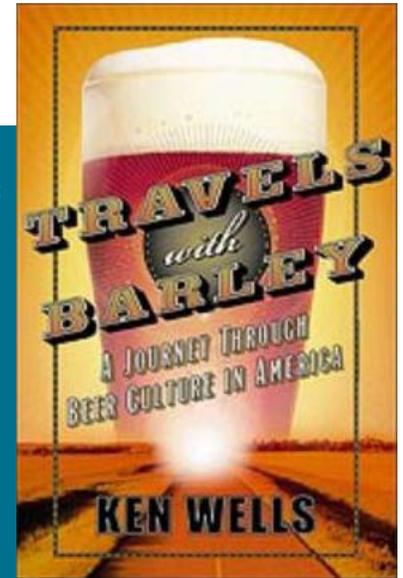


Photo by: Brewers Association, Boulder CO

These graphs are from the Brewery Association and support the so-called "beer movement" I have observed in blogs surrounding beer. There has been growth of breweries overall in the U.S. in the last 100 years. From 1990 to present the beer industry has skyrocketed to thousands of breweries rather than hundreds. Brewpubs outnumber Microbreweries in the industry but within the last year in Minnesota that has changed. Microbreweries will be popping up even more in Minnesota. This is a time of growing for Minnesota.

ANALYZE DATA

Ken Wells Book Travel with barley. Quotes from the book...



“And for the past twenty-five years, driven by a sense of innovation last seen in Silicon valley before the tech bust, we have sprouted a robust and competitive craft brew moment, a loose alliance of so-called microbreweries, brewpubs and moderate sized regional brewers dedicated to repopulating America’s beer landscape with thousands of new beer choices.”

“Fly the flag of the extreme beer movement.”

“By 1995 regional lager companies were still failing but the number of U.S. breweries counting microbreweries and brewpubs had radically reversed itself and spurred upwards to 500.”

“As of this writing, they number more than 1,500 and craft brew sales in 2003 reached a record retail volume of about \$3.8 Billion.”

This book was very insightful about the growth of the beer industry. Craft beer has become a new trend within the 30 years and consumers are looking for beer outside of the corporate owned labels. Microbreweries brewpubs are going to keep growing in Minnesota. When beer was at its lowest point in the life cycle it sprung itself back to life going upwards to 500 brewpubs.

ANALYZE DATA

Even when in a recession the craft beer industry will grow.

Although the economy isn't in such great shape craft beer is still in an upward motion. The Wall Street Journal says that "large numbers of entrepreneurs - some let go corporate jobs in recent years -- have been starting microbreweries or brewpubs" he indicates in his article that there is still excitement for interesting and new beers. The Brewers Association is a group that estimates 200 microbreweries and brewpubs are already in the plans for the next few years. Predictions are good for this industry and growth is expected in the upcoming years

ANALYZE DATA

Justin Stanley Head of Sales and Distribution at Staples Mill Brewing Co.



Logo by Staples Mill Brewing Co.

I had a 40 minute phone interview with the Head of Sales and Distribution at Staples Mill Brewing Co. He was very informative about his brewery and its growth. They are a brewery that has been in business for a year. Staples Mill Brewing Co. sells their beer locally and never sold outside of Minnesota. With the recent passing of the Minnesota's Brewer Taproom License comes growth for this one year old company. Having a Taproom means his company can sell pints to the consumer directly, he mentioned "Kegs are sold liquor stores" and kegs are not as profitable as the taproom will be. Kegs are sold for \$32 dollars and from that \$32 dollars they make a profit of \$16.25.

A taproom offers more profit to the company. I asked what does he see as success, Selling your own beer? or selling more beer? He answered "both and neither at the same time" He explained so much goes into marketing, labels, signage, and hiring artists that profit is measured in pennies. I think he was making a joke. There is an advantage with his consumers because, craft brew consumers "They love to try new stuff all the time" he has to be constantly "changing the line up of beers and labels". He makes 12 different beers a year to keep up with ever changing palettes.

The company produces 2,500 barrels, operates a Taproom, and sells kegs to liquor stores. He sees success as being able to pay the bills for the brewery as well as his own living expenses. In closing he also mentioned that "you must have a good product for it to sell, you can make it look nice but that doesn't mean someone will buy it again", "good beer will grow a market." Lastly He said success means "keeping the doors open because "the trend is breweries will open and close 3 years after, we have only been open a year so time will tell if this is success"

ANALYZE DATA

PEST ANALYSIS

This is a tool in understanding market growth or decline, and as such the position, potential and direction for a business. A PEST analysis is a business measurement tool. PEST is an acronym for Political, Economic, Social and Technological factors, which are used to assess the market for a business or organizational unit.

Political

- + Surly Bill Passes Legislature
- + Minnesota Beer Activists
- + Minnesota Craft Beer Guild
- Prohibited Sunday Alcohol Sales
- 3 tier System prohibits restaurants, stores and individuals from buying directly from breweries

Economical

- Economic Recession
- + Demand has led to an increase in revenue.
- + More beer is sold annually than alcohol and wine combined.

Social

- + Social Media
- + Taprooms
- Sunday Alcohol Sales
- + higher interests in products difference than brand
- + Statistics show that Americans are consuming craft beer in increasing numbers

Technical

- + MCBG members attend technical and educational conferences.
- + a year ago breweries were not able to sell their own beer on site now taprooms allow that to happen.
- + No restaurant required to sell pints on-site
- + sales of growlers also allowed

CONCLUSION

Growing indeed.

I found out a few interesting things about our State and its laws. There was a proposed bill to change the law. The Minnesota Pint Law was in the works with a few companies behind it. Most people thought the existing laws were quite archaic and outdated. Now the Legislature has turned over a new leaf. Letting small microbreweries and brewpubs to become salesmen of their own beer. The law is now letting companies apply for licences to sell pints of their own beer on their own property. This was a major breakthrough for Minnesota. As other states have already passed this law, Minnesota can now join these other states and reap some of the benefits. There are microbreweries and brewpubs popping up in the metro area and will success soon. The new change will hopefully offer Minnesota some tourism benefits also as we have become “the city of Microbreweries” (MINNPOST.)

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Top Ten Reasons People Love to Call North St Paul Home!

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