

Advice From The Trail

Ben Moore On Beer Photography

We met Ben Moore at the 2023 Craft Malt Conference in Portland, Maine, which he calls home. His energy and enthusiasm were palpable, and he was both professional and fun to collaborate with on conference storytelling.

So we asked him to be the next RadCrafter in this series. Moved by his passion for his work, we asked him about the life of a beer photographer and what advice he has for others interested in the same craft. Prompted by his social media presence as @activebeergeek, we asked him about his work-life balance. Read the interview and get inspired here:



The classic chicken or egg question: Tell us about how you first got involved in craft beer. Was it photography or beer first?

It was beer that came before photography! In fact, I had a blog before I was ever a photographer. When I turned 21, I had a slightly older roommate in the condo I owned. He would occasionally buy beer that was just better than the macro lagers. I thought those tasted way better. When I turned 21, I bought my first 4-pack bottles of **Stillwater** Of Love & Regret. It was a Saison that tasted different and superior to anything else I've had before. From that point on, I was hooked on craft beer. A month later, I started my blog called Active Beer Geek on Blogspot.

Tell us about your life as a photographer after your beer epiphany.

It's been so great to experience the beer scene as so many breweries have been opening in the last 10 years. They've all had amazing hospitality, and each has their own personality. I'm also an event photographer first, so events like beer festivals and conferences are my favorite. Festivals are where you see people really enjoying their love for beer. They can try so many different beers at festivals and go home with a list of favorites to buy later that week. It's that same passion that comes through in the photos I take.

Conferences are where I can check in with other people in the industry that I don't get to see often. Conferences are also a great learning tool for me when I'm capturing them – there are still many aspects to this industry that I don't know about.

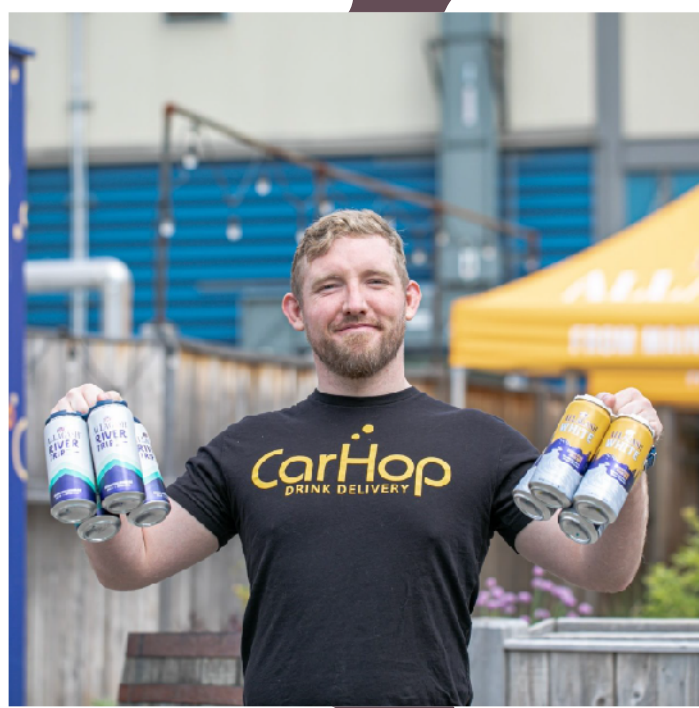
What about beer photography is different from other kinds of photography?

Beer photography in general is about passion. If I'm taking product shots, then I'm trying to capture the way the beer should look, taste, and feel. Events are where I really cut my teeth in the industry. Shooting events in general is hard enough, but shooting beer events can make it more fun.

Shooting photos inside breweries is all about telling their story. Each brewery has their own unique way of brewing their beer or way they got started. My job is to capture all of that.

Care to wax on the importance of beer clean glassware?

Not that I'm an expert in the matter (I'd like to eventually get Cicerone Certified), but clean glassware goes a long way in both experiencing the beer visually and properly tasting it. You can immediately tell by how the glass looks if it's not clean, which is rather gross.



What advice do you have for the beer photographers of the world?

Keep shooting photos. The world needs more beer photographers. Find a person to mentor you in the things you want to capture. My mentors are Mike Johnson (**Fest Pics**) and Miguel Rivas (**The Beer Trekker**). Beer photographers should know that there's not a ton of us out there, so the more we mentor, the better the industry will be overall. Don't forget that someone in the marketing department of your local brewery is a beer photographer too!

Tell us about your moniker "Active Beer Geek"! Balance is so important...how do you keep yours?

The name came from a good friend who came up with it as a joke in 2012 – and I ran with it. It certainly fits my lifestyle. I was a former distance runner and now a lifelong martial artist, teaching and practicing Brazilian Jiu Jitsu. I think both fitness-driven people and craft beer lovers share a common interest: passion.

What trends do you see in the industry right now?

I've heard people say Lagers and Pilsners are having their comeback, but I'm still seeing a big market for IPAs, sour beer, and stouts. Overall, I believe more people are becoming educated about good beer and discovering what they actually like. In return, most breweries are diversifying their portfolio of offerings so they offer more variety to their customers. And with so many breweries out there, the bar is set high for most styles you'll find.

Where can we find more of your work and how can people hire you?

You can find me on all the social media platforms as @activebeergeek. Full albums of beer events are posted to **Facebook**. My daily beer journey can be experienced on **Instagram**. My random thoughts can be read on **Twitter**.

Any last words to share?

Keep drinking local beer if you want local beer to stay. Promote it, post about it, talk about it, learn about it, and drink it.