CREATE TOGETHER

Create a local Lobster Lager edition

We connect local breweries, technology companies and event communities through a real story about human experience and AI. Together, we can create a local beer edition, bring the story to a stage and open opportunities for people to meet and do business.



Stefan and Gerhard at DigitalOcean's Open Intelligence Summit, San Francisco, October 2026.

Human experience is the starting point

Gerhard is a retired policeman, a brewer and a certified beer sommelier. Working with his son Stefan, he connected his brewing experience with AI agents and began building software and workflows for his brewery. His judgement and responsibility remain central.

The story makes a practical question tangible: what could people create with the expertise they already have? It is about new products, business opportunities and the confidence to try the technology.

Local craft gives the story a place to land

Each local edition has its own brewing partner and beer. Partners in California and Germany have already brought the story into new settings. A local edition shares the Lobster Lager story; it does not claim that the partner's beer was brewed by AI.

Explore the existing editions at lobsterlager.com/editions.

A place for each partner

A collaboration works when each organisation contributes something specific and gains a useful opportunity. We shape the combination around the people, place and purpose.

Microbreweries

Your opportunity: Produce a local Lobster Lager edition and introduce new audiences to your brewery and its wider portfolio. The edition can open a conversation about future supply to events, companies and community spaces.

Your contribution: Beer, production expertise, local identity and a feasible supply plan. Together we agree the style, packaging, artwork, quantities and delivery, and identify suitable hosts and introductions.

Useful starting information: Location, beer range, production lead time, available packaging and the kinds of customers you would like to reach.

Event organisers

Your opportunity: Give your audience a practical AI story and a shared experience they can discuss, taste and remember. A local edition can carry your event's identity and connect the community with local craft.

Your contribution: A relevant audience, a venue and local connections. We shape the keynote's learning angle with you, and can include local companies or showcases where they strengthen the programme.

Useful starting information: City, audience, possible date, learning goals, venue arrangements and an indicative budget. An early idea is enough for an introduction.

Technology companies

Your opportunity: Make the possibilities of AI relatable through a real product, human expertise and a community experience. Connect the story to a question that matters to your customers, employees or developer community.

Your contribution: A community, relevant technology perspective or suitable host setting. We agree how the talk, local edition and any content collaboration support the audience's understanding.

Useful starting information: Your audience, the practical question you want to explore, location and how you would like to participate.

The shared benefit

A stronger local network, useful conversations and opportunities for new business. We plan introductions and relevant publicity together. Editorial coverage and future supply relationships depend on the organisations involved and are not guaranteed.

Shape the collaboration

01 Find the shared idea

Start with the audience, location and desired outcome. Agree the practical question: for example, how domain experts can use AI agents to build software, run workflows and create a business while staying in charge.

02 Create the local edition

Identify a suitable brewery and agree the beer, packaging and co-branding. The brewery retains its own craft and production responsibility. Artwork, use of names and logos, quantities, lead times and delivery need approval from the relevant partners.

03 Bring the story to life

Combine the keynote with a local beer edition and, where arranged, a tasting. Gerhard brings his experience and story; Stefan connects it to applying AI agents in real work. Local contributors can add examples relevant to the audience.

04 Keep the conversation going

Plan useful content, relevant media outreach and introductions before the event. Afterwards, connect interested hosts with the brewery's wider range and discuss further collaborations. Agree who owns each introduction and follow-up.

What we agree in a proposal

Format and fees: Keynote scope, speaker availability, travel and accommodation, beer pricing, quantities, artwork and any additional collaboration work are agreed for the specific project. This brief is an invitation to discuss an idea, not a price list or booking confirmation.

Beer and delivery: New event beer bookings accompany a keynote. The current minimum is 200 bottles in Europe or 200 cans for a US edition, subject to local brewery capacity. Packaging, tasting, delivery, refrigeration and venue service arrangements are confirmed individually.

Practical learning: We agree a technology theme as well as the hospitality experience. The audience should leave with a clearer understanding of what AI agents can enable and a useful question or first step for their own work.

Start a conversation

Tell us your organisation, city and the idea you want to explore.
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