

GREAT BEER

For A Good Cause

*Jubilee Beer hits the spot—
and supports the Oasis Center
at the same time*

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If you're a beer drinker, even a beer snob, then the arrival of more local products must excite you. Jubilee craft beer is tempting Nashville palates, and it's also making a difference by donating an amazing 50 percent of its profits to Oasis Center. Music City native and Vanderbilt grad Mark Dunkerley announced the arrival of Jubilee Nut Brown Ale in April of this year and with it the core values of the company. "It's about bringing people together and supporting your community, a good beer for a good cause," explains Dunkerley.

"Nobody gets into beer to make money. I wanted to combine two of my passions and make a difference," he says. Promoting the flagship beer for Jubilee is a full-time job for Dunkerley, who traded his career in sports marketing to follow a dream. After returning to Nashville, he got involved in fundraising for Oasis Center through a high school friend. Impressed with their entrepreneurial approach and national reputation, Dunkerley pitched his idea to help promote the center and start up a craft beer.

Oasis Center is a nonprofit aiming to help young people overcome serious challenges that impede their transition into healthy adulthood.

"Mark's contribution of 50 percent of his profits is a great example of giving to your community," says Hal Cato, the president and CEO of Oasis Center. "We are an appreciative third party. Our hope is to educate a new and different demographic that Oasis needs their help."

Oasis Center is currently raising money for a new kitchen in their drop-in center at 1704 Charlotte Ave., and the profits from Jubilee sales will directly impact that project.

Dunkerley recognized during his volunteer efforts that Oasis is virtually unknown to his age group and that craft beer drinkers are also the perfect market to also support the center.

"Craft beer drinkers tend to be 25 to 54 years old and many people under the age of 55 have never heard about the amazing work done by the Oasis Center and its volunteers. What better way to start a conversation about your community, than over a beer?" says Dunkerley. "I hope people will try the beer, learn about Oasis and want to get involved. They get to enjoy an easy drinking, medium-bodied brown ale *and* feel good that they're supporting a really great organization." Oasis Center is simply the beneficiary of all his efforts, and for Dunkerley that makes for feeling good at the end of the day.

There's no question he's proud of his beer all on its own. "Jubilee Nut Brown Ale is a Nashville beer," he says. Currently, it's brewed across the border in Louisville, by Bluegrass Brewing Company (BBC) through a process known as "contract brewing."

“Many popular beers started out this way—like Pete’s Wicked Ale and Sam Adams,” says Dunkerley. BBC has a solid local tie because two of its owners, Lowell and Andrew Stokes, are Nashville residents.

Dunkerley himself is the entire staff of Jubilee Craft Beer Company, LLC, and spends his days and nights in establishments that offer his product. “Everyone look behind you,” he jokes. You never know when he might pop in at Whiskey Kitchen, 12 South Taproom or any of the other establishments that have picked up Jubilee beer.

“I enjoy going around and holding what I call ‘beer school.’ I believe that craft beer is every bit as interesting as wine,” he says with commitment. He holds beer school as often as possible, starting conversations with those interested in listening. “Word of mouth is the best advertising and after start-up, the budget remains tight.”

Dunkerley hopes this project will catch on and he can develop other partnerships and expand his craft beer line, all while sticking to his core principles. “So far, sales are slightly better than expected,” he says.

He had help from his brother John, a Nashville native currently living in Seattle, who created the artwork for Jubilee. If you look carefully, you may find familiar faces on the packaging. But the only face Dunkerley says is real is that of his dad, in the center of the photo. His mom was originally further to the right, but didn’t make it past the production edit. “I’m still hearing about that,” he says, joking. The labels and six-pack holders feature the artwork, those designed by Stephen Moseley—a former Oasis Center employee.

Jubilee beer will be available at Mafiaoza’s Ninth Annual Music City Brewer’s Festival on July 31, at the Music City Walk of Fame Park. Dunkerley will be there waiting to start up a conversation while you enjoy a cold one.

Find out more about his beer and where it is available online at jubilee-beer.com.