



Stephen Hale
Founding Brewer

With more than three decades of beer experience—from making one batch at home to participating in the production of more than 56,000 barrels per year—Stephen Hale brings a background as robust as the [Schlafly Beer](#) portfolio to his role of ambassador brewer for The Saint Louis Brewery™. Having been a part of the Schlafly team since the brewery’s inception in 1991, Hale has developed a deep proficiency in the logistics of brewing. “You have to walk the walk before you can talk the talk to move from brewing to marketing,” he explains. “After working 20 years in the brewhouse, I know the company from the inside out and can share its story with confidence.” Hale wears many hats for Schlafly and today primarily works alongside the sales and marketing teams to expand brand outreach to the local community and represents Schlafly at beer dinners, tastings, and tapping events.



A Massachusetts native, Hale began homebrewing at the tender age of 19 after his brother introduced him to the hobby. While attending Kenyon College in Gambier, OH, Hale met the only other student homebrewer on campus—fellow classmate Dan Kopman—and quickly connected over the shared interest. Though Hale’s passion for the craft remained long after graduation, it took more than a decade of distinctive jobs such as chimney sweep, Latin teacher, and commercial sea urchin diver before he turned his long-time passion into a career.

In October 1991, Hale reconnected with Kopman, who co-founded Schlafly Beer earlier that same year, and moved to St. Louis as assistant brewer to notable brewer Dave Miller. After a short stint in 1994 assisting with a brewery opening in Portland, ME, Hale returned to Schlafly and has remained ever since—first as a head brewer, then assisting with the opening of Bottleworks in 2003 and the Tap Room rebuild in 2004. He also served as chief brewer and brewery manager of the Tap Room until 2013 before assuming his current position as ambassador brewer. Hale now uses his collected experience to cultivate relationships with like-minded community businesses and to act as a liaison for the Schlafly brand. “I meet a lot of Schlafly fans at beer events, and I’ve become recognizable by wearing my kilt to every outing,” he explains. “I’ve earned the affectionate nickname ‘Schlafly mascot’ and am so proud to promote this company.”

Outside of the brewery, Hale dedicates time to supporting local organizations dedicated to food and brewing, including Fair Shares CCSA, Master Brewers Association of America— District St. Louis, Slow Food St. Louis, and The St. Louis Brewers Guild. He resides in the historic brewing neighborhood Soulard with his wife, Sara, and their cats.