



BEATEN ASS

5.8% ABV, 37 IBU

Numbers 22:21+
aka: The One Where the Donkey
Sees What the Man Can't

It's one of those Bible stories that makes you go: Wait, what? A talking donkey? Yep. And somehow, it's still one of the most honest mirrors of how humans and God operate.

Here's the short version:

Balaam was on his way to do something shady, hired to curse a group of people God had blessed. On his journey, his donkey saw what Balaam couldn't: an angel of the Lord standing in the road with a sword drawn. The donkey stopped. Balaam got mad and beat the donkey for it. Then (plot twist) God opened the donkey's mouth, and it spoke:

“What have I done to you to make you beat me?”

Turns out, Balaam was so blinded by his own plan that he couldn't see what God was trying to protect him from.

Here's the point:

Sometimes we get stubborn. We think we've got it all figured out. We push forward, mad at the things (or people) that slow us down, and never realize that maybe, just maybe, God's using that interruption to save us from something ahead.

Sometimes the thing that feels like a setback is really divine protection.

Sometimes the messenger looks unexpected.

And sometimes the dumb ass is right.

So, Beaten Ass is a beer about perspective, humility, and grace; the reminder that even when we can't see it, God's still at work. And if something (or someone) unexpected gets your attention, maybe... listen.