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Samuel Adams Taproom Workers in Boston Vote to Unionize

The vote creates a bargaining unit at a flagship brewery after employees sought job security and clearer pay policies.

Friday, September 25, 2026


Brewer Patriot
SAMUEL ADAMS
SEASONAL
COLD SNAP
WHITE ALE
12 FL.OZ.
5.3% ALC./VOL. | 10 IBUs
ENJOY BEFORE MONTH NOTCHED.
MAR
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0 87692 30053 3

Front-of-house employees at Boston Beer Company’s Samuel Adams Boston Brewery and Taproom voted Tuesday to unionize, creating a new bargaining unit at one of the company’s most visible facilities in Boston.

The workers are joining United Food and Commercial Workers Local 328, a Rhode Island-based union that also represents workers in southeastern Massachusetts. Brewbound reported that employees had submitted their intent to unionize last month.

In explaining the move, workers said they were seeking “job security, equitable treatment, equality, clear and consistent policies and clearly defined wages and benefits.” The vote applies to front-of-house staff, the employees who typically work in customer-facing roles at the brewery and taproom.

The result brings a labor issue to a key Samuel Adams site in the company’s home city. Because taprooms and brewery hospitality spaces play an important role in brand building, tourism and direct-to-consumer sales, labor changes in those operations can matter beyond a single workplace. In the beer business and the wider beverage industry, unionization efforts can affect negotiations over wages, schedules, benefits and staffing practices, and could add pressure on operating costs if similar campaigns spread.

For Boston Beer, the development is significant because customer-facing workers are closely tied to the visitor experience at a flagship location. Decisions about staffing levels, shift structure, training and workplace policies can shape how a brewery manages service and events, especially in a market where hospitality labor remains important to sales and brand visibility.

UFCW Local 328 enters the process with an existing presence in the region, which could give the newly organized workers an established union structure as they move toward formal bargaining. The next step would typically be certification of the election result and the start of negotiations over a first contract, though no timetable was immediately available from the information published Thursday.

The vote also adds to a broader pattern of labor organizing in parts of food, retail and hospitality, sectors that overlap with brewery taprooms and visitor operations. For beverage companies, that overlap can be important because many producers depend

on public-facing spaces not only to sell drinks, but also to build loyalty and introduce new products directly to consumers.