



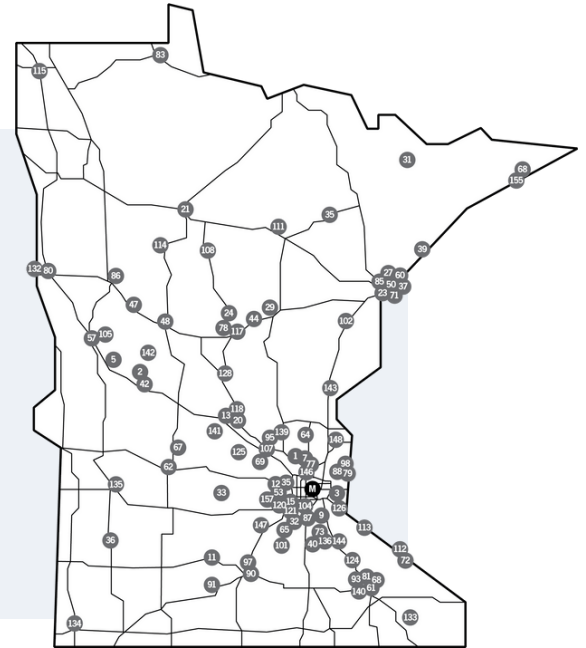
MINNESOTA CRAFT BREWERS GUILD

Minnesota's professional association for craft breweries and brewpubs

SUPPORTING MN'S CRAFT BREWERIES & BREWPUBS

Minnesotans love local craft beer, and our industry continues to grow rapidly. You want to bring high-quality products and experiences to your customers and community. We're here to help.

The Guild was founded to promote, protect and grow a robust Minnesota craft brewing industry by building a healthy beer culture and community that allows for independent brewers, industry stakeholders, and craft beer fans to thrive.



Our vision is to create a future where Minnesota is a national leader in independent beer quality, sustainability, accessibility, and culture.

501(c)6
nonprofit
organization

Founded in
2000

170+
Brewery/Brewpub
Members

WHAT CAN WE DO FOR YOU?

MNCBG membership grants you access to:

- o Promotional Opportunities
- o Advocacy and Representation
- o Resources and Training
- o Industry Updates
- o Professional Development
- o Networking and Community

**Membership
Dues**

\$350

Pay annually by check or online.
Auto-renewing dues now available!

All members pay equal dues and are guaranteed equal opportunity and representation in the Guild. Dues are primarily used for advocacy-related expenses.



MINNESOTA
CRAFT BREWERS GUILD

Join Today! mncraftbrew.org/join-the-guild
Have a Question? info@mncraftbrew.org

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MEMBER BENEFITS

See full list of benefits on page 4.

Events and Promotion

- Pour at MNCBG festivals and participate in other promotional events
- Sell beer at our MN State Fair exhibit
- Discount registration for our annual MN Brewers Cup blind taste-test competition and annual professional conference
- Get free beer delivery to GABF and World Beer Cup competitions

Advocacy and Representation

- Be represented at the Capitol by the Guild's lobbyist and Legislative Committee
- Help shape our industry's agenda
- Join planned Days of Action

Resources and Information

- Attend regular free trainings
- Get industry updates in our newsletter
- Connect with other breweries on our member website and Facebook group
- Sign up staff for our Employee Assistance Program and other exclusive services
- Reach out to Guild staff for questions and resources

Networking and Professional Development

- Apply for exclusive scholarships
- Network at member events
- Serve on a Committee or the Board of Directors

SERVICES FOR EVERY STAGE OF BUSINESS

Whether you are a legacy brand or just getting started, the Guild has services and resources to support you and your employees.



IN THE WORDS OF OUR MEMBERS

"Per usual, attendance and general festival culture was out of this world. We still regard this as our favorite Minnesota event each year and can't wait to return!" Brewery Staff, All Pints North 2021

"We really appreciate the opportunity, not only this event but being part of the Guild and everything that comes with it. As a small family-run brewery that doesn't distribute, we really count on all of our support systems." Brewers Cup Award Winner, 2019



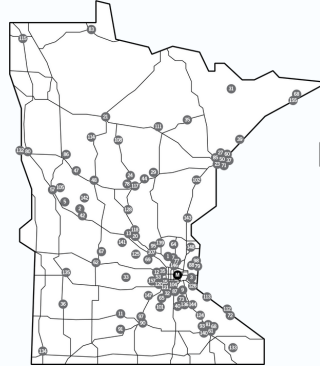
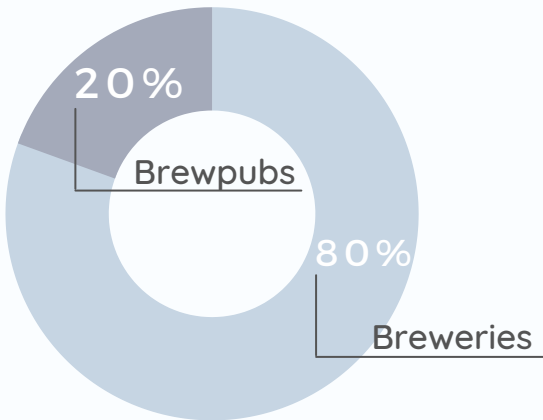
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OUR MEMBERS

80% of Minnesota's craft breweries and brewpubs are members of the Guild!



170+
breweries and brewpubs
in
50
Minnesota counties

PARTICIPATE ON YOUR TERMS

Members take part in Guild activities that make sense for their business and staff. There are no participation obligations.



92% of members participated in at least one major Guild event in 2021



38% of members participated in 5+ major Guild events in 2021



58% of members participated in our Legislative Session in 2021



19% of members were represented on a Committee or Board in 2021

SHAPE THE GUILD AND OUR INDUSTRY

The Guild exists to serve this industry. Guild activities and priorities are shaped by regular member surveys and the members that serve on committees or the Board of Directors. Committees develop resources and activities to address the interests and needs of members.

Active Committees in 2021 included:

Diversity, Equity, and Inclusion Committee
Legislative Committee

Festival Committee
Education Committee

IN THE WORDS OF OUR MEMBERS

"Our community is great, and bringing everyone together is always a big win. The Awards Ceremony was a really nice event. Thanks!" Brewery Competitor, Brewers Cup Awards Ceremony 2021



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MINNESOTA CRAFT BREWERS GUILD MEMBER BENEFITS

EVENTS AND PROMOTION

- Guaranteed opportunity to participate in MNCBG Events including Winterfest, All Pints North, and Autumn Brew Review festivals, the Minnesota State Fair, MN Brewers Cup, MN Pint Day, and new initiatives* *If brewery registers within the required period.
- Brewery listing on MNCBG website & brewery map marker
- Listing in the MNCBG annual tourist map brochure and Minnesota State Fair map display
- Free transport of competition beers to Great American Beer Festival & World Beer Cup
- Discounted registration for MN Brewers Cup annual beer competition & awards banquet
- Potential inclusion in MNCBG PR and media efforts
- Social media exposure on the Guild's social media accounts

ADVOCACY AND REPRESENTATION

- Ability to help shape our industry's legislative agenda
- Support and advocacy for your business through the Guild's lobbying efforts at the capitol
- Legislative Committee and dedicated staff to support your legislative questions and concerns
- Guild-wide Days of Action, resources, and advocacy projects during the legislative session

RESOURCES AND INFORMATION

- Subscription to weekly MNCBG newsletter and member-only communications
- Membership in local Guild-sponsored regional Committees
- Discounted access to annual MN Brewers Conference
- Access to Guild-only educational resources, training, and scholarships on topics of importance to the industry
- Discounted additional tickets to all festivals

NETWORKING AND PROFESSIONAL DEVELOPMENT

- Opportunity to serve in leadership roles on MNCBG committees to build skills and shape the programming of the MNCBG
- Invitation to all MNCBG regular meetings & socials, Guild's brewery member-only Facebook page, and member website
- Direct access to our Allied Trade Members who specialize in various aspects of our industry and can help you grow your business

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Definition of a Regular Member: A brewing organization that brews common brands, names and formulas at a brewing facility in Minnesota which it owns a majority interest in the company of which dues are paid. The member must hold a TTB issued Brewer's Notice. The brewery must qualify for the Federal Excise Tax exemption applicable to brewers producing no more than 2 million barrels of product a year. A contract brewer who does not own a majority interest in a brewing facility in Minnesota is not eligible for a Regular membership.

Definition of an Associate Member: A contract brewing organization or minority alternating proprietorship that is not recognized as a regular member that has beer produced at a brewing facility in Minnesota. Associate members have no voting rights unless they have been elected to the Board of Directors and their voting rights are at the board level only.

JOIN TODAY!

MNCRAFTBREW.ORG/JOIN-THE-GUILD



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