



# MINNESOTA CRAFT BREWERS GUILD ALLIED TRADE MEMBERSHIP

## SUPPORTING MN BREWERIES & BREWPUBS

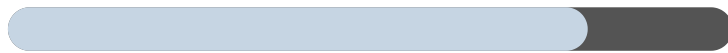
Minnesotans love craft beer, and the industry continues to grow throughout the state despite the challenges of the last two years. This industry would not be possible without the many partner businesses that support craft breweries and brewpubs.

Our Allied Trade Membership exists to engage those businesses and individuals who do business with Guild breweries and/or support the mission of the Guild.

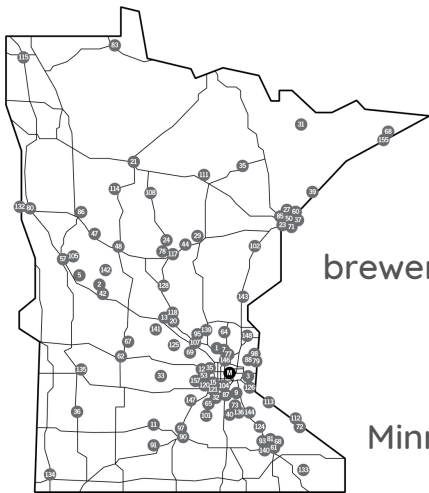
### MN Craft Brewers Guild Mission:

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.

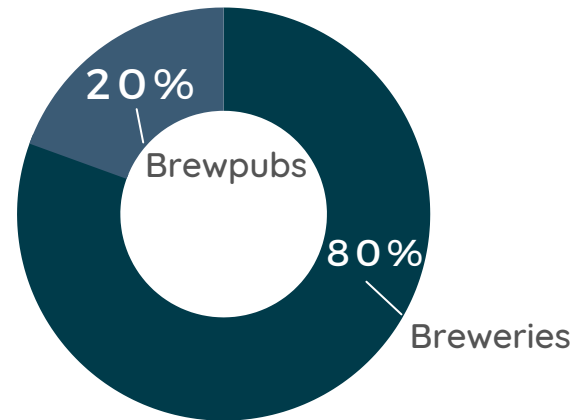
## OUR BREWERY MEMBERS



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



**165+**  
breweries and brewpubs  
in  
**50**  
Minnesota counties



## WHAT CAN WE DO FOR YOU?

MNCBG membership grants you access to:

- Promotional Opportunities
- Industry Updates

- Brewery/brewpub marketing
  - Networking and Community
- See full membership benefits on page 2.



**MINN** CRAFT  
BREWERS  
GUILD

Join Today! [mncraftbrew.org/join-the-guild](https://mncraftbrew.org/join-the-guild)  
Have a Question? [info@mncraftbrew.org](mailto:info@mncraftbrew.org)

# MINNESOTA CRAFT BREWERS GUILD

## ALLIED TRADE MEMBERSHIP BENEFITS

### Promotional Opportunities

- Annual Allied Trade Member spotlight in member newsletter
- Listing with website link on MNCBG public website: [mncraftbrew.org](http://mncraftbrew.org)
- Listing with website/contact information on brewery-facing Member Benefit Site
- Potential access to MNCBG public relations and earned media efforts

### Industry Information

- Monthly Allied Trade Member newsletter with industry news, updates, and opportunities

### Exclusive and Discounted Marketing and Advertising

- First access to all MNCBG event sponsorship opportunities
- Discounted access to MNCBG marketing, presentation, and tabling opportunities, including annual MN Brewers Conference (\*postponed for 2022) and annual "Brewed in Minnesota" exhibit at the MN State Fair

### Networking and Community

- A show of support/commitment to the industry and our members
- Access to discounted MNCBG festival and event tickets
- Invitation to two Member Mixer events (COVID-pending)
- License to use Minnesota Craft Brewers Guild trademark/logos on website, promotional materials, advertising, social media, etc.

## MEMBERSHIP TYPES

### Products & Services - \$700 Annual Dues

- Suppliers, Equipment, Ingredients, Chillers, Packaging
- Professional Services
- Distributors
- Travel/Tourism/Event & Marketing Services

### Education & Media - \$350 Annual Dues

### Retail - \$350 Annual Dues (+ \$100 per additional location)

- Bars, restaurants, bottle shops
- Retailers of other beer/industry related products

### Non-Beer Beverage Producer - \$250 Annual Dues

- Independent, MN licensed non-beer beverage manufacturers (Cider, Mead, N/A, etc.).

### Brewery in Planning - \$100 Annual Dues

- If you are just beginning your brewing journey, we invite you to join the Minnesota Craft Brewers Guild for information and resources.
- Upgrade to a regular member once you begin pouring beer.



Join Today! [mncraftbrew.org/join-the-guild](http://mncraftbrew.org/join-the-guild)  
Have a Question? [info@mncraftbrew.org](mailto:info@mncraftbrew.org)