



MINNESOTA CRAFT BREWERS GUILD ALLIED TRADE MEMBERSHIP

SUPPORTING MN BREWERIES & BREWPUBS

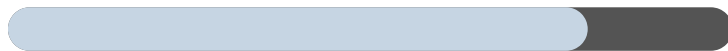
Minnesotans love craft beer, and the industry continues to grow throughout the state despite the challenges of the last two years. This industry would not be possible without the many partner businesses that support craft breweries and brewpubs.

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.

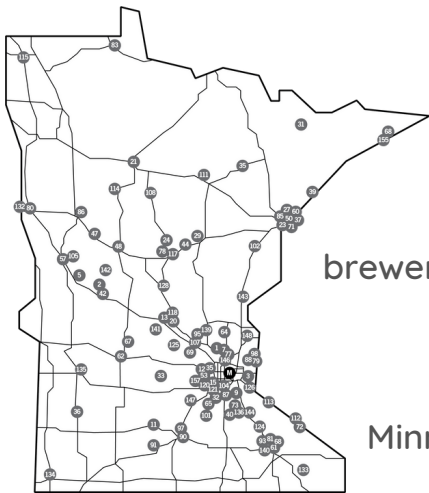
MN Craft Brewers Guild Mission:

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.

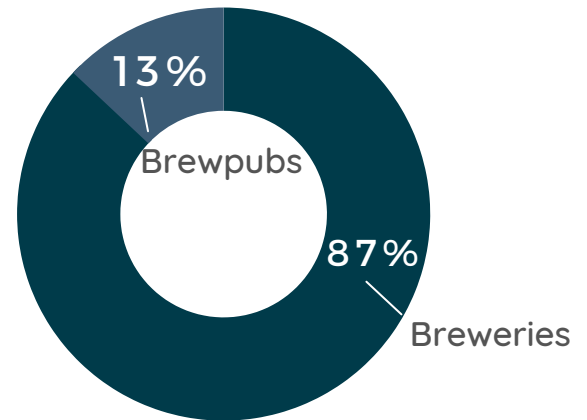
OUR BREWERY MEMBERS



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



180+
breweries and brewpubs
in
52
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
Have a Question? 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
- 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 the annual MN Brewers Conference and "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 (April and October)
- 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

Non-Beer Beverage Producer - \$250 Annual Dues

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

Nonprofit Organization - \$200 Annual Dues



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