



MINNESOTA CRAFT BREWERS GUILD ALLIED TRADE MEMBERSHIP

SUPPORTING MN BREWERIES & 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.

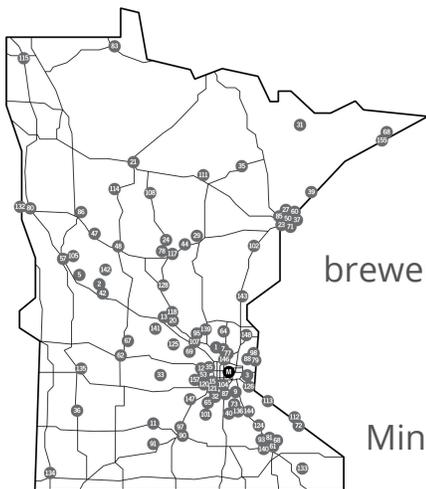
WHO WE ARE

- 501(c)6 not-for-profit founded in 2000
- 175+ MN Craft Brewery and Brewpub members
- 60+ Allied Trade Members
- 4 Staff: Executive Director, Director of Government and Industry Relations, Events Manager, Marketing & Communications Coordinator
- 9 Member-Elected Board Members
- 5 Volunteer Committees

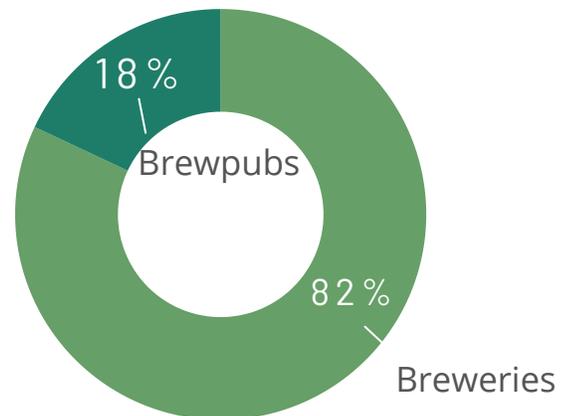
OUR BREWERY MEMBERS



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



175
breweries and brewpubs
in
52
Minnesota counties



**MN 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 our weekly member newsletter
- Your deals and discounts marketed in our weekly member newsletter
- Promotion at our Brewed in Minnesota Exhibit at the MN State Fair
- First access to exhibiting and presenting opportunities at annual MN Brewers Conference
- Potential access to MNCBG public relations and earned media efforts

Industry Information

- Monthly Allied Trade Member newsletter with industry news, updates, and opportunities
- Exclusive access to the Membership Directory for all MNCBG brewery and brewpub members

Discounted Marketing, Advertising, Sponsorship, and Event Access

- First access to all MNCBG event sponsorship opportunities
- Discounted access to marketing, presentation, and tabling opportunities at Guild events
- Priority selection for webinars and trainings throughout the year
- Discounted access to MNCBG festivals and events, including the MN Brewers Conference, Brewers Cup Awards, All Pints North, and Autumn Brew Review

Networking and Community

- A show of support/commitment to the industry and our members
- Invitation to two Member Meetings with Brewery/Brewpub Members (Spring & Fall)
- License to use Minnesota Craft Brewers Guild trademark/logos on website, promotional materials, advertising, social media, etc.

MEMBERSHIP TYPES & ANNUAL DUES

Products & Services - \$900

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

Education & Media - \$450

Retail - \$450 (+ \$100 per additional location)

- Bars, restaurants, bottle shops, and other retailers

Non-Beer Beverage Producer - \$300

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

Nonprofit Organization - \$250

Please note: Before being approved for membership, all Allied Trade Members must supply a reference of an MN Craft Brewery/Brewpub and that business must recommend the application be approved.



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