



MINNESOTA CRAFT BREWERS GUILD

Minnesota's professional association for craft breweries and brewpubs

SUPPORTING MN'S CRAFT BREWERIES & BREWPUBS

You're working to bring high-quality products and experiences to your customers and community. We're here to help. The Minnesota Craft Brewers Guild was founded in 2000 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
- 185+ Brewery/Brewpub members
- 50+ Allied Trade Members
- 4 Staff
- 9 Board Members

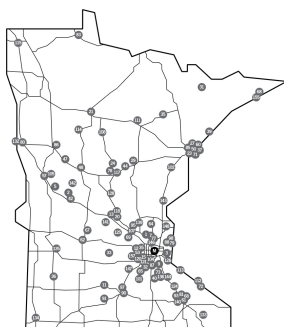
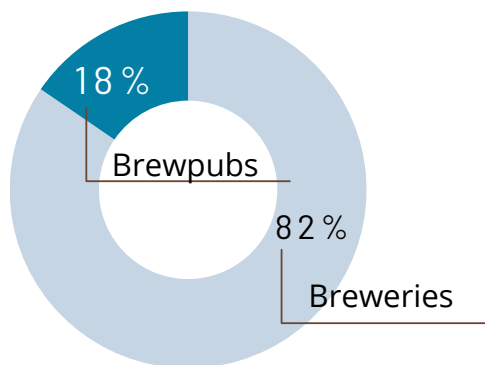
HOW WE CAN HELP

- Promotional Opportunities
- Advocacy and Representation
- Resources and Support
- Professional Development
- Networking

A COMMUNITY OF BREWERIES AND BREWPUBS



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



185+
breweries and brewpubs
in
52
Minnesota counties

SERVICES FOR EVERY STAGE OF BUSINESS

Whether you are a legacy brand or just getting started, our services and benefits can support you and your employees.

Brewery in Planning Membership
Allied Trade Business Networking
Employee Assistance Program

Networking & Collaboration
Advocacy
Competitions

Getting Started

Expanding and Growing

Established

Training & Resources
Scholarships & Continuing Education
Promotional Opportunities

Leadership Opportunities
Industry Service

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PARTICIPATE ON YOUR TERMS

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



90% of members participated in at least one major Guild event in 2023



51% of members had beer poured at our exhibit at the MN State Fair in 2023



16% of members were represented on a Committee or Board in 2023

ANNUAL EVENTS

Spring

- MN Legislative Session
- MN Brewers Conference
- MN Brewers Cup Competition
- Scholarships: Professional Development and CBC Support
- Member Meeting

Summer:

- All Pints North Beer Fest
- MN State Fair Exhibit
- Member Meeting

Fall

- Autumn Brew Review Beer Festival
- Scholarships: Professional Development
- Board Elections
- Member Meeting

Winter:

- MN Pint Day
- Membership Renewals
- Scholarships: Dues Aid
- Member Meeting

IN THE WORDS OF OUR MEMBERS...

"Everything was thoughtfully put together, the keynote was great. Being able to gather in one spot with so many peers is such a great opportunity."

~MN Brewers Conference Feedback, 2023

"Best event ever! Great crowd, well organized. We had a blast!"

~All Pints North Brewery Feedback, 2023

"Staff was very helpful in checking in on vendors throughout the event. This event was very well put together compared to other brewfests."

~ Autumn Brew Review Brewery Feedback, 2023



MINNESOTA
CRAFT BREWERS GUILD

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

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BENEFITS & SERVICES

New Benefits for 2024 in BOLD

PROMOTION

- Exclusive invitation to participate in MNCBG festivals, MN Brewers Cup Annual Competition, and annual MN Pint Day
- Exclusive opportunity to sell beer to us to be poured at our MN State Fair Exhibit (includes brewpubs!)
- Free transport of competition beers to Great American Beer Festival & World Beer Cup
- Inclusion in MNCBG PR, media, and social media efforts
- **List taproom events on our public MN Beer Events Calendar (Coming Q2 2024)**
- **List job openings on our MN Beer Job Board (Coming Q2 2024)**
- **Enhanced brewery listing on MNCBG website and digital brewery map**, annual tourism map, and Minnesota State Fair map display

ADVOCACY AND REPRESENTATION

- Ability to help shape our industry's legislative agenda
- Representation at the state and national capitol by the Guild's designated lobbyist
- Dedicated staff and Legislative Committee to support your legislative questions
- Guild-wide Days of Action, resources, and projects during the legislative session

RESOURCES AND SUPPORT

- Apply for exclusive scholarships and **aid**
- Regular industry updates in our member newsletter, including focused Legislative updates during the legislative session
- Highly discounted enrollment in our Employee Assistance Program
- Dedicated Guild staff to address your questions and concerns
- Code of Conduct and Violation Reporting Tools

PROFESSIONAL DEVELOPMENT

- Discount registration to our annual MN Brewers Conference
- Regular free professional development coordinated by our Committees
- **MNCBG resource and webinar library**
- Opportunity to serve in leadership roles on MNCBG committees or Board of Directors

NETWORKING

- Network at quarterly member meetings and monthly social events
- Dedicated MNCBG Member Facebook page
- Direct access to our Allied Trade Members who specialize in various aspects of our industry and can help you grow your business

New Members
Save 50% on your first year!

~~\$500~~ → **\$250**

Dues can be paid by check or online; auto-renewals are available. All members pay equal dues and are guaranteed equal opportunity and representation in the Guild. Stipends to offset renewing membership cost are available.



JOIN TODAY!

MNCRAFTBREW.ORG/JOIN-THE-GUILD