

ABOUT THE MINNESOTA CRAFT BREWERS GUILD

The Minnesota Craft Brewers Guild is a nonprofit organization that was founded in 2000. We serve 180+ Minnesota brewery and brewpub members and are led by a member-elected Board of Directors. Our vision is to create a future where Minnesota is a national leader in independent beer quality, sustainability, accessibility, and culture.

Find out more about what drives us at www.mncraftbrew.org/about

OUR MISSION

We exist to promote, protect, and grow a robust Minnesota craft brewing industry by building a healthy beer culture and community that allows independent brewers, industry stakeholders, and craft beer fans to thrive.

OUR CORE SERVICES



Promotion
of MN breweries and
brewpubs via events and
special projects.



Advocacy
on behalf of MN craft
breweries and brewpubs at
the state and federal level.



Support
of members with resources,
trainings, benefits, and
services for their staff.



Communication
of news, activities, and
opportunities of relevance to
the industry.



MINN

**CRAFT
BREWERS
GUILD**

GUILD MEMBERS

Member Stats

- 180 Brewery/Brewpub Members
- 4 Breweries in Planning
- 39 Allied Trade Members
- 256 MNthusiasts
- Members in 52 MN counties
- Brewpubs = 13% of Guild members
- Of MN's breweries and brewpubs, 80% are members of the Guild!

Welcome New Members

Breweries & Brewpubs

Bucks Mill Brewing
Gambit Brewing Co
Heavy Rotation Brewing
Karst Brewing
Mana Brewing
MetroNOME Brewery
Rahr Eagle Brewery
River Siren Brewing Co.
Sunken Ship Brewing Company
The Humble Forager
Thunder Brothers Brewery

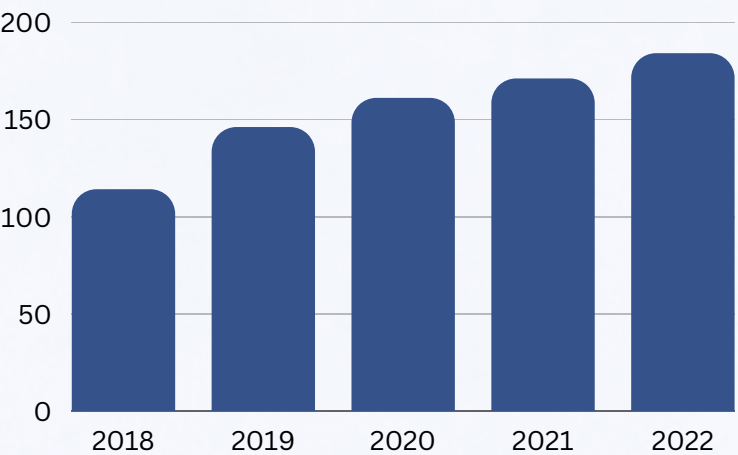
Breweries in Planning

Fish Dream Brewing
Hackamore Brewing Company
Minnesota Beer Company
Paddlefish Brewing

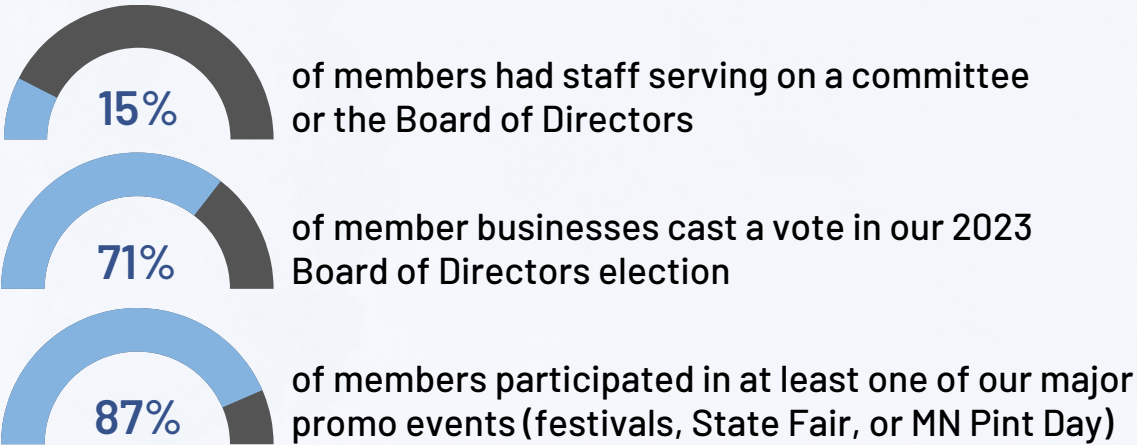
Allied Trade Members

Auction Masters
Bootlegger Brewing (Kombucha)
Northern Diversified Solutions
VIRESCO

Brewery/Brewpub Membership Growth



Member Engagement



PROMOTION



Promoting MN craft breweries and brewpubs is the first priority described in our mission. In 2022, we were able to offer legacy events that reached tens of thousands of Minnesotans and continue our newest promotional project, MN Pint Day!



"Best event ever! Great crowd, well organized. We had a blast!"
APN '22 Brewery Staff Survey Response

5 Major Promotional Projects

542 Times Members Participated
in our Major Projects

7,000 MN Craft Brewery/Brewpub
Maps Given Away

7,270 Event Attendees

36,000 Views of our "Find a Brewery"
and "MN Pint Day" Online Maps

41,100 Beer Flights Purchased at
the MN State Fair

Other Promotional Activities

- Meet Mpls Craft Beer Pass
- World Beer Cup & GABF Competition Shipping
- New festival partnership with Untappd
- Radio and Social Media paid promotion of our "Find a Brewery" map
- 1,300 merch items promoting MN craft beer sold
- Introduced regional layout for festivals to help attendees find new breweries/brewpubs.

All Pints North was voted

MINNESOTA'S Best
beer festival by Star Tribune voters

In 2023

- Return of MN Brewers Cup Competition and Awards
- Increased membership marketing throughout state



ADVOCACY

2022 saw multiple significant changes to the legal landscape in MN! We were able to pass a bill loosening beer-to-go restrictions after a multi-year effort of our staff, board, legislative committee, brewery advocates, craft beer fans, and bipartisan legislative champions. The legalization of hemp-derived THC at the end of the session opened up even more opportunities for members.

Advocacy Activities

- Passage of SF3008! (See next page for details)
- Hired Director of Government and Industry Relations
- Legislative updates sent in every weekly newsletter
- 4 general Town Halls + THC Town Hall
- Attended the Brewers Association DC Hill Climb
- Hosted fundraiser for legislative champion and House Commerce Committee Chair Rep. Stephenson

Hemp-Derived THC Legalization

The legalization of THC edibles/beverages added new rights for brewers. Based on data received from member surveys so far, roughly 25% of members are producing or interested in producing THC beverages.

We have been working with industry partners to provide support and ensure brewers have a voice in key discussions and groups going forward.

In 2023

Legislators are likely to focus heavily on marijuana legalization and regulation during the 2023 session, and we are building relationships with legislators to protect members' existing rights to produce and sell THC beverages.



132 Donations raised \$4,847 for the MN Craft Beer PAC.

77% of donations have been disbursed directly to bipartisan caucuses and advocates.



For our success passing SF3008, we were named Brewbound's 2022 Beer Champion of the Year!

"We really appreciated the updates provided in the Guild newsletter. I reached out to Bob directly a few times... It's great to hear the general information while also having resources available to discuss the nuance of these matters."
Member Feedback, Legislative Survey '22

ADVOCACY



MAJOR VICTORY: PASSAGE OF SF3008

"The Guild worked hard to get SF3008 passed, and it's definitely a step in the right direction... our brewery is pleased with the result."

Member Feedback, Legislative Post-Session Survey '22

SF3008 Passage Timeline

2021: We coordinated a multi-month campaign across members, industry partners, and fans. During this campaign, our advocates sent 10,000+ letters and calls to legislators, making liquor reform a top issue at the capitol.

In response, the House Commerce Committee agreed to work on a liquor bill in 2022. However, legislators continued to demand "Peace in the Valley": a bill had to have the agreement of all members of the 3-tier system to move forward.

Spring 2022: Our Legislative Committee and Director of Government and Industry Relations met weekly to negotiate through the Commerce Committee. Months of negotiations, including major concessions by all parties, finally led to a bill with the consent of all members of the 3-tier system.

The bill prevented any loss of rights of craft breweries that had been proposed by the opposition, and it included new beer-to-go rights (with restrictions) that applied to most MN craft breweries.

Summer 2022: Our bill passed in both chambers and was signed into law by Governor Tim Walz in May. We held two Town Halls post-session and focused a significant portion of our July member meeting on the results of the session. When surveyed in July, 57% of members surveyed agreed that SF3008 helped their business and the industry in general, 24% saw no impact, and 19% said it hurt.

Future: Brewpubs were not included in SF3008 due to the extreme opposition of the other tiers. Supporting our brewpub members is a top priority for the future.



Fall 2022: We provided guidance to municipalities and members in implementing new rights, clarifying the law, and planning for the next steps to protect existing rights and limit restrictions.



SUPPORT

This year we were able to relaunch a number of support services that have been paused since 2020, including Committee Budgets and Member Scholarships. We focused additional support on streamlining communications for stressed teams, guidance on THC beverages, and free trainings.

4 Free Trainings and Webinars

- Beer Trends & Marketing
- NA Beer
- THC Townhall
- Diversity & Inclusion 101

3 New Member Resources/Tools

- 401k group benefit program
- Festival Prep page
- Untappd partnership

12 Scholarship Recipients

- 4 member businesses
- 8 individuals

95 Free Shipments to WBC & GABF

Member Committees

36
*member staff
volunteered their time
on a Committee or
Board in 2022*

- CBC Beer and Brewery Tours
- Diversity, Equity, & Inclusion
- Education
- Legislative
- Sustainability

Beer Purchases

\$108,000 in beer purchased from brewery & brewpub members for our MN State Fair exhibit

In 2023

- Return of in-person meetings and member socials
- Return of MN Brewers Conference
- More free trainings, webinars, and resources
- Exploration of New Resources/Tools based on member survey feedback

"Kudos to the entire Guild team - you all are rock stars and we're thankful for every one of you and all you do!"

~Member Feedback, Legislative Survey '22



SUPPORT

2022 Scholarship Recipients

CBC Scholarship

- Spiral Brewery, Arbeiter Brewing Company, High Pines Brewing, Big Axe Brewing

Spring Scholarship

- Shannon Mosley, ABV Technology, Hop & Brew School
- Lindsay Hendrickson, Kinney Creek Brewery, Digital Marketing Bootcamp

"Diversity in Brewing" Brewing and Beer Steward Technology Scholarship

- Peter Marinello
- Madeline Carlson

Fall Scholarship

- Robby Cecil, Eastlake Craft Brewery, Brewing and Beer Steward Technology
- Cynde Holbeck, Castle Danger Brewery, Micromatic Advanced Training
- Paula Hoena, MetroNOME Brewery, Brewing and Beer Steward Technology
- Emily Westerdahl, Badger Hill Brewing, Graphic Design and Web Tech Design

*"The Hop & Brew School was a great experience; I would highly suggest anyone go. Thank you again for granting me this opportunity."
~ Shannon, recipient of our spring '22 scholarship*

"To receive a Diversity in Brewing Scholarship as a veteran means a lot to me... It's a true joy to have the opportunity to follow my heart and passions and begin a career change into the MN Craft Brewing industry with the help of DCTC and the MNCBG. Thank you for supporting me and supporting my dreams." ~Peter, recipient of our spring '22 Diversity in Brewing Scholarship

About Our Scholarships

We offer scholarships in the spring and fall each year, including our annual scholarships to support member attendance at the Craft Brewers Conference. Our Diversity in Brewing scholarship, supporting students in DCTC's Brewing & Beer Steward Technology program, is also offered for spring and fall. Scholarships are one way the Guild directly supports our commitment to diversity, equity, and inclusion in the industry.



COMMUNICATION

With more than 180 members, ensuring clear and equal communication for all is a top priority! We rely on mass communications like email, newsletters, and social media to share updates and opportunities, and online surveys to get member feedback. We also developed two new positions, at the Board and staff level, to support member needs.



4 Member Meetings

7 Member Surveys

73 Newsletters Sent

447 Users in our Member Facebook Group

679 Member Staff Receiving Newsletters

"The communication before the fest was the best I've ever experienced."

ABR '22 Brewery Staff Survey Response

New Communication Tools for 2022

- New Guild Staff: Director of Government and Industry Relations to support member questions on legislation and advocacy
- New Board Officer: Internal Communications Officer assigned to assist with member questions
- Free member resources highlighted at bottom of every newsletter
- Creation of the Festival Prep webpage to support festival teams while they prepare to participate in our events

Looking to 2023

- Return of in-person member meetings (with remote option) and member socials
- Return of MN Brewers Conference for professional development and networking

KEY SUPPORTERS AND PARTNERS

2022 Sponsors and Partners



Allied Trade Members

Amoretti, Arryved POS, Auction Masters, Boelter Beverage, Briess Malt & Ingredients Co., BSG, Bubbly Stapler, CBIZ Payroll and HCM, CHUX Print, Country Malt Group, Country Malt Group, Craftapped, Doug Hoverson, Duluth Cider, Express Labels, FOXX EQUIPMENT COMPANY, GetKnit Events, Grandstand Glassware + Apparel, Gray Duck Seltzer, Hawkins Inc., Hop Law, Hopsteiner, ICS Chillers, Iron Heart Canning, Ivory Hill, Jinx Tea, Josh Havlik - Craft Beverage Agent, Laker Promotions, Malteurop Malting Co, Micro Matic, Northland Mechanical Contractors, Northern Diversified Solutions, Quality Stainless, Inc, Ray Smith Insurance Agency Inc, Stinson Wine Beer Spirits, Taft Stettinius & Hollister LLP, UllrTec, VIRESCO, Wild State Cider

Thank You to our sponsors, partners, Allied Trade Members, MNthusiasts, volunteers, and everyone who supported the MNCBG and MN craft breweries and brewpubs in 2022!



LEADERSHIP

The Guild is led by a nine-person volunteer Board of Directors; daily operations are conducted by four Guild staff members. 2022 was a significant transition year for the Guild: the Board of Directors hired for the Executive Director and new Director of Government and Industry Relations positions and the Guild hired a new Events Coordinator in the spring.

2022 Board of Directors

President: Dawn Finnie – Little Thistle Brewing
Vice President: Jeff Zierdt – Lupulin Brewing Co.
Treasurer: Patrick Sundberg – Jack Pine Brewery
Internal Comms Officer: Ashley Hauf – ABV Technology
Justine Vath – Chanhassen Brewing Company (retiring)
Annie Henderson – Forager Brewery
Ryan Evenson – Revelation Ale Works

2023 New Board Members

elected by member vote October 2022
Kabel Lefto - Lakes & Legends Brewing Company
Morgan Smith - Spiral Brewery
Nathan Schneider - Invictus Brewing Company

Thank you Justine for your years of service on our Board of Directors!

Guild Staff

Executive Director: Jess Talley
Director of Government & Industry Relations: Bob Galligan

Communications Coordinator: Traci Murphy
Events Coordinator: Lindsey Darling

Guild Board and Staff at All Pints North, Summer 2022

