

Our Mission:

to promote, protect, and grow a
robust MN Craft Brewing Industry



MINNESOTA
CRAFT BREWERS GUILD

2023 ANNUAL REPORT

ABOUT OUR GUILD

The Minnesota Craft Brewers Guild is a nonprofit association that was founded in 2000. We serve 188 Minnesota craft brewery and brewpub members and 50+ Allied Trade Members.

Our vision is to create a future where Minnesota is a national leader in independent beer quality, sustainability, accessibility, and culture.

Our Core Services to members are:

Promotion

of MN breweries and brewpubs, and of craft beer generally, via public-facing events, special projects, and marketing.

Advocacy

on behalf of MN craft breweries and brewpubs at the state and federal level to protect and expand member rights.

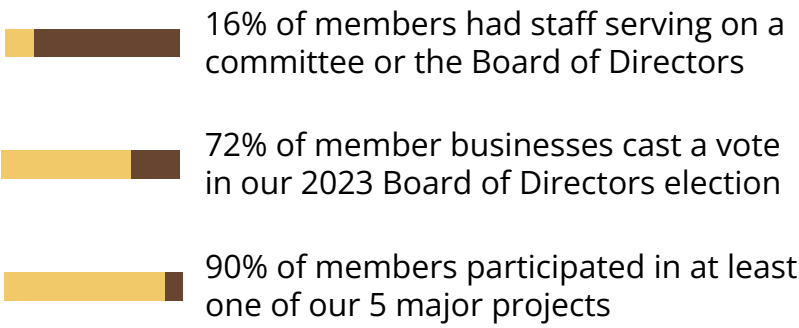
Communication

of news, activities, and opportunities via newsletters, social media, member meetings, and reports

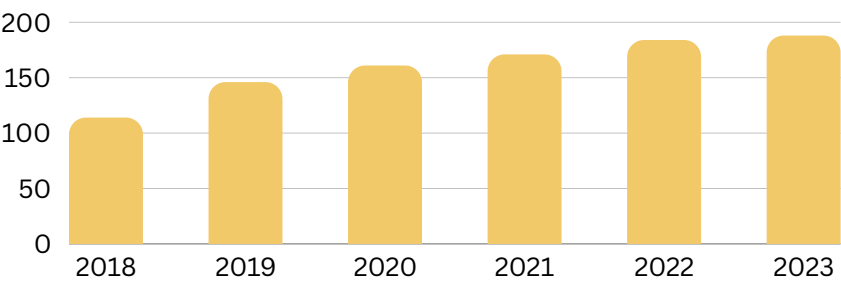
Support

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

Member Engagement



Member Growth Over Time



Guild Members

- **181 Craft Brewery and Brewpub Members**
 - 8 new in 2023
- **7 Breweries in Planning**
 - 4 new in 2023
- **51 Allied Trade Members**
 - 12 new in 2023

New This Year

New Breweries & Brewpubs

Chaotic Good Brewing Company
Half Pint Brewing Company
North 20 Brewing Co.
Padraigs Brewing
Rivers & Rails Brewing Company
Snarky Loon Brewing Co.
Sunken Ship Brewing Company
Wandering Leaf Brewing Company

New Breweries in Planning

Biwabik Brewing Company
Jordan Brewing Company
Lost Saint Brewing Company
Ullsperger Brewing

New Allied Trade Members

Bridgewater Bank
BUCH
Central McGowan
CFT Packaging USA
Crowler Nation
Hollingberry Hops
Imperial Yeast
Mankato Packaging
MN Waste Wise Foundation
Superior Molecular
SwedeBro
Venn Tax & Bookkeeping

OUR SERVICES: PROMOTION

Each of our promotional events aim to highlight the variety and quality of MN Craft Beer across the state, generate positive attention for the industry and member breweries, and create an opportunity for members to reach new customers. The Guild also promotes consumption of MN craft beer in general across social media, radio, and traditional press throughout MN.

Promo at a Glance

- Major Promotional Events: 5
 - Festival Attendees: 7,540
 - Brewery Member Maps Given Away: 9,000
 - Beer Flights Purchased at Fair: 36,000
 - Views of our online brewery maps: 53,400
 - Social Channel Growth over 2022: 3,000+
 - Yearly Website Views: 300,000
- Up 270 over 2022!
- Up 2,000 over 2022!
- Up 17,400 over 2022!
- Up 100,000 over 2022!

“I thought the marketing was excellent and drove customer to our brewery”
~MN Pint Day Brewery Feedback, 2023

“Very well communicated information, easy to setup and tear down, always the best fest of the year”
~All Pints North Brewery Feedback, 2023

Member Participation

Member businesses participated in Guild events 668 times in 2023, and 436 of these were our 5 major promotional events (marked below with a *). These promo opportunities are the most-utilized benefit of membership; 90% of member businesses participate in at least one, the average member participated in 3, and 15 members participated in all 5!

Event	# of breweries
MN Brewers Conference	81
MN Brewers Cup *	93
All Pints North *	108
State Fair *	91
Autumn Brew Review *	90
MN Pint Day *	54
Other Activities	151

“This was our first time participating as a brewery at APN, and we had a phenomenal experience. Thank you to all the staff and volunteers who were extremely helpful and hospitable. We felt supported and welcomed from the start.”
~All Pints North Brewery Feedback, 2023

In 2024

- New Benefit: Enhanced Brewery Directory with more search features for the public
- New Benefit: MN Craft Beer Events Calendar for members to promote their events

OUR SERVICES: ADVOCACY

Advocacy Actions In 2023

- Successfully passed language allowing members to produce and sell hemp-derived THC beverages for on and off site consumption. (MN is the first state with these rights for brewers!)
- Defended member market share by successfully lobbying against HF2558 (excise tax decrease for RTDs).
- Successfully lobbied the Governor to proclaim February 16, 2023 "MN Beer Day".
- Lobbied to federal offices on behalf of Minnesota Craft Brewers in favor of expanding distribution possibilities and informing them of both the beer and hemp-derived THC markets.
- Assisted and advised members in dealing with local governments and organizations and continued to improve relationships with industry stakeholders.

How Would You Rate The Guild's Advocacy Work in the 2023 Session?



"(The Guild) continued progress and supporting the best interest of members."
~ Legislative Survey Response, 2023



"THC passing has been additional dollars that our industry needs in MN. A huge win for our industry." ~ Legislative Survey Response, 2023



121 individual donations raised **\$2,755** for the MN Craft Beer PAC.

45% of donations have been disbursed directly to bipartisan caucuses and advocates for 2024.

"Great action made, appreciated the connections and aligning with key players" ~ Legislative Survey Response, 2023



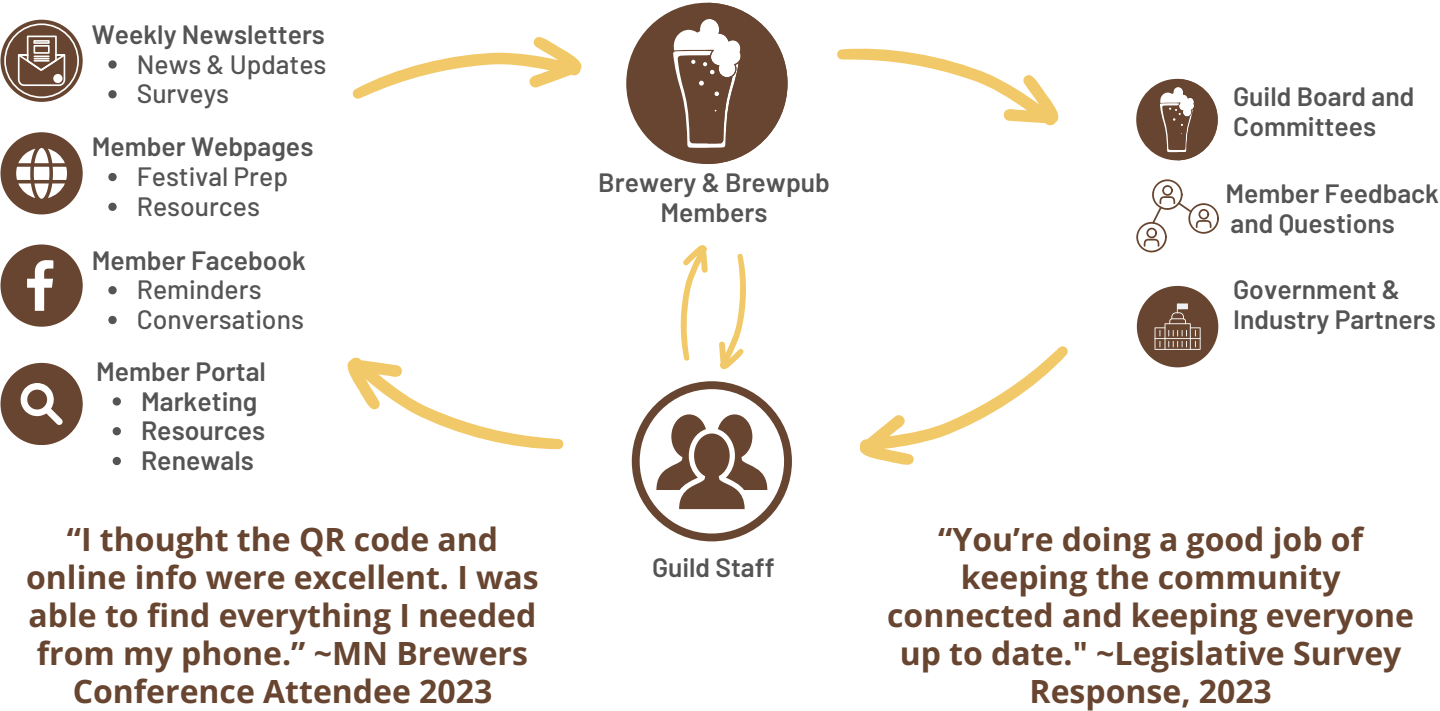
In 2024:

- Focus on simplifying regulatory language to save time and resources
- Collaborate with industry stakeholders on an annual "Minnesota Beer Day" proclamation
- Work to clarify and improve hemp-derived THC language that will go into effect when current regulations are repealed.

OUR SERVICES: COMMUNICATION

With more than 230 Brewery, Brewpub, and Allied Trade 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 information, and online surveys to get member feedback.

In late 2023, we launched our new Member Portal and Database, which will offer new benefits and services to members, streamline renewals communication, and make accessing resources and information even easier in the future!



Member Meetings	Conference	Member FB Users	Surveys
4		474	
Member Socials	1	Newsletters Sent	6
10		46	

In 2024

- Growth of Member Meetings and Socials
- Improved MN Brewers Conference with more attention on networking and peer-to-peer learning opportunities
- New Benefit: Member Portal Communication Resources

OUR SERVICES: SUPPORT

With the help of our 23 volunteer Committee members, we were able to provide even more trainings, scholarships, and events this year. We were thrilled to bring back in-person meetings and socials, as well as the MN Brewers Conference for the first time since 2019!

MN Brewers Conference

- 30 Exhibitors
- 38 Presenters
- 16 Educational Sessions & 1 Keynote
- 125 Businesses in Attendance

"Venue was great, variety and seminars were also really good. I was surprised, but they were on par and even better than the national CBC."

~ MN Brewers Conference Feedback, 2023



Free Trainings

- Tax Credits to Begin a Retirement Savings Program
- MNCBG Employee Assistance Program with SandCreek
- THC Town Hall
- Brewery Sustainability with MNimize + La Doña Cervecería
- Brewery Sustainability with EnergySmart + MNTap
- R&D Tax Credit with Boyum Barendscheer
- Sales Tax Exemptions with Affordable Energy Solutions

Scholarship Recipients

- David Taylor
- Danielle Nygard
- Alicia Bird
- Ryan Evenson
- Ryan Jurgenson
- Kendra Gephart
- Zach Schroeder
- Brooke Coyle
- Eoin O'Connell
- Little Thistle (CBC Travel)
- Arbeiter Brewing (CBC Travel)
- Lupulin Brewing (CBC Travel)
- Utepils Brewing (CBC Travel)

Free Competition Shipping

- WBC: 41 Members
- GABF: 32 Members

Minnesota State Fair

- 95 Breweries & Brewpubs on tap
- 496 Kegs Purchased from Members
- Average Income per Member: \$808



In 2024

- New Benefits: Industry Job Board and Membership Dues Aid
- Increased member scholarships

KEY SUPPORTERS AND PARTNERS

2023 Sponsors and Partners



Allied Trade Members

ABV Technology, All Safe Global, Amoretti, Auction Masters, Better Bev Co LLC, Boelter Beverage, Bootlegger Brewing, Boyum Barenscheer, PLLP, Bridgewater Bank, Briess Malt & Ingredients Co., Brook + Whittle, BSG Craftbrewing, Bubbly Stapler, Central McGowan, CFT Packaging USA, CHUX Print, Country Malt Group, Craftapped, Crowler Nation, Dakota County Technical College, Doug Hoverson, Duluth Cider, GetKnit Events, Grandstand Glassware + Apparel, Hawkins Inc, Hollingbery Hops, Hop Law, Hopsteiner, ICS Chillers, Imperial Yeast, Iron Heart Canning, Ivory Hill, Jinx Tea, Josh Havlik - Craft Beverage Agent, Laker Promotions, Malteurop Malting Company, Mankato Packaging, Micro Matic, MN Waste Wise Foundation, Monroe Moxness Berg, Monroe Moxness Berg PA, Northern Diversified Solutions, Northland Mechanical Contractors, Inc., Prairie Malt Quality Stainless, Inc, Ray Smith Insurance Agency Inc, Stinson Wine Beer & Spirits, Superior Molecular, SwedeBro, Triton Chemical, Venn Tax and Bookkeeping Inc, VIRESCO, Wild State Cider

Thank You to our sponsors, partners, Allied Trade Members, MNthusiasts, presenters, volunteers, and everyone who supported the MNCBG and MN Craft Beer in 2023!



LEADERSHIP

The Guild is led by a nine-person volunteer Board of Directors; daily operations are conducted by four Guild staff members.

2023 Board of Directors

President: Ashley Hauf – ABV Technology
Vice President: Jeff Zierdt – Lupulin Brewing Co.
Treasurer: Patrick Sundberg – Jack Pine Brewery
Comms Officer: Nathan Schneider – Invictus Brewing
Dawn Finnie – Little Thistle Brewing
Annie Henderson – Forager Brewery
Ryan Evenson – Revelation Ale Works
Morgan Smith – Spiral Brewery
Kabel Lefto – Wabasha Brewing Company



Guild Staff

Executive Director: Jess Talley
Director of Gov. & Industry Relations: Bob Galligan
Communications Coordinator: Traci Murphy
Events Coordinator: Lindsey Darling

***Thank you Dawn and Annie
for your years of service on
our Board of Directors!***

COMMITTEE MEMBERS

Committees help develop opportunities and activities for MNCBG members, provide support and guidance for the MNCBG staff and Board, and hold the MNCBG accountable on issues of importance to the industry. Committee participation is voluntary. Thank you to our 23 committee members who volunteered on MNCBG Committees in 2023!

DEI Committee

Anthony Jennings, Arbeiter Brewing Company
Audrey Robinson, Little Thistle Brewing Co
Danielle Pallas, 56 Brewing
Lily Altemose, Forgotten Star Brewing Company
Louis Livingston Garcia, Heavy Table
Suresh Graf, Wooden Ship Brewing Co.
Board Liaison: Ashley Hauf

Events Committee

Ben Neitge, Forgotten Star Brewing Co.
Jill Drum, Fulton Beer
Jordan Weller, Utepils Brewing Company
Board Liaisons: Kabel Lefto, Nate Schneider

Sustainability Committee

Brian VanHout, Schram Haus Brewery
Davin Haukebo-Bol, Dual Citizen Brewing Co.
Matt Klisiewicz, Bauhaus Brew Labs
Nate Bohach, Angry Inch Brewing Company
Board Liaison: Patrick Sundberg

EDU Committee

Jason Vastine, Wabasha Brewing Company
Matthew Johnson, Schells Brewing Company
Riley Yawn-White, 9 Mile Brewing Company
Board Liaison: Jeff Zierdt

Legislative Committee

Jamie MacFarlane, Castle Danger Brewery
Jason Sandquist, Wild Mind Ales
Jeff Hahn, Day Block Brewing Co.
Jeremy Mathison, Broken Clock Brewing
Jon Erickson, Angry Inch Brewing
Mike Corneille, Pryes Brewing Company
Thom Foss, Burning Brothers Brewing



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