



MINNESOTA

CRAFT BREWERS GUILD

Press Contact:

Bob Galligan
Director of Government and Industry Relations
Minnesota Craft Brewers Guild
bob@mncraftbrew.org

For Immediate Release: 9/20/2024

Minnesota to Officially Celebrate MN Beer History and Culture on November 1 with New Minnesota Beer Day Proclamation

Beginning this year, Minnesota Beer Day will officially be celebrated across the state on November 1, following resolutions signed by the Minnesota legislature. The celebration has been declared an annual event moving forward.

November 1 celebrates the twists and turns, the building and shifting, and the resilience that humankind can bring to four simple ingredients that have helped build communities across the great state of Minnesota. Because of this, the Minnesota Legislature has resolved that henceforth, November 1 will officially be “Minnesota Beer Day” every year. Those interested in learning more about the rich history of Minnesota beer can visit one of the many breweries in the state (including Hamm’s, Schell’s, and Grain Belt) that still offer brewery tours. These tours often share the history of their breweries along with the process of making beer.

MN Beer Day is an opportunity to celebrate the history of Minnesota beer and how the culture has transformed over the years, growing from the first two breweries on record—Yoerg Brewing, established in 1848, and Orth Brewing, now Grain Belt, which opened on November 1, 1850—into the craft brewing industry we know today, which spans more than 200 breweries across the state. The Minnesota Craft Brewers Guild, representing more than 170 of those breweries, worked alongside Senator Howe (13, R) and Representative Isa Perez-Vega (65B, DFL) in their respective chambers to pass resolutions ensuring the celebration is officially declared by the Minnesota Legislature.

On Friday, September 27, the Governor’s Office will present a proclamation declaring November 1 as Minnesota Beer Day. In addition to the significance of November 1, September 27 was specifically chosen for its historical relevance to the culture of beer. Theodore Hamm opened the doors of Hamm’s Brewing facility in East St. Paul on this date in 1894. This facility marked an impressive accomplishment in human innovation, technology, and architecture for its time. Hamm’s would eventually become the fifth largest brewery in the United States, with additional campuses in Texas and California.

“What we really want to emphasize about MN Beer Day is the importance of brewing to the state of Minnesota, even before it was a state!” says Bob Galligan, the Director of Government and Industry Relations at the Minnesota Craft Brewers Guild. “MN Beer Day offers an opportunity for camaraderie across the state and for beer lovers everywhere to go out, celebrate, and support their local craft breweries and brewpubs.”

As part of the celebration, the Guild has coordinated a special pint glass for purchase that will be released and sold across the state. Many members of the Guild are participating in the celebration by offering special discounts, events, or even unique brews. A map detailing all participants and deals will be available in October on the Guild’s website at www.mncraftbrew.org.

“It’s great to see so many breweries across the state in 2024,” says Galligan. “But these establishments are only standing because of your support. After 176 years, we think it’s time to celebrate the beverage that built the North Star State. Make sure to get out and enjoy a brew on November 1. Your local breweries will appreciate it!”

About the Minnesota Craft Brewers Guild

The Minnesota Craft Brewers Guild (mncraftbrew.org) is a not-for-profit organization that was founded in 2000 and is made up of more than 170 Minnesota brewery and brewpub members. The Guild showcases the talent of Minnesota’s craft brewers and promotes Minnesota’s brewing industry by sponsoring festivals and special events, including the MN Brewers Cup, the State Fair’s Brewed in Minnesota exhibit, All Pints North brew fest, and Autumn Brew Review brew fest. The Minnesota Craft Brewers Guild’s mission is 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.