



MINNESOTA CRAFT BREWERS GUILD

Minnesota's professional association for craft breweries and brewpubs

SUPPORTING MN'S CRAFT BREWERIES & BREWPUBS

The MN Craft Brewing Industry understands we're stronger, together. The MN Craft Brewers Guild is a membership association that brings together the craft brewing industry to accomplish projects and deliver valuable benefits to uplift the entire industry. Our programs and services are designed by and for Minnesota's craft breweries, brewpubs, and their teams. Together, we aim to support your success, and build a community where independent brewers, industry partners, and craft beer fans can thrive. You focus on delivering exceptional products and experiences—we're here to back you every step of the way.

WHO WE ARE

- o 501(c)6 not-for-profit
- o Founded in 2000
- o 175+ Brewery/Brewpub members
- o 50+ Allied Trade Members
- o 4 Staff
- o 9 member-elected Board Members

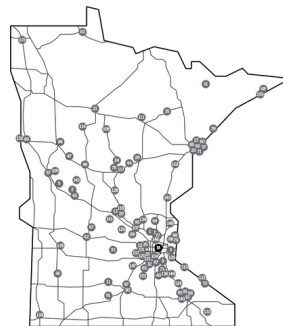
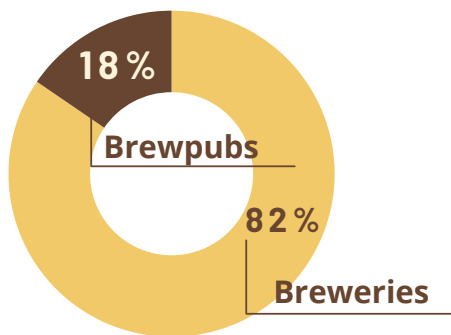
WHAT WE DO

- o Promotional Opportunities
- o Advocacy & Representation
- o Resources & Support
- o Communication & Networking
- o Marketing
- o Professional Development

A COMMUNITY OF MN BREWERIES AND BREWPUBS



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



175+
breweries and brewpubs
in
52
Minnesota counties

SERVICES FOR EVERY STAGE OF BUSINESS

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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ANNUAL EVENTS & PROGRAMS

Promotion:

- Our festivals promote members to thousands of customers, and are often voted the best in the state. Festivals are also how we fund our services.
- The Competition, State Fair, and MN Beer Day call attention to the history, culture, and quality of MN craft brew. The latter two are revenue-generating opportunities for members, and the competition drives sales for winners.

Professional Development:

- Our professional conference, free trainings and webinars, resource library, and scholarships 6 times a year help provide professional development and cost-savings for industry staff.

Community and Transparency:

- Member meetings, socials, committee service, and Board elections help you stay connected. Committee and Board participation are open to all, allowing you to shape the industry and our collective priorities.

Spring

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

IN THE WORDS OF OUR MEMBERS

The keynote speaker was really insightful and inspiring, and affinity sessions were great. Best conference day I've attended anywhere (including CBC).

Summer:

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

The fest's support and logistics were well planned. The communication always ROCKS!!! I love a MNDBG event. Thanks for all you do!

Fall

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

Keep promoting Nov 1st (MN Beer Day) as our own special day. I think it gave all our patrons a sense of MN pride in our breweries.

Winter:

- MN Beer Day
- Scholarships: Dues Aid & CBC Support
- Member Meeting



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

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BENEFITS & SERVICES

PROMOTION & MARKETING

- Exclusive invitation to participate in MNCBG festivals and MN Brewers Cup Annual Competition
- Exclusive opportunity to sell beer to us to be poured at our MN State Fair Exhibit (includes brewpubs!)
- Transportation 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
- Enhanced brewery listing on MNCBG website and digital brewery map and Minnesota State Fair map display
- Inclusion in general marketing activities of the Guild throughout the year
- List job openings on our MN Beer Job Board (*New benefit coming 2025*)

ADVOCACY AND REPRESENTATION

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

RESOURCES AND SUPPORT

- Apply for exclusive scholarships and aid
- Regular industry updates and opportunities in our member newsletter
- Highly discounted enrollment in our Employee Assistance Program
- Regular members-only discounts and opportunities from Allied Trade Members
- 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
- Opportunity to present at our annual conference and on our State Fair exhibit stage
- MNCBG resource and webinar library (*Major update coming 2025*)
- Opportunity to serve in leadership roles on MNCBG committees or Board of Directors

NETWORKING AND COMMUNICATION

- Network at quarterly member meetings and monthly social events
- Regular member surveys and opportunities to provide feedback to help us serve you better
- 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. Support to offset renewing membership cost are available.



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JOIN TODAY!

mncraftbrew.org/join-the-guild