



# 2024 ANNUAL REPORT

The MN Craft Brewers Guild's Annual Report showcases the actions taken by our association in the past year to accomplish our mission to promote, protect, and grow a robust MN Craft Brewing Industry.



# ABOUT OUR GUILD

The Minnesota Craft Brewers Guild is a nonprofit association that was founded in 2000. We serve 175+ Minnesota craft brewery and brewpub members and 60+ Allied Trade Members.

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

## MNCBG MEMBERS

- **167 Craft Brewery & Brewpub Members**
  - 12 new in 2024
- **11 Breweries in Planning**
  - 8 new in 2024
- **63 Allied Trade Members**
  - 23 new in 2024

## OUR CORE SERVICES

### Promotion

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

### Advocacy

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

### 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.

*We also offer promotion, communication, and support services to Allied Trade Members and assist with building relationships with MN craft breweries and brewpubs.*

## NEW THIS YEAR

### New Breweries, Brewpubs, & Breweries-in-Planning

320 Dwellers Brewing  
Brew d'Etat  
Brew Lab 101  
Brühaven  
Bubble Line Brewing Company  
Drastic Measures Brewing  
Ely Brewing Company  
Haggard Barrel Brewing Company  
Intuition Brewing  
Lake Superior Brewing Company  
Lost Saint Brewing Company  
Minnesota Beer Company  
Outstate Brewing Company  
Rahr Eagle Brewery  
Rail Werks Brewing Depot  
Ripple Effect Brewing Company  
The Savage Tap  
Tremendous Brewing Company  
Trove Brewing  
Two Fathoms Brewing

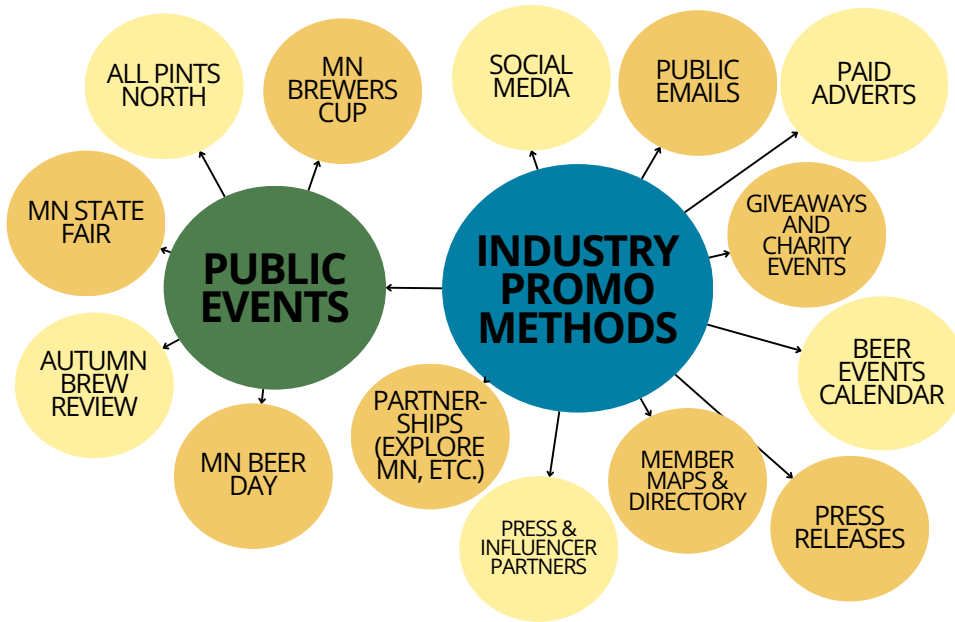
### New Allied Trade Members

All Energy Solar  
BrewBill, INC  
Craft Beer & Brewing  
Dabbler and Friends  
Ekos  
Full Pour Media  
Hart Print  
Hop Head Farms  
InTouch Labels & Packaging  
John I. Haas  
Lagersmith  
Lucid Content Consulting  
Maltwerks  
Minneapolis Cider Company  
Minnesota Monthly Magazine  
Northwestern Extract  
Number 12 Cider  
Rentokil Terminix  
The Foundry Sales Agency -  
Richardson Sports  
Two Track Malting  
Vanguard Renewables  
Yakima Chief Hops  
Zumbiel Packaging

# OUR SERVICES: PROMOTION

## Major Promotion Actions in 2024:

- Created the annual MN Beer Day state holiday
- Channeled more resources into promoting MN Craft Brewery and Brewpub members
- Significant overhaul of our online presence and SEO
- Launched new website features designed to promote industry, members, and member events
- Increased marketing budgets and external partnership work



### Did You Know?

You can see how many times our new Brewery & Brewpub Directory referred your business to people online - check in your Member Portal!

**“Thanks for all the work put in again this year! Our brewery had a good day with lots of people excited to get the glassware”**

**~MN Beer Day Survey Feedback**

## Member Participation in Major Promo Events:

Member businesses participated in our major promotional events 434 times; they are the most-utilized benefit of membership with the Guild. The State Fair and MN Beer Day events are also revenue-generating events for participating members.

Promo Event	# of breweries
MN Brewers Cup	89
All Pints North	95
State Fair	103
Autumn Brew Review	83
MN Beer Day	64





# OUR SERVICES: PROMOTION

## Results:

Festival attendance decreased, matching national fest trends, but attention on our other promotional efforts significantly improved over 2023's already strong numbers. This attention led to more press, referrals to your websites and socials, flight sales, and pint sales than previous years. In 2024, we secured significantly more press attention for industry issues and members, and national attention on our industry and work, compared to any year but 2020.

## By the Numbers: Promo Outcomes

## Compared to 2023

- Festival Attendees: 6,580 -----down 1,000
- Brewery Member Maps Given Away: 9,000 -----same
- Beer Flights Purchased at Fair: 38,000 -----up 2,000
- Views: Online Brewery Maps: 57,421 -----up 4,000
- Views: MN Beer Day Page: 22,500 -----up 6,000
- Views: MN Brewers Cup Winners: 29,122 -----up 8,000
- Views: Website: 350,000 -----up 50,000

**"I think overall support and logistics were well planned, well communicated, and well staffed."**  
~APN Survey Feedback

**"Always well run and one of my favorite events of the year!"** ~ABR Survey Feedback





# OUR SERVICES: ADVOCACY

## Major Advocacy Actions In 2024

- Achieved all legislative priorities set forth by the Legislative Committee and Board of Directors for 2024, including protecting member rights against harmful legislation.
- Created a State Holiday Proclamation solely focused on celebrating MN Beer, Brewing History, and reminding Minnesotans of beer's importance and impact in Minnesota.
- Connected more members with their legislators than any year since 2020 at our "Brewers Day at the Capitol" event.
- Represented MN brewery and brewpub interests at the BA's Federal Hill Climb.

**"All (our legislators) expressed they had been to our brewery, and seemed very aware of craft breweries being active at the Capital for issues that concern our business. Kudos to your work over the last few years." ~ Brewers Day at the Capitol Survey Response, 2024**



**136** individual donations raised **\$3,024** - an increase in both numbers over 2023! Craft Beer PAC donations help us support craft brewing champions in the state legislature! Thank you everyone who has signed up to donate!





# OUR SERVICES: ADVOCACY

## Spotlight: MN Beer Day Stakeholder Engagement

MN Beer Day provided more targeted attention on MN Beer, and MN Craft Breweries and Brewpubs across the state, than any of our annual events. MN Beer Day was celebrated by members, nonmembers, media, customers, and industry stakeholders from throughout the 3-tier system.

MN Beer Day garnered major press attention throughout the State leading up to and during November 1. Members who participated in the MN Beer Day Pint Project & Statewide Brew indicated very high customer engagement and satisfaction.

In addition to promoting MN Craft Beer, a secondary goal of this day was to foster better relationships throughout the industry to facilitate future advocacy work. Key stakeholders involved in the celebration of the MN Beer Day Proclamation on September 27, and MN Beer Day on November 1, included:

- Brandt Erwin, MBWA
- Tony Chesek, MLBA
- Paul Kapsack, MMBA
- Kyle Marti, Schell's
- Phil Gagne, Schmidt
- Karl Hoenstein, Hoenstein's/MolsonCoors
- Lauren Bennett McGinty, Explore Minnesota

**"Uniting everyone within the 3-tier system for a state-appointed day of celebration of history, and doing it successfully, was fantastic to watch."**

**~ Legislative Survey Response, 2024**



**"I appreciate all the work that was done to accomplish getting THC regulations solidified. Also, I am pleased about MN Beer Day being recognized!"**

**~ Legislative Survey Response, 2024**



# OUR SERVICES: SUPPORT

## Major Support Actions In 2024:

- Hosted the MN Brewers Conference, providing education and networking to more members than any previous year
- Grew the Brewed in Minnesota State Fair exhibit significantly, including:
  - more exhibit visitors and beer flight sales
  - more breweries and brewpubs on tap and listed in Fair promotional materials
  - more press before and during the Fair
  - a new NA tapline to promote our industry and impact to non-drinkers at the Fair
  - MN Homebrew Awards hosted on our stage
- Grew our Professional Development Scholarship and launched the new Dues Aid Scholarship
- Combined our Sustainability Committee and Education Committee members into one group to increase effectiveness and capacity

## Educational Spotlight: MN Brewers Conference

- 31 Presenters
- 15 Educational Sessions
- 22 Exhibitors
- 87 Breweries
- 137 Total Businesses Attending

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

**~ MN Brewers Conference Feedback, 2024**

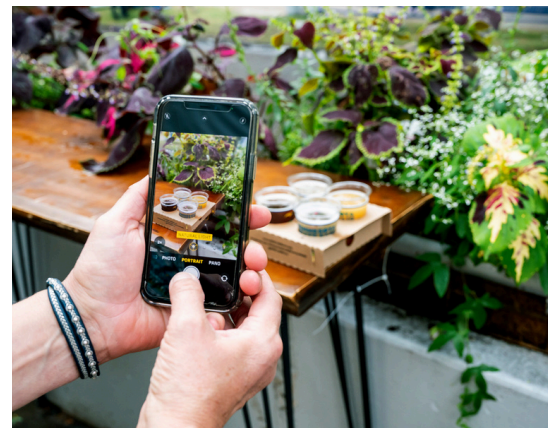




# OUR SERVICES: SUPPORT

## Sales Spotlight: MN State Fair

- 103 Breweries & Brewpubs on Tap
- 486 Kegs Purchased from Members
- \$822 Average Income per Member
- 13 Member Businesses Presenting
- 38,000 craft beer flights sold
- 9,000 brewery maps given away to the public
- Dozens of press articles on the exhibit, participating breweries, and new NA beverage line



## MNCBG Scholarships - \$9,200 in aid given in 2024!

As part of our mission, we offer scholarships to support the professional development of industry staff. Scholarships primarily support an individual staff (their employing breweries are listed below).

Scholarships are awarded by our EDU Committee members, based on need and without any identifying information ("blind") beyond what they need to ensure even distribution of awards among different member types and locations.

- **5 CBC Travel Scholarships:**
  - Broken Clock Brewing Cooperative, Fulton Beer, Imminent Brewing, Outstate Brewing, Utepils Brewing Company
- **11 Spring & Fall Professional Development Scholarships:**
  - Angry Inch Brewing Company, Castle Danger Brewing, Chaotic Good Brewing, Fergus Brewing Company, Indeed Brewing Co., Intuition Brewing, Lupulin Brewing, River Siren Brewing, Unmapped Brewing Company
- **8 2024 Dues Aid Support Scholarships** (helps businesses maintain their Guild member status during financial hardship)



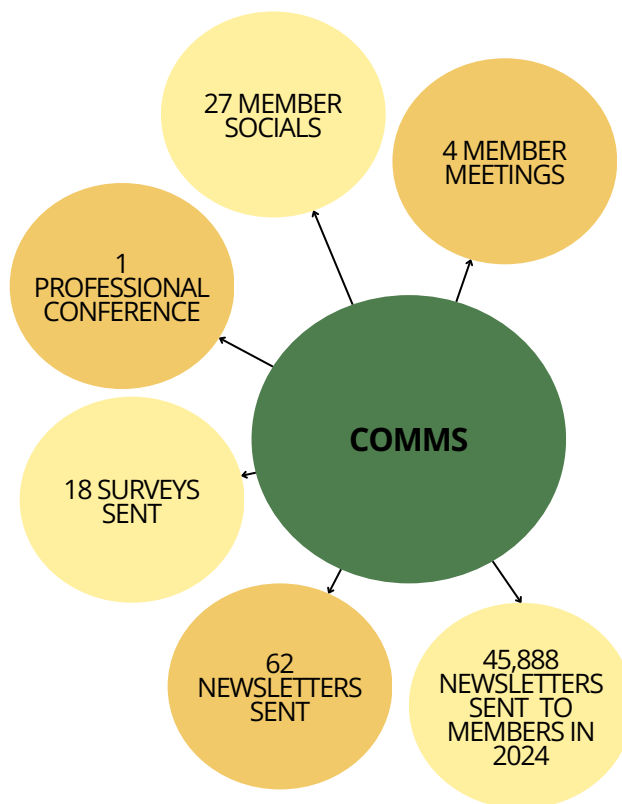
# COMMUNICATION

With more than 240 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 addition to our internal communications to members, we also send monthly newsletters to thousands of MN craft beer fans, coordinate with the press and influencers, and create press releases and position papers which can be found on our website.

**“Newsletters are great - your updates are great. If y'all could just invent a time machine or pause-time button so I have more time to read all the deets every week, that'd be great.”**  
~Legislative Survey Response, 2024

**“The communication passed on from state issues, national, events, other breweries, etc is very essential.”** ~Member Feedback, 2024



# LEADERSHIP

## 2024 Board of Directors

President: Ashley Hauf – Wild State Cider  
Vice President: Jeff Zierdt – Lupulin Brewing Co.  
Treasurer: Patrick Sundberg – Jack Pine Brewery  
Comms Officer: Nathan Schneider – Invictus & Trove Brewing  
Amanda Agamaite – Ursa Minor Brewing  
Kabel Lefto – Rail Werks Brewing Depot  
Morgan Smith – Spiral Brewery  
Ryan Evenson – Revelation Ale Works  
Tom Berg – Falling Knife Brewery

***Thank you Ryan,  
Revelation Ale Works,  
for your years of  
service on our Board!***

## Guild Staff

Executive Director: Jess Talley  
Director of Gov. & Industry Relations: Bob Galligan  
Events Manager: Lindsey Darling  
Marketing & Comm. Coordinator: Zoe Cantu

# GUILD STRUCTURE AT A GLANCE

- 9 Board of Directors Members
  - Nominated by Brewery & Brewpub Members, voted into their positions every 2 years
  - 70% of Member Breweries and Brewpubs must cast a vote in the Board Elections each year
- Staff: 2 Full Time, 2 Part Time
- Volunteers: ~170 per year
- Committees: 4
- 241 Member Businesses (breweries, brewpubs, breweries in planning, allied trade)

# KEY SUPPORTERS AND PARTNERS

## 2024 Sponsors and Partners

These sponsors help our organization provide services throughout the year. We are so grateful for their crucial support of the MN craft brewing industry and our Guild!



## Allied Trade Members

ABV Technology, Amoretti, Bootlegger Brewing, Boyum Barenscheer, PLLP, BrewBill, INC, Bridgewater Bank, Briess Malting and Ingredients, Bubbly Stapler, BUCH Hard Kombucha Seltzer, Central McGowan, CHUX Print, Country Malt Group, Craft Beer and Brewing, Craft Beverage Agent - Josh Havlik, Dabbler and Friends, Dakota County Technical College, Doug Hoverson - Land of Amber Waters, Duluth Cider, Ekos, Full Pour Media, Garner, Ginsburg & Johnsen, P.A., GetKnit Events, Grandstand Glassware + Apparel, Hart Print, Hawkins Inc, Hollingbery Hops, Hop Head Farms, Hopsteiner, ICS Chillers, In Touch Labels & Packaging, Iron Heart Canning, Ivory Hill, John I. Haas, Lagersmith, Laker Promotions, Lucid Content Consulting, Malteurop Malting Company, Maltwerks, Mankato Packaging, Minneapolis Cider Company, Minnesota Monthly, Minnesota Waste Wise Foundation, Monroe Moxness Berg, Northern Diversified Solutions, Northland Mechanical Contractors, Inc., Northwestern Extract, Prairie Malt, Quality Stainless, Inc, RahrBSG CraftBrewing Ray Smith Insurance Agency Inc, Rentokil Terminix, Richardson Sports, Superior Molecular, SwedeBro, Triton Chemical, Two Track Malting, Vanguard Renewables, Venn Tax and Bookkeeping Inc, VIRESCO, Wild State Cider, Yakima Chief Hops, Zumbiel Packaging

**Thank you to our members, sponsors, partners, volunteers, contractors, festival attendees, and everyone who supported the MNCBG and Minnesota Craft Beer in 2024!**

