

Kick-off summer with a
boost in Craft Beer Profits



THE MOTHER OF ALL BEER WEEKS!



American Craft Beer Week is the national celebration of America's small and independent craft brewers. Don't miss out on this opportunity to participate.

Date: May 17-23, 2010

Why Participate?

This is a national celebration that you can leverage to increase sales of your most profitable beers.

Who Supports American Craft Beer Week?

Over 1,500 small and independent craft brewers and tens of thousands of craft beer enthusiasts.

What is the media saying?

"If you believe that your inalienable rights include 'life, liberty and the pursuit of hops and malts fermented from the finest of U.S. small and independent craft brewers,' then you need not wait until July 4 to celebrate your independence." — *Los Angeles Times, Daily Dish Blog, May 2009*



National media attention behind the program.

Why your patrons will want to get involved?

Craft beer remains one of the top trends, despite a down economy. Americans are more educated about the flavors and diversity of American craft beer and are demanding more selection of beer brands at retail.

Plan to Participate:

Let all your customers know the variety of craft beer you offer by: Featuring local, regional and national craft beers in your ads May 17-23 or the entire month of May, Create display space, Utilize the customizable art including cooler tags, table tents, Declaration poster and more.

**PROGRAM MATERIALS
ON OPPOSITE SIDE**



Brewers Association
www.BrewersAssociation.org





Program Materials

Download from thumb drive in mailing or from 'Retailer' page on AmericanCraftBeerWeek.org



3' x 8' Banner



← Your Message Here

Shelf Talkers



Table Tent

← Your Message Here



Cooler Tags



24" x 36"

11" x 17"

8.5" x 11"

Declaration of Beer Independence Posters