



Wisconsin Brewers Guild

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FOR IMMEDIATE RELEASE:

FROM: Mark Garthwaite, Executive Director

RE: Wisconsin Brewers Guild Marketing and Programming Director

The Wisconsin Brewers Guild is excited to announce the newest addition to their management team. Rebecca Jaworski is on board as the craft brewery trade association's Marketing and Programming Director. The newly created position will help expand the organization's efforts to promote Wisconsin beer. Jaworski will be tasked with developing all marketing and event programming to tell the stories of the independent craft breweries of Wisconsin and increase awareness of locally produced Wisconsin beer.

"Contributing to my community by helping locally owned small businesses is very important to me." said Jaworski. "Without our breweries and taprooms bringing life, jobs and delicious beers into our neighborhoods, where would we be?"

Rebecca hails from the Bluegrass State of Kentucky and relocated to Madison in 2014. Her well-rounded background of small business ownership, social media management, field marketing, and sales will provide great value to Guild initiatives.

"I'd like to use my corporate training and marketing mind to help create awareness and provide resources to these business owners."

Rebecca began her career working for large advertising agencies in Louisville, KY. She was a media buyer for high profile national accounts such as Tuaca liqueur and Jillian's Entertainment. Shortly after her corporate experience with spirits, she saw a need and opportunity in the Midwest for field marketing and promotions. Being an entrepreneur at heart, she opened her first small business, Ideation. The company furthered her expertise in the alcohol beverage industry working with Diageo brands such as; Smirnoff, Guinness and Smithwick's, as well as, Red Bull, and Barton Brands (specifically 1792 Small Batch Bourbon).

In 2004 Rebecca and her sister pioneered the restoration of a small downtown corridor called the East Market District, now known as NULU in Louisville, KY. Their Cafe and Wine Bar was one of the handfuls of places to only serve craft beer along with their approachable wine list. This is where Rebecca's true appreciation for and love of craft beer was born.

After closing the cafe, Rebecca returned to the advertising world as a marketing professional. She was most recently working at Isthmus in Madison on their marketing/sales/events team helping them craft ideas, gain sponsors, and organize marketing campaigns.

"We are thrilled to have Rebecca's talent and skills in house." said Executive Director Mark Garthwaite. "This expands our ability to focus our efforts on both promoting Wisconsin beer within and beyond the state as well as on our advocacy efforts in Madison."

Jaworski has hit the ground running and has taken an active role in organizing the upcoming Wisconsin Beer Lovers Festival at Bayshore Town Center in Glendale, WI on June 15th. Tickets are available at <https://www.wisconsinbeerloversfest.com>