



Wisconsin Brewers Guild

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****FOR IMMEDIATE RELEASE****

WISCONSIN CRAFT BREWERIES RAISE THE FLAG FOR INDEPENDENCE

In advance of “Small Business Saturday”, craft breweries across the state are raising a flag and awareness for the independent craft breweries of Wisconsin.

WISCONSIN, STATEWIDE - November 14, 2018 – In advance of the holiday shopping season, craft breweries across Wisconsin are raising a flag to help beer lovers identify craft beers that are independently produced in the state. Nearly 30 breweries will hoist a flag at 10 am on November 20th bearing the Brewers Association’s “independent craft” seal. The Brewers Association is the not-for-profit trade group which advocates for small and independent craft brewers across the nation.

The independent craft seal has been adopted by independent craft breweries in Wisconsin to help consumers identify which beers on retail shelves and taps are genuinely produced by independently owned craft breweries. The Wisconsin Brewers Guild, the not-for-profit trade association for Wisconsin’s small and independent craft breweries is adding its support to the initiative.

Additionally, small and independent craft beer retailers across the state will be recognized for their support of and commitment to Wisconsin craft beer. In appreciation for their shared goal of making Wisconsin “A Better State of Beer”, retailers of Wisconsin craft beer will be presented with Wisconsin Brewers Guild wall tackers signifying to consumers that their establishments are reliable Wisconsin craft beer destinations.

“Our taprooms are the ‘test labs’ to share product innovations with consumers but our retail partners are vital to taking those products to a broader consumer audience.” said Mark Garthwaite, Executive Director of the Wisconsin Brewers Guild. “As an organization, we felt it was important to add emphasis to the significance of the Independent craft seal by extending its meaning beyond the brewery. Small and independent retailers are important to us and they are important for providing consumers with more choice.”

The flags, bearing an icon of an upside down beer bottle emblazoned with “independent craft”, will be flown at a number of breweries just in time for “Small Business Saturday”, one of the busiest shopping days of the year. Small Business Saturday is a reminder to holiday shoppers to visit the small and independent businesses in their communities during the holiday season.

For more information, contact:

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Participating Breweries:

Badger State Brewing Co. – Green Bay
Bavarian Bierhaus – Glendale
Biloba Brewing Co. – Brookfield
Capital Brewery – Middleton
Central Waters Brewing Co. – Amherst
Dead Bird Brewing Co. – Milwaukee
Delafield Brewhaus – Delafield
Eagle Park Brewing Co. – Milwaukee
Enlightened Brewing Co. – Milwaukee
Fox River Brewing Co. – Appleton/Oshkosh
Lakefront Brewery – Milwaukee
Lazy Monk Brewing Co. – Eau Claire
Milwaukee Brewing Co. – Milwaukee
MobCraft Beer – Milwaukee
Port Huron Brewing Co. – Wisconsin Dells

PUBLIC Craft Brewing Co. – Kenosha
Red Eye Brewing Co. – Wausau
Rocky Reef Brewing Co. – Woodruff
Sand Creek Brewing Co. – Black River Falls
Second Salem Brewing Co. – Whitewater
Sprecher Brewing Co. – Glendale
St. Francis Brewery – St. Francis
Stillmank Brewing Co. – Green Bay
Stone Arch Brewpub – Appleton
The Brewing Projekt – Eau Claire
The Explorium Brewpub – Greendale
The Fermentorium – Cedarburg
Tittletown Brewing Co. – Green Bay
Wisconsin Brewing Co. - Verona

Additional Resources:

Wisconsin Brewers Guild Member Breweries:

<https://wibrewersguild.com/members/>

Brewers Association Independent Craft Seal:

<https://www.brewersassociation.org/business-tools/selling-your-beer/independent-craft-brewer-seal-pos-retailers/>