

Media Outreach Tips

by **Tristan Chan, The Porch Collective**

Great journalism often transcends beyond the ability to simply report the news. Powerful storytelling can compel, inspire, tantalize, excite, and better inform readers to venture out and explore bold new horizons.

Having worked on both sides of pitching brewery stories and receiving them, I can't stress the importance of not only developing great relationships with regional beer media members, but also understanding how to utilize them best.

The first step is identifying and reaching out to the media members that best cover your area. Regional/local newspapers may have a brewery beat writer, but most likely utilize local business beat writers or food writers to cover breweries from time to time. National industry publications like my own, PorchDrinking.com, as well as others like Good Beer Hunting, The Full Pint, Brewbound, VinePair, Hop Culture and more are also worth a connection. That said when it comes to pitching stories, national industry publications may not be as interested in a small local bottle release where a local newspaper might be more inclined to cover.

If you have a truly sticky story, it might be worth reaching out to national outlets with a broader audience base like Bon Appetit, Forbes, USA Today, etc.. those publications all typically have brewery beat writers as well, though they can be a bit hard to track down, and when you do establish a connection, it becomes even more critical that you only pitch relevant stories.

I also recommend thinking about non-traditional media such as podcasts, influencers with strong followings on Instagram, TikTok, YouTubers and more. We're now in an age where a video posted to a platform like TikTok can reach over 10,000 viewers and drive decision-making in an unbelievable way.

After connecting with these content producers and media members, it's all about cultivating a relationship. Invites for previews of the most important releases, as well as for beer dinners, and special events can not only keep the beer fresh in their minds, but it can also help the creator to remain engaged in your brand's story. While it is generally acceptable for breweries to offer free media samples and beers on-site, it may be wise not to overdo it at first to ensure the right intentions.

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Finally, if this all feels daunting or overwhelming, I encourage for you to look into PR firms who have extensive experience working within the beer industry. My firm, The Porch Collective, as well as friends like [Indie Creative Co. ET PR](#), [TurnItUp Marketing](#), and [RadCraft](#), have all worked with breweries of all sizes and have already developed great relationships to help get your brand's story out to the right people.



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Tristan Chan is the Founder of PorchDrinking.com, a national beer publication focused on telling great stories within the craft beer industry. Over the past eight years, their approach toward showcasing positivity within the industry, while showcasing craft beer through the context of pop culture has grown a formidable following. Tristan also recently launched his own marketing consulting firm, The Porch Collective, to help breweries and hospitality brands share their stories through PR, Social Media, Partnerships and overall Marketing Strategies.