

BEST OF CRAFT BREWERY MEDIA RELATIONS

These craft breweries and thought leaders in the beer marketing space are inspirations to us all. After much deliberation they have landed spots in this list of breweries whose media relations efforts make waves.

HEADLINE CHAMPIONS

Opportunities for alliteration abound in press releases, and Full Sail Brewery manages to seize most of them without overdoing it. Their playful headlines are balanced by punctuated announcements that stay focused on the beer.

MASTERS OF THE MAILER

Media sampling can be a true art, especially if Creature Comforts is involved. Creature has custom postcards and other small merchandise items like pins, koozies, and stickers for individual beer brands. They also include small trinkets in their media mailers to help best convey the “why?” behind each of their beers— going so far as to include handmade leather coasters and inflatable flamingos.

EVENT EXPERTS

Sierra Nevada Brewing Company blew a lot of minds when they released Beer Camp upon the world, especially when it came to the media relations efforts around this traveling beer festival. Members of the media were privy to festival announcements in advance, and well accommodated at the festivals to connect with brewers for photos and interviews.

HOSPITALITY BOSSES

Brooklyn Brewery has a person on staff whose job title is Director of Hospitality... needless to say these guys aren't messing around. After more than 30 years in business they continue to adapt their small tasting room to be more hospitable and comfortable to guests. This proud and thoughtful sense of hospitality runs deep in Brooklyn's blood— warm welcomeness is a trait of Brooklyn's representatives across its international footprint.

EXPOUNDERS OF ACCESS

Approachability toward media demonstrates transparency and builds relationships. Beyond opening their doors to media, Fullsteam Brewing views its media guests as strategic partners. Fullsteam is a connector of community in many ways, including media relations as they regularly help visiting media get introduced to other businesses and organizations in their neighborhood, in the city of Durham, and within the North Carolina agricultural community in which they are profoundly ingrained.