

EVENT PLAYBOOK









Dear Craft Beer Friends,

TCBW is back! With the successes of last year's event, we are excited to continue the annual tradition. Partnering Imperial Beverage, H. Cox & Son, Inc., Bayside Beverage Corp., Griffin Beverage Company and Traverse City Tourism, we are sure to create another fantastic educational beer week in 2015!

EVERY CRAFT BEER ENTITY IN THE TRAVERSE CITY AREA IS INVITED TO THE EVENT!

The culture shift that is craft beer continues to take flight. Showcasing the ongoing benefits within local communities, increasing jobs and overall tourism, breweries are advancing flavor profiles while maintaining the quality and integrity of the brewing process.

What better way to invite area locals and those beyond the county lines, to educate them on our craft providing a great atmosphere that will invite them back time and time again. So let's get even more venues hosting craft beer events this year!

As your dedicated distributors, we look forward to your participation and are excited to see the event continue to grow.

Cheers!

Andrea Day, Marketing & Special Events Director Imperial Beverage



TCBW

BUSINESS EVENT PLAYBOOK

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TCBW **EVENT OVERVIEW**

Understanding the Celebration Direction

WHY

Craft beer is local; it's exciting, innovative and easy to get behind. Team up with your local breweries to help showcase bold flavors, new recipes and brewing techniques/talents within the marketplace.

WHAT

TCBW is a weeklong series of educational events focused on craft beer! Hosted in restaurants, bars and retail locations where products are served tasted and loved!

HOW

In partnership with Traverse City Tourism, Imperial Beverage is coordinating the list of events from November 13-20, 2015. Speak with your distribution sales teams on how best to align with breweries!

ARE YOU A MICROBREWERY OR BREWPUB IN TRAVERSE CITY? CALL ANDREA DAY AT 269-382-4200 X127 TO PARTICIPATE.



TCBW PLANNING GUIDE

How You Can Participate

The working model is simple and guidelines are provided for participation to ensure the right businesses are included to educate our consumers while providing them an engaging, memorable week.

NO ONE KNOWS YOUR CUSTOMERS BETTER THAN YOU! Planning and executing TCBW 2015 events is the responsibility of the business owner and the brewery. TCBW will promote your event via web, editorial, and other marketing methods before, during and after the week ends.

EVERY EVENT MUST:

FEATURE CRAFT BEER



(as considered by the Brewers Association, scan here for more information)

INCORPORATE AN EVENT PROGRAM EDUCATIONAL ELEMENT

(concentrate on making the consumer more knowledgeable about products, process, etc.)

OFFER PUBLIC INTERACTION WITH BREWERY REPRESENTATIVES

(make sure the experts are there to answer any questions and speak to the consumers)

TCBW is designed to connect craft breweries, and in many cases, the brewers themselves, with Traverse City's independently owned restaurants and retailers to create a unique craft beer experience for our consumers!

Each event has a programmed element intended to educate and offer insight into aspects of the craft beer movement, a special product or style of beer, or some other component of the industry.

Reach out to Andrea Day at aday@imperialbeverage or 269-382-4200 x127 to confirm your participation today (cut off for participation is November 1, 2015)!





Partner with local breweries, area restaurants and retailers (partners) to create a true craft beer experience. Work together to determine the details (think fun, engaging, promotional and most of all EDUCATIONAL).

CHECK OUT SOME OF THESE GREAT EVENT IDEAS

(for both on and off premise locations)

MIDNIGHT TAPPING RELEASE PARTY

TASTINGS/PAIRINGS BEER CHARADES

CHEESE & BEER/CIDER BEER HISTORY CONTESTS

CRAFT BEER TRIVIA NIGHT TAP HANDLE MATCHING GAME

BREWERY BINGO NAME THAT BEER

COURSE MEALS WINGS & CANS

BLIND TASTING COOKING WITH BEER

BEERS & BURGERS DEMONSTRATIONS

HOME BREWING PRESENTATION

PROVIDE SOME GREAT LEAVE-BEHIND MATERIALS FOR CUSTOMERS SUCH AS

POSTERS BREWERY INFORMATION (TOURS, HISTORY, ETC)

T-SHIRTS SWAG (COASTERS, BOTTLE OPENERS, ETC)

HATS

NEED DISTRIBUTOR HELP?

Know what you would like to do but need help putting it together? Let your distributor help with brewery contacts!

Remember, the events of TCBW are the responsibility of the business owner and the brewery.



The Proof is in the Pour

Beer EDU is created to do just that, educate on craft beer. From nationwide stats, to definitions and fun facts, we plan to keep everyone in the know.



WHAT IS CRAFT BEER?

According to the Brewers Association, an American craft brewer is small, independent and traditional:

SMALL: An annual production of 6 million barrels of beer or less (approx. 3% of US annual sales). Beer production is attributed to the rules of alternating proprietorships.

INDEPENDENT: Less than 25% of the craft brewery is owned or controlled (or equivalent economic interest) by and alcoholic beverage industry member that is not itself a craft brewer.

TRADITIONAL: A brewer that has a majority of its total beverage alcohol volume in beers whose flavors derives from traditional or innovative brewing ingredients and their fermentation. Flavored malt beverages (FMBs) are not considered beers.

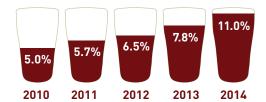


US CRAFT BREWERS' GROWTH

In the Beer Category

2014 SMALL & INDEPENDENT

VOLUME SHARE FOR CRAFT BREWERS



US OPERATING BREWERIES



3,418 CRAFT BREWERIES

46
OTHER BREWERIES

19%

INCREASE OVER 2013

1,412 BREWPUBS 10% increase over 2013

1,871 MICROBREWERIES 24% increase over 2013

135 REGIONAL BREWERIES 13% increase over 2013



CRAFT RETAIL DOLLAR VALUE GROWTH

\$19.6 BILLION

22% GROWTH OVER 2013
CRAFT DOLLAR SHARE = 19.3%

Total US beer market retail dollar value \$101.5 billion

L #TCBW2015

Craft Beer Fun Facts

DID YOU KNOW



IN 2014:

 Breweries across the country are opening at a rate of 1.5 per day (2000 breweries in planning)

Michigan has over 100 breweries

 Craft brewers were the growth point in the overall beer industry

18% growth by volume

India Pale Ale (IPAs) remained the most favored craft beer style

IPAs are up 47% by volume and 49% by dollar sales (according to the retail scan data)

 Variety packs had a strong year with craft beer lovers

Up 21% by volume and 24% by dollar sales (according to the retail scan data)

 Craft beer appreciators are becoming as diverse as craft beer itself

38% of households bought a craft beer in the last year vs 29% in 2010

Source: ©2015 Brewers Association, Symphony IRI and Nielsen



Market Segments

WHICH ONE ARE YOU?

MICROBREWERY? BREWPUB? CONTACT BREWING COMPANY? REGIONAL CRAFT BREWERY?



CRAFT BEERMARKET SEGMENTS:

- MICROBREWERY A brewery that produces less thank 15,000 barrels of beer per year with 75% or more of its beer sold off-site
- BREWPUB A restaurant-brewery that sells 25% or more of its beer on site. The beer is brewed primarily for sale in the restaurant or bar
- CONTRACT BREWING COMPANY A business that hires another brewery to produce its beer. It can also be a brewery that hires another brewery to produce additional beer
- REGIONAL CRAFT BREWERY An independent regional brewery with a majority of volume in "traditional" or "innovative" beer(s)
- REGIONAL BREWERY A brewery with an annual beer production of between 15,000 – 6,000,000 barrels
- LARGE BREWERY A brewery with an annual beer production over 6,000,000 barrels

L #TCBW2015

Michigan Craft Beer Sales Stats

According to the Michigan Brewers Guild, Michigan is ranked #5 in the nation in terms of overall number of breweries, microbreweries and brewpubs supporting our claim to "The Great Beer State."





BREWERIES PER CAPITA RANKS 14TH

159 CRAFT BREWERIES RANKS 6TH

2.2 *PER 100,000 21+ ADULTS

ECONOMIC IMPACT 2012

1,005.1 MILLION ECONOMIC IMPACT RANKS 10TH

140 IMPACT PER CAPITA
RANKS 31ST

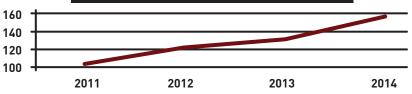


PRODUCTION 2014

825, 103 BARRELS OF CRAFT BEER PRODUCED PER YEAR RANKS 10TH

3.6 GALLONS PER 21+ ADULT RANKS 13TH

NUMBER OF BREWERIES PER YEAR



MICHIGAN BEER FIGHT SONG

... YES THERE IS REALLY A FIGHT

SCAN HERE TO LISTEN!



Let's drink Michigan beer From coast to coast, from far and near,

> It's local and delicious, Any styles that you wishes,

Raise your glass and toast your friends Let's drink MICHIGAN BEER!

> Let's drink Michigan beer Bring it home or drink it here

From the U.P. to the mitten There's no tellin' what you're gettin'

From Motown to the Soo Find a beer that pleases you.

Get tipsy down in Ypsi. Let's drink MICHIGAN BEER!

SCAN THE QR CODES TO CHECK OUT MICHIGAN BEER ADVERTISEMENTS!



WHETHER YOU ARE BREWING YOUR OWN
AT SAUGATUCK BREWING, TACKLING THE
ALE TRAILS IN GRAND RAPIDS AND
TRAVERSE CITY OR VISITING THE BEER
CENTRIC COMMUNITIES OF KALAMAZOO
AND YPSILANTI, MICHIGAN IS TRULY THE
GREAT BEER STATE!



MICHIGAN BEER COMMERCIAL



MICHIGAN BEER RADIO SPOT



THE GREAT BEER STATE

MAGAZINE





TCRW **SOCIAL MEDIA CAMPAIGN**

Lets make TCBW a social media campaign event in itself! If you really focus efforts, the sky is the limit by how many people you can reach. Keep on top of the campaign and the good word of the events will reach the masses!

HERE ARE A COUPLE TIPS:

FACEBOOK

Have your company "LIKE" TCBW (search Traverse City Beer Week)

"LIKE" status updates and "SHARE" content posted

Create "EVENTS" for each of your schedule activities during the TCBW and "INVITE" your followers and the general public

Post "PHOTOS" from your events on your profile

TWITTER

Have your company "FOLLOW" TCBW (search Traverse City Beer Week)

When posting anything related to TCBW, use #TCBW2015

"LIKE" tweets used by TCBW and "RETWEET" content posted with your followers

Encourage patrons to "TWEET" about the events using #TCBW2015

"TWEET" photos from your TCBW events





TCBW MARKETING & POS

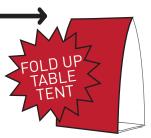
Get The Word Out

TCBW has posters, table tents, banners and more to help you promote, before and during the week within your establishment.









DON'T FORGET: Reach out to your distributing sales teams to order your marketing materials today!



TCBW T-SHIRTS

Wear it Loud & Proud

Purchase these shirts for your location, or provide for your staff during the week to align messaging and provide a fun element!

Send your requests to Andrea Day (aday@imperialbeverage.com) by October 19, 2015! \$12 shirts, \$20 baseball tee







TCBW CRAWL

Celebrate With Us!

A lot of hard work goes into a beer week and we can't tell you enough how much we appreciate your participation! It's a great event to bring in more people to the community, provide them with fun interaction and most of all, education about craft beer!

To kickstart the week, join us for a TCBW crawl sponsored by Short's! Feel free to spread the word to your customers of the event! Passport punch cards are available at Traverse City Tourism or participating locations one week prior! Upon completion of the passport, patrons will receive a FREE crawl t-shirt while supplies last.





KEY TCBW 2015 DATES/TIMELINE

Stay on Track

PLANNING: AUGUST, SEPTEMBER, OCTOBER, NOVEMBER

Your distributor sales teams will approach you in effort to provide more details around the TCBW events and confirm participation.

PUBLICITY: AUGUST, SEPTEMBER, OCTOBER, NOVEMBER

Press releases, social media and the website will begin to ramp up. Make sure you have discussed a strategy with your business staff on how to make social media work for you (see tips in this playbook).

PUBLIC ANNOUNCEMENTS: SEPTEMBER 7

Event information will be released to the public regarding confirmed events to date. The sooner you commit, the more coverage you will receive.

PLANNING: SEPTEMBER, OCTOBER, NOVEMBER

Confirm event details with your breweries! Make sure you have the components confirmed for your event... event details, premiums, staffing, educational materials, etc.

Should you need help from your distributor on brewery contacts, don't hesitate to reach out!

MARKETING MATERIALS: SEPTEMBER, OCTOBER, NOVEMBER

Work with your distributing partners to create marketing materials for display in your establishment. Save the Date posters are a great way to create the buzz!

GO TIME: NOVEMBER 13-20

The passion that is your craft will be on display! Welcome the attendees with open arms, teach them your passion and make your event memorable!





DISTRIBUTION PARTNERS

Imperial Beverage Andrea Day, Marketing & Special Events Director

aday@imperialbeverage.com, 269-382-4200 x127

H. Cox & Sons Inc. Mike Linck

mlinck@hcoxandson.com

Griffin Beverage Group **Eric Dawson**

edawson@glwas.com

COMMUNITY BUREAUS

Traverse City Tourism Coryn Briggs, Digital Marketing & Design Specialist

coryn@traversecity.com, 231-995-3905

Traverse City Tourism Mike Norton, Media Relations Manager

mikeldtraversecity.com, 231-995-3909



EVENT SUBMISSION

Your Commitment

To streamline events and ensure the most accurate information, we have created an events calendar where you can post your event details! YOU or a REPRESETATIVE MUST enter the data on the website for the event to be populated.

Head to traversecity.com/tcbw and remember the sooner and more accurate your information, the better exposure your event will get!

To have your events posted to social media, you MUST complete the below form and send to Andrea Day (aday@imperialbeverage.com).

BREWERY PARTICIPA	TING:
DATE OF EVENT:	
TIME OF EVENT:	
EVENT SYNOPSIS	
Dinner, including pairings present Cost is \$XX/person.)	ion as possible. For example: A 4-course Bee ted by Chef XXX and head brewer of XX brewe
Dinner, including pairings present Cost is \$XX/person.)	ted by Chef XXX and head brewer of XX brewe



BOOK YOUR EVENTS BY **NOV 1, 2015!**

NOTES

