

Organization Name: Nebraska Craft Brewers Association, d/b/a Nebraska Craft Brewers Guild
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Grant #: 18-13-423
Grant Period: July 1, 2024 - June 30, 2025

Nebraska Craft Brewers Guild Industry Marketing Grant (2024-2025) - FINAL REPORT

This \$29,000 grant, awarded to the Nebraska Craft Brewers Guild by the Nebraska Craft Brewery Board, funded the **Drink Local** marketing campaign. The project focuses on promoting Nebraska's craft beer industry by encouraging consumers to "DrinkLocalNebraska" year-round, with an emphasis on October as "**Drink Local Month.**" Campaign efforts include the creation of marketing materials, social media promotion, branded merchandise, event infrastructure, and brewery engagement strategies designed to increase visibility and consumer loyalty to Nebraska-brewed products.

Industry Impact:

The **Drink Local** campaign strengthens Nebraska's craft beer industry by increasing consumer awareness, encouraging brand loyalty, and driving traffic to breweries and cideries across the state. By educating Nebraskans and visitors on the economic and social impact of supporting local breweries, the campaign builds stronger community connections and helps expand market reach for member businesses. These efforts contribute to sustained growth within the state's craft beverage sector and reinforce Nebraska's identity as a destination for quality, locally produced craft beer.

Nebraska Pint Day:

A new initiative introduced this year - **Nebraska Pint Day** - is an annual statewide celebration held on the **first Tuesday of October**, designed to showcase and support Nebraska's craft breweries and cideries. Participating locations offer **limited-edition collectible pint glasses**, with **\$2 from each glass sold** donated directly to the **Nebraska Craft Brewers Guild** to fund its mission of increasing independent brewing market share and fostering industry collaboration. The event also drives customers into taprooms on a traditionally slower day, helping breweries connect with new and returning customers while celebrating Nebraska-brewed products.

Program Value

Nebraska Pint Day delivers value on multiple levels: it serves as a **fundraiser** for the Guild, a **revenue booster** for participating breweries, and a **marketing initiative** that builds consumer excitement around local craft beer. By combining exclusive merchandise, in-person engagement, and statewide promotion, the event strengthens community connections, increases taproom traffic, and enhances overall awareness of Nebraska’s craft brewing industry while directly funding future advocacy and industry growth efforts.

NCBB Approved Expenditure	NCBB Funds Utilized	Total Campaign
Grandstand	\$29,000	\$3,404.57
Totals	\$29,000	\$3,404.57

NEBRASKA PINT DAY





RAISE A GLASS TO NEBRASKA PINT DAY



CRAFT
BEERS



NEBRASKA BREWED

A NEBRASKA BLESSING TO TOAST TO:

May your troubles be less, your touchdowns be more and nothing but Nebraska Brews come through your door. Cheers!

Nebraska Pint Day is brand new this year and we hope it becomes a favorite tradition in the years to come! We'll have Nebraska Pint Day limited edition glassware at participating locations. \$2 of each pint glass sold will be donated to the Nebraska Craft Brewers Guild to support our mission to facilitate collaborative industry engagement that increases independent Nebraska brewing market share.

We'll hold Nebraska Pint Day on the first Tuesday of October each year and this year, that happens to be the first day of our annual Drink Local Nebraska Month! While this event is a fundraiser for the Nebraska Craft Brewers Guild, a 501(c)6 non-profit organization, it is also our goal to bring beer & cider lovers into their favorite Tap Rooms (hopefully to even try some new ones!) on a day of the week that is traditionally slower and to bring more business in to support our local brewers as well.

FOR MORE DETAILS OR SPONSORSHIP INFO CONTACT HOLLY AT DIRECTOR@NEBRASKA.BEER