



## Nebraska Craft Brewers Guild Brewery & Cidery Membership Benefits

Updated 2/21/24

### Legislative & Lobbying Representation

*The Nebraska Craft Brewers Guild protects the craft brewing industry by introducing or supporting policies which benefit the industry; our collective voice is stronger in affecting change than any of our members alone.*

In recent years, the Guild has been influential in the following:

- **LB1105 (satellite taprooms)** - this bill gave breweries the ability to distribute to their own taproom locations without use of a wholesaler
- **LB1236 (self distribution)** - this bill afforded breweries the opportunity to self-distribute up to 250 BBLs of beer annually
- **Excise Tax increase(s)** - the Guild has successfully defended multiple attempts to raise excise taxes in Nebraska

The Guild's continuing legislative priorities include reintroduction of 2022's LB1239 (franchise reform), continued refinement to self-distribution to meet the needs of our members, and increasing available SDL licenses. Our agenda is continually shaped by our members; our Legislative Task Force serves to help surface these issues and make recommendations for moving our agenda forward.

### Marketing of the Industry

*The Nebraska Craft Brewers Guild is tasked with the promotion of the craft brewing industry in Nebraska. Each year, we dedicate funds to multi-channel marketing campaigns to promote our members across the state. The following are examples of past projects.*

In 2022, the Guild was the recipient of over \$65,000 in grants to market the craft brewing industry in Nebraska. Projects funded included:

- **Radio campaign with 1620 the Zone** - sponsorship of Unsportsmanlike Conduct's One Beer Friday, ongoing radio advertisements promoting the industry, and discounted remote broadcasts in Quarter 4 of 2022. The Guild has focused our promotional efforts of this partnership over Twitter; Unsportsmanlike Conduct and the #OneBeerFriday hashtag have significant reach on this platform. [November 2022 commercial preview can be viewed here.](#)

- **Drink Local Campaign:**

- ⊖ **Full page spread in DINE Magazine (October 2022)** - geared toward elevating the dining and drinking experience in Nebraska, DINE Magazine is distributed across the two metro areas with some remote reach to restaurants, chefs, critics, and foodies. In addition to our paid spread, DINE highlights a craft beverage producer in its quarterly publication.





- ⇒ **Drink Local Billboard Campaign** - Drink Local messaging was seen on four billboards across the state in Norfolk, North Platte, Grand Island, and Omaha during the month of October.
- ⇒ **Social Media Campaign** - our Drink Local social media campaign highlighted each of the Guild's 60+ brewery and cidery members during the month of October on Facebook and Instagram with a dedicated reel. During the month of October, we saw significant growth in engagement and followers; our Instagram saw a 592% increased reach and 301% engagement, 148% growth in followers while Facebook saw a 245% percent increase in reach and 104% increase in followers. [Check out an example here!](#) [Check out our commercial here!](#)

**Lee Enterprises & Amplify Digital Partnership** - The Guild was co-author to a grant for paid promotions for print and digital media with Lee Enterprises and Amplify Digital. This year-long partnership (July 1, 2022 - June 30, 2023) will highlight the members of the Guild through a number of campaigns reaching consumers across the state.

## Continuing Education

*The Nebraska Craft Brewers Guild provides continuing education opportunities for our members on a variety of topics by harnessing the collective power of our members and industry supporters.*

Our 2022 quarterly continuing education roundtable topics included:

- **All about CO2 with Helget Gas & Green Air Supply (January 2022)** - topics included how to select the perfect CO2 blend for your system, CO2 safety in the tap and cold room, general draft beer knowledge and Q&A.
- **Best practices in production and packaging with ABE Equipment (April 2022)** - ABE Equipment hosted us at their 140,000 square foot campus for a tour, networking, and discussion on industry trends and happenings.
- **Cyber Liability & EPLI Insurance - why they matter! (June 2022)** - presented by FNIC, this seminar provided education around two types of insurance often forgotten by small businesses and how they can protect your organization.
- **Nebraska Hops and Your Brewery (September 2022)** - members came together to tour Christensen Hop Farm's 7 acres in Fort Calhoun; attendees were provided with hands-on time with hops and production equipment and a discussion on the drink local / shop local movement.

*The Guild will continue to host ongoing educational roundtables on a variety of topics driven by member interest.*

The Guild plans to bring back our annual Brewers Conference in Q1 of 2024; the conference will bring together brewers across the region, top-notch speakers, and a business expo highlighting our industry partnerships.





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GUILD**

## Shared Benefits Pool

The Nebraska Craft Brewers Guild offers its members access to exclusive benefits to enhance the employment experience for industry workers.

Currently offered benefits include:

- **401k MEAP Plan** - the Guild offers a 401k plan for all active members of the Guild at an affordable annual rate, allowing you to offer retirement benefits to your employees.
- **Low cost optical plan** - the Guild offers low cost optical plans to its members.

Additional benefits being explored include:

- **Health Insurance Benefits** - the Guild is exploring group health insurance plans for our membership and their employees.

## Your membership in the Nebraska Craft Brewers Guild includes:

- Voting privileges in the Guild
- Access to legislative and lobbying representation
- Access to peer and industry support
- Invitation to participate in exclusive Guild events and festivals
- Invitation to our members only quarterly meetings and happy hours
- Continuing education opportunities including annual craft brewers conference
- Exclusive Nebraska Craft Brewers Guild tin tacker for display

Level	Barrelage	Amount
Brewery-in-Planning*	n / a	\$150
Brewery Member Level 1	0-499 BBLS	\$425
Brewery Member Level 2	500-1,499 BBLS	\$600
Brewery Member Level 3	1,500-2,499 BBLS	\$875
Brewery Member Level 4	2,500-4,999 BBLS	\$1,325
Brewery Member Level 5	5,000-7,999 BBLS	\$1,800
Brewery Member Level 6	8,000+ BBLS	\$2,500

Please note that the benefits may be altered at anytime by NCBG to best meet the needs of our members | \*indicates non-voting member



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