



# TAKECRAFTBACK

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BREWERS TOOLKIT

# WHY TAKE CRAFT BACK?

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Welcome to Take Craft Back...where we're doing just that! Turning the beer business upside down, again(!), promoting and protecting America's small and independent craft brewers, and raising consumer awareness of Big Beer's continued attempts to take over the craft brewing world. Oh, and their use of their power and financial wherewithal to pressure distributors to push you to the back of the proverbial shelf. Also, the literal shelf.

How are we going to do that? We're announcing the craft community's intention to buy the biggest of the Big Beers, Anheuser-Busch InBev (ABI), before they can buy any more of us!

No, we're not kidding. (Okay, maybe a little—but these issues are serious.) Starting now, we're collecting pledges of support at [TakeCraftBack.com](http://TakeCraftBack.com) with the audacious (some would say ridiculous, a few have called insane) goal of raising the \$213 billion the market says that AB InBev is worth. *(Note: we're collecting support, not actual dollars. Because...really?)*

So, while ABI continues to use its lumbering mass to try to monopolize the beer business with their illusion of choice, we're going to use the power of the public market to educate beer lovers and drive preference for beers from true small and independent craft brewers—YOU!

Take Craft Back will be releasing videos and posting updates throughout the campaign, along with managing the crowdfund on our website [TakeCraftBack.com](http://TakeCraftBack.com). But to make Take Craft Back a real success, we're going to need a lot of help from our independent craft beer community. (That's your cue!)

We hope you will join us in creating and empowering this movement—we can't do it without you!

**PLEASE SPREAD THE WORD AND ENGAGE WITH YOUR INDEPENDENT CRAFT BEER FANS—ALL OF THEM, ALL ACROSS THE COUNTRY—AND TOGETHER LET'S TAKE CRAFT BACK!**

In the following pages, you'll find several ways to get involved with the campaign and show your support.

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# **SOCIAL ASSETS**

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# SPREAD THE WORD ON SOCIAL

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Here's some copy inspiration for you—feel free to customize, hyperbolize, make it your own. Or, just cut and paste what's here. We won't judge you for that, we promise! We also have some key phrases you can incorporate, and, of course, campaign hashtags.

## CAUSE

It's about time someone put Big Beer in their place, and the independent craft beer community is going to do it! We're launching the largest crowdfunding campaign in history to raise the \$213 billion we need to buy Anheuser-Busch InBev and Take Craft Back. Pledge your support now at [TakeCraftBack.com](https://TakeCraftBack.com)!

## BEING A BREWER

Big Beer is trying to muscle their way into the craft beer culture by buying up brewers left and right. But we're not going to throw in the towel! We're going to raise the \$213 billion we need to buy Anheuser-Busch InBev and Take Craft Back!

## INDEPENDENCE

We're united through our independence. Waving our freedom flag loudly and proudly. For all of our fans—and Big Beer—to see. Join our cause and pledge now at [TakeCraftBack.com](https://TakeCraftBack.com)!

## KEY PHRASES + #HASHTAGS

- The world's largest crowdfunding campaign
- Big Beer is trying to muscle their way into the craft beer culture, buying up brewers left and right.
- **#TakeCraftBack**
- **#IndependentBeer**

[FOR MORE SOCIAL MEDIA BEST PRACTICES, CLICK HERE](#)

# IMAGERY

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Here are some images you can use in your own posts. Feel free to use these or get creative with your own visuals. **Download the zipped file here.**



Take Craft Back Campaign Gif



Take Craft Back Campaign Image



Anthem Video Image



Take Craft Back Campaign Image

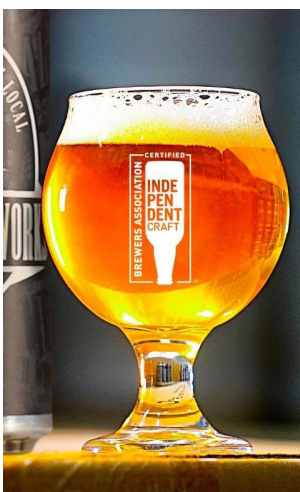
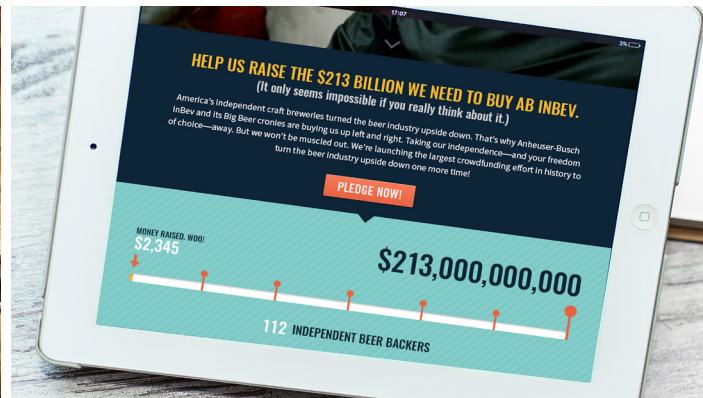
# CAMPAIGN SUPPORT

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# SUPPORT THE CAUSE OFFLINE

\$213,000,000,000 may sound like a lot because...boy, is it ever. But there are plenty of fun (legal) ways to get involved with the campaign to buy Anheuser-Busch InBev and Take Craft Back! Hey, we're independent craft beer brewers: we put our mind to it, there's nothing we can't do! Here are just a few ideas to get those creative minds creating:

- iPads (or tablets) with our pledge page up in the brewery so fans can show support.
- Social engagement with our spokesman through Take Craft Back social media channels.
- Social engagement to inspire the masses to join our cause and drink more independent craft beer!
- Facebook Live posts letting the world know what you would do with AB InBev once we buy them.
- Local events to galvanize support (never take actual money for the cause, but feel free to sell or give out lots of beer!): bake sale, beer run, etc.
- Brew Take Craft Back limited edition or collaboration beer.
- Seal presence within brewery—have fun with it!
- Upside down taps to show big beer we are unified in the effort to turn this business upside down and give our fans a clear signal at the bar of what they are buying.



# TELL US YOUR STORIES

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We'd love to include your small and independent craft brewery on the **TakeCraftBack.com** Meet the Brewers page! This is about you and who better to tell your story of independence than you.

Please follow this link to submit images and information about why independence matters.

<https://brewersassociation.wufoo.com/forms/submit-your-profile-for-take-craft-back/>



# **MEDIA RELATIONS**

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# MEDIA TALKING POINTS

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If a member of the press reaches out for your thoughts on Take Craft Back, here are some recommended ways to frame your comments.

- With Big Beer acquiring small breweries, it has become increasingly difficult for beer drinkers to know and remember which brands are truly independent. Yet Nielsen research shows that independence is important to the majority of craft beer drinkers, and they want transparency as it pertains to ownership. Big Beer hasn't been providing that transparency.
- The Take Craft Back campaign puts a humorous spotlight on a serious matter for the country's small and independent brewers. Take Craft Back spotlights the vast difference in resources between Big Beer and America's small and independent craft brewers. The campaign highlights some of the challenges we are up against while operating small businesses that go head to head against Big Beer. If you can't beat 'em, buy 'em.
- This campaign is a celebration of the country's more than 5,600 small and independent brewers. We are the innovators, entrepreneurs, collaborators and philanthropists who have taken meaningful risks and sacrificed so much in order to start our businesses against enormous odds and goliath competitors. We do it for the love of craft beer, often revitalizing neighborhoods along the way and giving back to our local communities. This work, in turn, has shaped the beer landscape and many communities into what they are today.
- Take Craft Back is about the real reasons we believe beer drinkers should identify and seek out beers from truly small and independent craft brewers—because craft brewers put community over corporation, people and principles ahead of profits, and beer above the bottom line.
- We invite you to visit [TakeCraftBack.com](http://TakeCraftBack.com) for updates or to make a crowdfund pledge. Beer lovers can also join the conversation on social media using the hashtags #TakeCraftBack and #IndependentBeer. And, of course, they can also continue to support independent beer by seeking out the independent craft brewer seal.

# SEEK THE SEAL

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Since its release in June, the Brewers Association's new independent craft brewer seal has garnered a great deal of attention—from the craft-brewing community, the media and beer lovers alike. This seal was created to educate beer lovers about which beers are independently produced, and in response to beer lovers' indications that ownership and transparency matter to them.

As of late September 2017, more than 2,300—and growing!—small and independent breweries have signed the seal-licensing agreement. These breweries represent over 70% of total craft beer volume!

The seal is available for all independent craft brewers to use, free of charge. If your brewery qualifies and if you have not signed up already, we invite and encourage you to get the seal! To qualify, a brewery must have a valid TTB Brewer's Notice, meet the BA's [craft brewer definition](#), and sign a license agreement. The seal is available to both BA member and non-member breweries. [Get the seal and start using it today!](#)

## THE TAKE CRAFT BACK + SEAL CONNECTION

The Take Craft Back (TCB) campaign is intended to help beer lovers differentiate between truly independent craft beer and Big Beer in disguise. At every turn, we're asking TCB supporters to seek the seal and get educated about the brewers who make the beer they are buying. It's a major cornerstone of our campaign, and we want you to benefit from the connection by using the seal in your brewery, on packaging, merchandise, menus, tap handles, social media, at festivals and everywhere you're connecting with fans of your beer.

## WHY AN UPSIDE DOWN BOTTLE?

For years, small and independent craft breweries have been turning the beer industry upside down. And just as craft brewers have been disruptive to the category of beer, the broken typography of the word "independent" in the seal is disruptive. The inverted bottle-shape design is disruptive. It's cool, visually impactful, and communicates significant substance despite its minimalist nature.

**JOIN THE MOVEMENT AND GET THE SEAL TODAY!**



**THANK YOU**