



**Announcing Washington Pint Day
December 3-4, 2020**

Order glasses by October 30th to participate in this year's event

The WA Brewers Guild is very excited to announce our first Washington Pint Day! This important fundraiser will take place on **December 3rd & 4th**. The goals are to encourage folks to get out and visit WA craft brewery taprooms, raise money to support our Guild, and sell a lot of beer for brewery members!

Brewers Guilds across the country are holding successful pint day fundraisers. The Colorado Brewers Guild raised about \$15,000 in 2020 with the distribution of their themed glasses to beer enthusiasts via CO breweries during their Pint Day event. Most CO breweries that participated reported strong sales compared to their average numbers. Also, over 100 Ohio breweries participated in their state Pint Day, and raised over \$10K for their Guild! We decided to join in on the fun, and create some friendly competition among our state guilds.

This year's WBG glassware is the 16 oz. Libbey Willi Becher showcasing full color printed art by [Blindtiger Design](#), featuring the home of the hops as front and center on the glass with the full state on display, as well!

First a big thank you to our Pint Day Sponsors!

[Great Little Box Company](#)

[Micro Matic](#)

[Skagit Valley Malting](#)

[The Brewmaster's Taproom](#)

Here's how Washington Pint Day will work:

Who's eligible to participate:

All current WA Brewers Guild brewery members are eligible to order glassware and participate.

Allied members are also welcome to order glassware for internal purposes such as client holiday gifts, staff appreciation, etc.

Cost:

Glasses are \$2.80 each + Shipping. \$1 from each glass sold will be donated to WBG. (Grandstand will cut one check to WBG, after glassware orders are finalized.)

Deadline to order glassware is October 30th

How to order: We're partnering with [Grandstand](#) to coordinate ordering and shipping. Email Billy Long at billyl@grandstand.com (D: (785) 312-5304 TF: (800) 767-8951), to place your order with either your existing Grandstand account or a credit card. Make sure to include your quantity, if you are splitting the order with another brewery, and if you would like it shipped to one of the bulk shipping locations (see info below).

Minimum order amount: is 72, but you can order as many as you like. All will be ordered/shipped by the case. *Beyond the minimum, glasses can be ordered in increments of 24. We hear that most breweries run out quickly! Please order appropriately as we will not be able to supplement orders, if you run out.*

Split order option: If you feel 72 is too many for you, consider reaching out to a fellow WBG brewer and see if they would like to split an order. These split orders will need to be made under one brewery name, and the breweries will divide the glassware/shipping cost among the breweries themselves.

Bulk shipping option: To save on shipping costs, a few breweries have agreed to act as a central shipping hub and receive bulk shipment of glasses for other brewers in the area who will also participate in Pint Day. We appreciate our members donating their time and space to this effort!

Bulk Shipping Locations:

- Bale Breaker Brewing (Yakima)
- Brothers Cascadia Brewing (Vancouver)
- Iron Goat Brewing (Spokane)
- Kulshan Brewing (Bellingham/Skagit)
- Stoup Brewing (Seattle)

**If you would like your glasses to be shipped to any of the above locations, just let Billy with Grandstand know when you place your order.*

WBG event promotion: This event will be promoted on social media, and all participating breweries will be listed on the WBG WA Pint Day event page at washingtonbrewersguild.org. If you are splitting an order, please let us know, so that we can make sure your brewery name is listed online as a Pint Day participant.

Social media kit for brewery Pint Day promotion: WBG will be providing a WA Pint Day social media asset kit link for participating breweries to promote the event and drive traffic to the brewery. The asset kit link will be available for emailing to participating breweries on November 2nd.

Suggested retail pricing: Breweries decide their own specials - ex: \$10 for a fill and the glass, free glass with any to-go purchase over \$10... whatever you want to do! Please choose what will work best for your brewery.

Suggestions on how to ensure a successful Pint Day while taking into consideration the current pandemic and restrictions:

- Don't worry about selling all the glasses in one day. Spread it out over two days or the rest of the week. *We ask that you do NOT start selling them before December 3rd. We will continue to promote those who have glassware after the 4th.
- Have customers pre-purchase or pre-order and you give them a time they can come in to redeem and drink a pint or two.
- If you are taking reservations, guarantee glasses for those with reservations.

If you have further questions about this event, please contact Tamara Rice at tamara@washingtonbrewersguild.org.