

## EXAMPLE MISSION STATEMENTS:

Brewers Association Purpose: To promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts.

The Michigan Brewers Guild exists to unify the Michigan brewing community; to increase sales of Michigan-brewed beer through promotions, marketing, public awareness and consumer education, and to monitor and assure a healthy beer industry within the state.

The Minnesota Craft Brewer's Guild was founded in 2000 to promote Minnesota breweries, create an open line of communication between brewers, and be an advocate for more modern beer laws.

The intent of the Virginia Craft Brewers Guild is to organize craft brewers for purposes of economic development, business development, supply chain management, tourism and government affairs.

The Garden State Craft Brewers Guild is an association of the restricted and limited license holders in New Jersey. Our goal is to promote the craft brewing industry in New Jersey by means of education, promotion of special events and other social, civic and economic initiatives.

The Massachusetts Brewers Guild is a 501(c)(6) non-profit corporation, organized for the purposes of promoting craft brewing and protecting the interests of craft brewers in Massachusetts.

The Brewers Association of Maryland (BAM) is a non-profit trade association founded in 1996, comprised of active Maryland breweries and brewpubs. The mission of BAM is to foster and promote the Maryland world-renowned brewing industry.

The Colorado Brewers Guild (CBG) was founded in 1995 by Colorado craft brewers in an effort to promote the quality and diversity of the growing Colorado craft brewing industry. The CBG provides valuable information to the beer-drinking public and the media while also serving to protect the industry and promote positive legislative for Colorado craft brewers.

The Louisiana Craft Brewers Guild exists to unify the Louisiana Craft Brewing Community, to increase sales of Louisiana brewed beer through education; and to monitor and assure a healthy craft beer industry within the state.

To build a community of Washington State brewers, advance their common interests, and promote the quality and value of their beers.

The Wisconsin Brewers Guild is dedicated to the revival of Wisconsin's brewing heritage through the production, marketing and sale of top quality craft beers while maintaining the integrity of individual brewers and their breweries.

The New York State Brewers Association (NYSBA) is a strong proponent for breweries, microbreweries, brewpubs and brewing affiliated businesses. Our mission is to protect, promote, represent and educate its members and customers.

### Montana Brewers Association Goals and Objectives:

1. **Production:** The production of the finest and highest quality Montana hand-crafted beers for public sale and consumption.
2. **Promotion:** To market Montana Made beers and to build public recognition and support of local breweries as viable and successful business operations throughout the state.
3. **Education:** To raise, address and educate the public on the historical, economic, and social and health issues concerning the responsible promotion, sale, and consumption of their products.
4. **Participation:** To serve as an active leader and supporter of their communities as visible representatives of their businesses and profession.
5. **Legal:** To serve as a proactive association for the preservation and creation of conducive laws and public policy, for a viable brewing industry at the local, state, and federal levels.