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Craft Beer Marketing Distribution Brace

The book covers marketing and distribution for any size craft beer brewer, spirits distiller, wine vintner or non alcoholic beverage producer. Real life case histories and personal experiences show the reader how to develop strategy, objectives, overcome objections and how to work with US wholesalers as well as their sales teams.

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my book is now available via Kindle/Android or in paper back version (Amazon, Barnes & Noble) or from the author direct. This book is written by a seasoned beverage marketing executive with 30 years in the industry.

Craft Beer Marketing & Distribution

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Craft brewing is a unique industry in America, not just for its creative, bold products, but also because of the regulation of its distribution and sales, which keeps alive its independent, local spirit amid intense monopolistic forces. Just how important is wholesale distribution to craft beer? For starters, it was a key in ending Prohibition.[Read More](#)

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Craft beer distribution: Study the market, distributors ...

Blogging yourself can be hit or miss. With 2 million blog posts published per day, it's a daunting sea of information. Your best bet is to connect with craft beer and drink bloggers, and let them write about your beer. Invite them to beer dinners, openings, and events.

The Essentials of Craft Beer Marketing

Yes, craft beer is loved by an increasing number of adults and particularly women, but the 21- to 34-year-old crowd is the big craft supporter. Whether you love 'em or hate 'em, Millennials are just what you need: they want unique options and quality, they want something luxurious but affordable, and they want something local that's made ...

Craft Beer Marketing Strategies: How to Sell Your Craft ...

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