

30 IDEAS TO ENGAGE YOUR LOCAL HOMEBREWING COMMUNITY

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HomebrewersAssociation.org



Public Service Announcement

- Not all ideas here will be legal in all states. Check with your local alcohol enforcement agency if you are unsure.
- Not all ideas will work for all brewery sizes & types. Some are better suited for larger regional breweries, and some are better suited for taproom-only breweries, and nano-brewers.
- Many of the ideas presented here are better suited for a post-COVID epidemic world.

I am not a lawyer.





#1. AHA MEMBER DEALS (A.K.A. HOMEBREWER DISCOUNTS)



Join 2,500 + breweries offering homebrewer discounts to AHA members

Offer a small discount to card-carrying AHA members in exchange for heightened visibility to your local homebrewing community

Common deals:

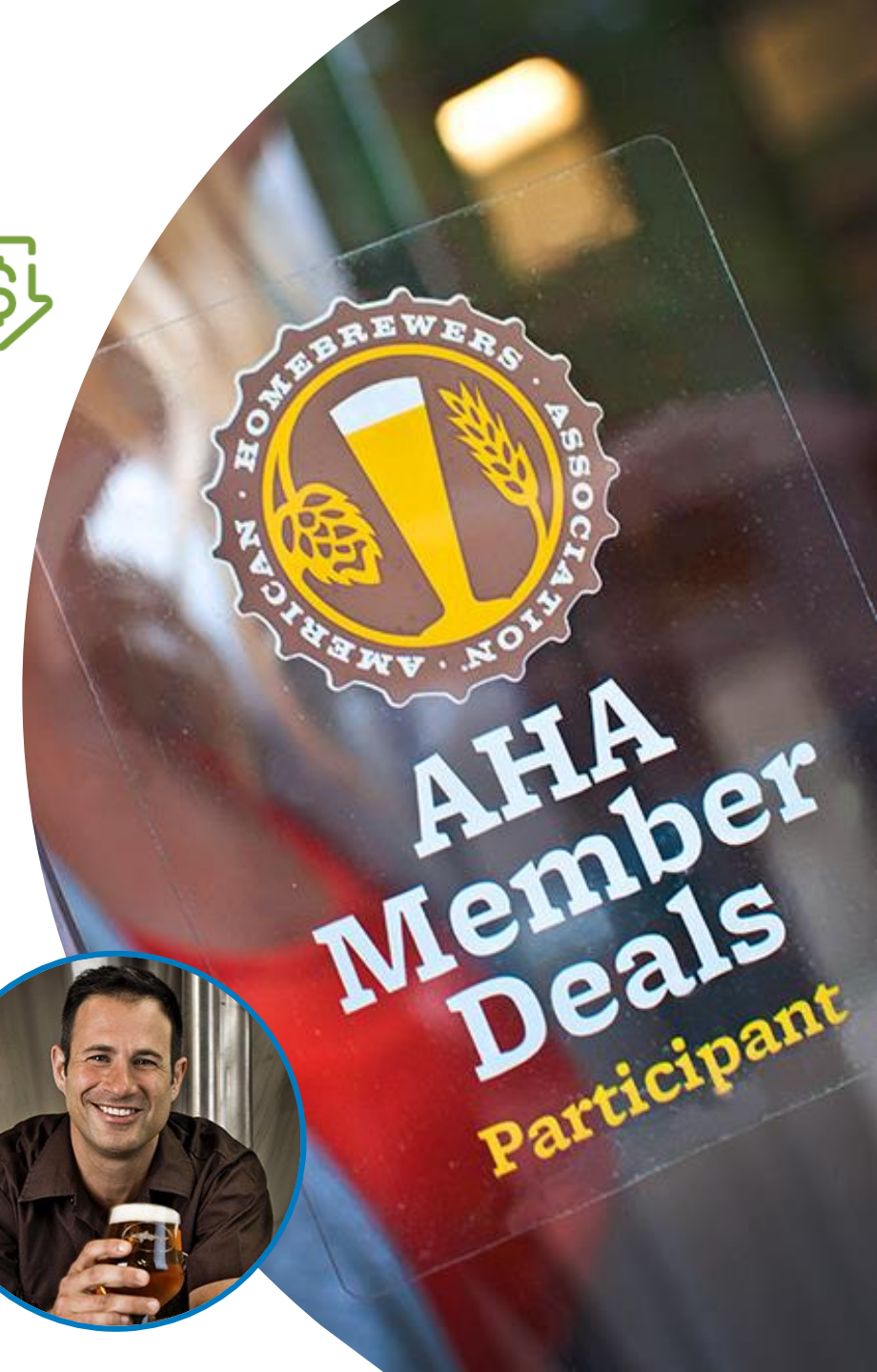
- \$1 off your first pint
- 10% off the bill
- Happy hour prices any time

Sign up by emailing me:

matt@brewersassociation.org

AHA Member Deals has been a great investment for our company in terms of expanding and celebrating the overlap between beer enthusiasts, homebrewers, and the professional brewing community.

Sam Calagione
Founder of Dogfish Head



#2. HOST YOUR LOCAL HOMEBREW CLUB'S MEETINGS

Find a homebrew club near you via the [AHA's Club Directory](#), which has contact info for all the 1,700+ homebrew clubs in the world.

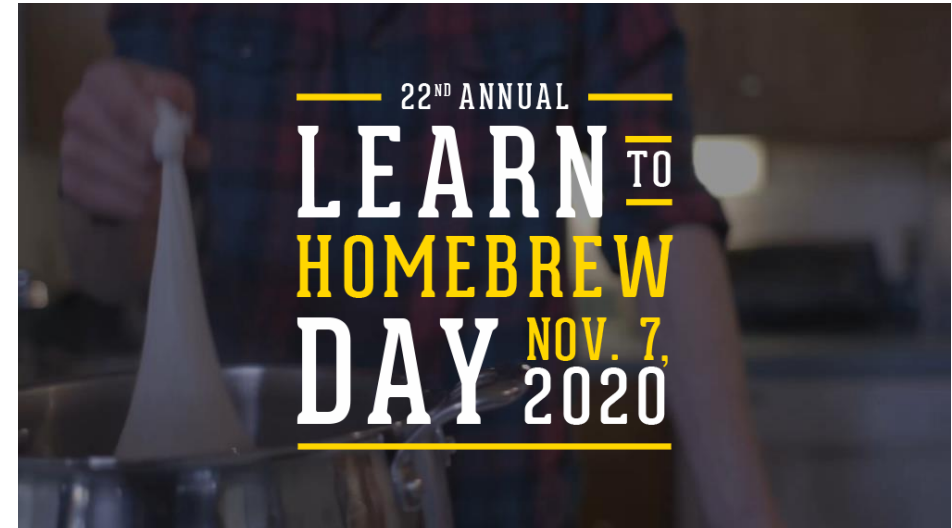
- 71% of homebrew clubs regularly hold meetings at commercial breweries
- 37% of homebrew clubs host each meeting at a different venue



#3. BIG BREW & LEARN TO HOMEBREW DAY



- Held annually in honor of National Homebrew Day (May 7)
- Always the first Saturday in May
- 2020: First-ever virtual Big Brew, where the AHA is encouraging people to pledge to homebrew on May 2



- Similar to Big Brew, but more focused on introducing new people to the hobby
- Always the first Saturday in November
- Traditionally hosted at registered Big Brew sites at breweries, homebrew shops, etc.



BIG BREW & LEARN TO HOMEBREW DAY



#4. WORT SHARE

Homebrewers take home 5 gallons of brewery-produced wort to ferment at home.

Can be designed in many ways: post-mash or post-boil/chill

Inviting your local homebrew shop to sell yeast packets on-site is a great tie-in!

Many breweries that host wort shares will organize a follow-up competition that wort recipients can enter



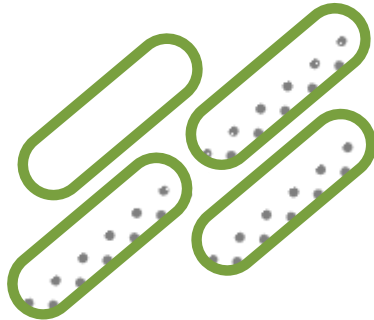


#5. YEAST GIVE-AWAY

Instead of dumping your yeast after 12 – 15 fermentations, invite local homebrewers to take some home

Your cost is minimal, and the homebrewers get an active, healthy yeast starter to ferment their next batch, instead of needing to build one from scratch at home

Can be done as an event, or simply an open invitation to homebrewers year round



#6. CONTINUOUSLY HOPPED IPA

Homebrewers each receive 1-2 oz of hops, and pitch them every few minutes throughout the boil

Savagewood Brewing/QUAFF Hop Dumpster IPA: club members brought their own hops to dump in the boil of the beer



#7. COMMUNITY-HOPPED IPA

Ex: Denver Beer Co. Neighborhood Hop Swap Pale Ale

Denver Beer Co. gives hop rhizomes out to interested homebrewers every spring

Homebrewers grow and harvest the hops in their gardens and bring them back to the brewery to create a fresh-hop pale ale.

It was sometimes as many as 20-30 people bringing in hops. First year growers might bring in a few oz, but folks with established bines were sometimes bringing 7-10 lbs of wet hops.



Charlie Berger
DBC Co-Founder



#8. CASK WORKSHOP

Brewery invites homebrewing 'teams' of 4-5 people

Each team chooses a base beer to augment

Teams are all given a wide variety of adjuncts & tinctures to design a cask beer of their own, usually with help from a brewery employee

Casks are given 2-3 weeks to settle

Homebrewers are invited back to try each team's beer, and vote on their favorite cask





#9. WOOD CHIP GIVE AWAY

The brewery deconstructs one of their barrels that has been used to produce a sour beer

The barrel is cut into smaller chips/strips/cubes, and given to homebrewers

The homebrewers get to inoculate their own beer with the brewer's house sour beer culture






#10. HOMEBREW EQUIPMENT YARD SALE

Great to implement with an already existing event at your brewery, or add on to a Big Brew or Learn to Homebrew Day event

Possibly can be combined with a local homebrew shop or club who is willing to do a brewing demonstration

Great way for new would-be homebrewers to enter the hobby for less money





#11. BJCP PRO-AM COMPETITION

The Beer Judge Certification Program (BJCP) has a network of certified beer judges and stewards that can be utilized to help run the competition

Can be organized using only a specific style that you want to brew (i.e. Pumpkin Ale, high-gravity styles, etc)

[BJCP Competition Handbook](#)

- How many judges will I need?
- How many hours will be needed?
- How do I sort the entries?



#12. PEOPLE'S CHOICE PRO-AM COMPETITION

Ex: Stone Brewing annual homebrew competition

The competition is judged by event attendees. Each person votes for their 3 favorite beers.

The winning homebrewer has their recipe recreated by Stone, which is then packaged and distributed around the US.

Xocoveza was the winner of the 2014 Stone Homebrew Competition and is now a popular seasonal release.



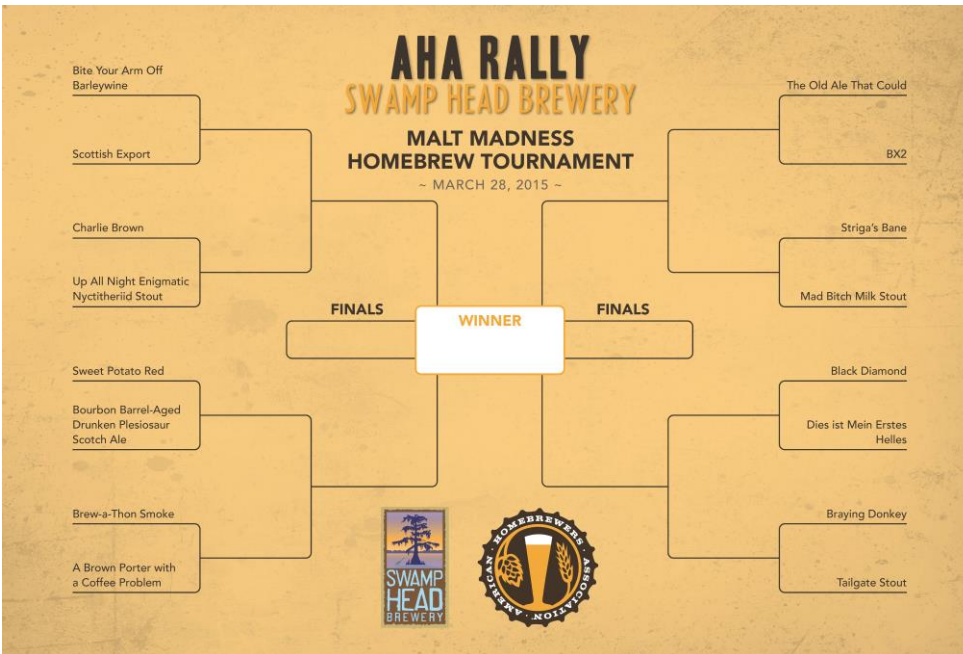
STONE 2020 HOMEBREW COMPETITION & A-H-A RALLY		
01	Doctored Manhattan <i>Belgian Dark Strong Ale w/Cherries & Orange Zest</i>	9%
02	Hopical Paradise Double IPA <i>Double IPA</i>	8.4%
03	Sons of Liberty <i>American Porter</i>	7%
04	Mile High 5 IPA <i>IPA</i>	6.7%
05	Please No Photos <i>New England IPA</i>	6.5%
06	Orange Dreamsicle <i>Milkshake IPA</i>	7%
07	Oatmeal Raisin Cookie <i>Pastry Brown Ale</i>	8%
08	Pineapple Upside Down <i>Wee Heavy Wee Heavy</i>	9.5%
09	Double Borracho <i>Double IPA</i>	8.8%
10	Pineapple Milk Shake <i>New England IPA</i>	6.5%
Tasting & Voting: 11AM - 12:45PM Raffle: 12:45PM Winner Announced: 1:45PM		

ONE VOTE

ONE VOTE

ONE VOTE

#13. PRO-AM HOMEBREW TOURNAMENT



Swamp Head Brewing Co (Gainesville, FL): **Malt Madness** – all beers had to be brewed to a certain SRM that would ensure they were ‘malt-forward’. Brewery staff judged each round.



Heavy Seas Brewing Co (Baltimore, MD): **Heavy C's Tournament** – all beers had to be brewed with a C-variety hop (Cascade, Citra, Centennial, etc). Judging was people's choice every round.

#14. EMPLOYEE HOMEBREW COMPETITION



Not Your Cup of Tea Scottish-style ale

Tales From The Kettle gives our staff a chance to bring ideas and recipes to life that otherwise may never see the light of day, and as owners we get a rush of excitement from the innovation that is unleashed each time we host this competition...

<https://www.21st-amendment.com/post/a-new-beer-series-with-stories-to-tell>



CIT-MO Pale Ale

Our brewery was founded by a homebrewer, and we're proud to see the tradition live on in our employees to this day. This delicious dry-hopped pale ale is based on the winning entry from our annual employee homebrew competition. Bright aromas of grapefruit and apricot leap from the glass, thanks to the exclusive use of Citra and Mosaic hops...

<https://sierranevada.com/beer/cit-mo/>

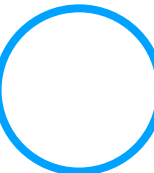


Citra Victorious



Lucifer's Garden Gose

Crystal Lake Rye Coffee Brown Ale





#15. PRO-AM MIXED PACK

Ex: Quidi Vidi Brewing (St. John's, Newfoundland, CAN) & Newfermenters Homebrew Club

- Milky Way NEIPA
- Iron Cherry Sour
- Perfect Storm Dunkelweizen
- Uncle Fred's Kolsch

We brewed 160 BBLs for this project and forecasted it to be on sale in the taproom and local store shelves for a few months. **It was gone in three weeks.** The word spread so quickly in the community because everyone who was involved really took ownership.

Justin Fong
Director of Sales & Marketing



Photo: [Canadian Beer News](#)

#16. GREAT AMERICAN BEER FESTIVAL (GABF) PRO-AM COMPETITION

1 entry per brewery

144 total entries, many of them with boundary-pushing beer styles

144 homebrew competitions, each with a multitude of entrants = thousands of people strengthening their relationship with the craft beer industry every year

Mark Boelman wins the bronze medal in the 2017 GABF Pro-Am Competition for Eluxansis, a dark sour aged on raspberries, which was brewed with Odell Brewing Co (Fort Collins, CO)



#17. STOCK COMPLIMENTARY *GO BREW YOURSELF* PAMPHLETS IN YOUR TAPROOM

Complete 11" x 17" introduction to homebrewing guide, with links to additional online resources

These are sent to you FREE upon request. Limit 150 per shipment (free shipping), and there is no limit to how many times you can request them.

Request form: <http://bit.ly/GoBrewYourself>



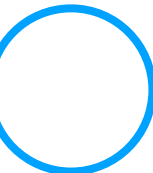
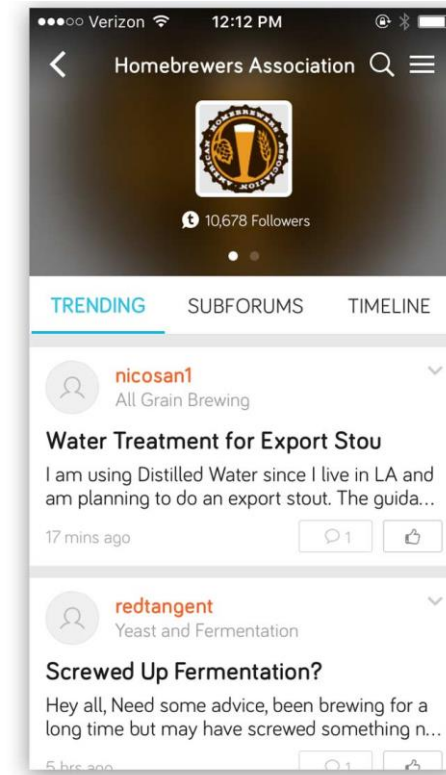
#18. MAINTAINING A PRESENCE ON HOMEBREWING FORUMS

AHA Forum – 100,000+ users

r/Homebrewing – 696k members

[2019 AHA Homebrew Club Survey](#) reveals that clubs are communicating via:

- 73% - private Facebook groups
- 70% - public Facebook pages
- 59% - club website
- 30% - Instagram
- 22% - Twitter



#19. SELL AHA MEMBERSHIPS

Sell gift cards in the taproom

- No upfront cost to participate
- AHA supplies you with POS material, and inventory of ready-to-activate gift cards
- Gift card recipients activate a scratch-off code on the back of the card
- Suggested retail price: \$43 print / \$38 digital
- Invoiced amount to you: \$29 print / \$20 digital

Add a referral link to your website

- No cost to participate
- AHA issues a custom link you can share on your website, e-newsletter, and social media
- Downloadable web banners are provided
- You receive a portion of all AHA memberships generated through your link

See also: [Zymurgy Resale Program](#)

Contact: bishop@brewersassociation.org



#20. ZYMURGY'S BEST BEERS IN AMERICA POLL

Annual poll conducted by the AHA to determine the 'best beer in America', as voted on by the homebrewing community

18th annual survey will be conducted in June/July 2020, results published in Nov/Dec issue of *Zymurgy*

Top beers are published in the magazine, often with clone recipes. Top vote-receiving beers/breweries in each state are also printed.



#21. SEND YOUR BEER IN FOR COMMERCIAL CALIBRATION

Every issue of *Zymurgy* features two beers that have been evaluated by a panel of four judges that have attained the rank of Grand Master in the Beer Judge Certification Program (BJCP).

Scores are determined by awarding points in five criteria categories: aroma (12 pts), appearance (3 pts), flavor (20 pts), mouthfeel (5 pts), and overall impression (10 pts).

Contact: zymurgy@brewersassociation.org

Judges' Score
BRETT WEISSE
Firestone Walker Brewing Co., Fire, Rabies, Calif. BJCP Category 26C, Wild Specialty Beer

GORDON STRONG **SCOTT BICKHAM**

AROMA
Moderately fruity, tart, and lightly funky. Toasty wood note follows. Primary fruitiness is a lemony character, but there are apple and pear notes too. The acidity seems mostly lactic and clean. The funk is quite clean. Light malt, like fresh bread dough, in the background. **10/12**

APPEARANCE
Slightly hazy. Pale gold color. Big, frothy white head settled moderately quickly. Lightly effervescent. Dark for a Berliner. **2/3**

FLAVOR
Moderately tart but not biting sour. Dry but soft finish, not crisp. Lemon and apple flavors are moderately high. Low bitterness. Light toasty/woody flavor in background. White grapes. Slight rhubarb. Clean sourness. Low funk, lightly leathery, quite fruity. Acidity isn't overpowering due to full finish. Bready, doughy malt backbone. **10/20**

MOUTHFEEL
Rather full on the palate. Seams medium-high. Tannins give a fullness rather than an overt astringency. Acidity is fairly high. Not warming, but has an unusual strength for a Berliner. Moderately high carbonation, not sparkling. **4/5**

AROMA
Moderate yeast and bread dough with a sour twang reminiscent of sourdough starter. Sourness becomes more assertive as it warms, underpinned by medium toasted oak. Medium-low leathery Brett notes recall gueuze with less funk. No perceptible acetic acid, just lactic. Very nice balance and complexity. **11/12**

APPEARANCE
Light gold in color with a dense flatilla of persistent white bubbles that covers the surface. The initial pour is slightly hazy, despite taking care to not disturb the sediment. **3/3**

FLAVOR
Lactic sourness with moderate lemony notes. Bread dough and light toasted oak add complexity but are less apparent than in the aroma. The sourness is fairly intense, but the finish is nonetheless soft. No perceptible hop bitterness. Light tannic dryness from Brett and wood phenols. **17/20**

MOUTHFEEL
Medium-high carbonation not quite at Champagne level. Medium-low body owing to low final gravity. Some perceptible alcohol is not strictly to style but is OK for a specialty variant. Very low astringency. **4/5**

OVERALL IMPRESSION
This enjoyable sour beer combines a well-executed Berliner weisse riff with enhanced flavors from oak aging. The exceptional fermentation profile has a great balance of yeast and lactic bacteria. Alcohol is high for the base style but more than acceptable—it probably helps extract wood character from the barrel. It tastes very fresh, despite having been bottled more than three years ago. **10/10**

TOTAL SCORE 45/50

AVERAGE SCORE 44

zymurgy
OH YEAH!
THE ORIGINAL CARAMELITE TRAPPEL
HOMEBREWING WITH CANNABIS

#22. SUPPORT YOUR LOCAL HOMEBREW SUPPLY SHOP NIGHT

Invite the shop to set up a display booth or homebrewing demonstration in your taproom

Print flyers that have info about the shop(s)

Offer X% off the taproom bill for people that show a recent receipt from your LHBS

Give out [Support Your Local Homebrew Shop](#) bumper stickers to attendees



#23. SHARE CLONE VERSIONS OF YOUR RECIPES

The top 100 most popular recipes on the AHA website had over 915,000 collective pageviews in 2019. Over 585k (~64%) of those pageviews were of clone recipes of commercial craft beer.

The AHA is happy to help you scale the recipe to homebrewing batch size.

- 🔗 [AHA's Homebrew Clone Recipes Archive](#)
- 🔗 [AHA's 51 Clone Recipes from 50 States + DC](#)



Examples of breweries already sharing their recipes with homebrewers:

- Jester King Brewery (Austin, TX): [Homebrew Recipes](#)
- Stone Brewing Co (Escondido, CA): [Vertical Epic Series](#)
- Gigantic Brewing Co (Portland, OR): [Beer Recipes](#)
- Sierra Nevada (Chico, CA): [Pale Ale Homebrew Recipe](#)

#24. SELL CLONE KITS

Ex: The Beer Research Institute (Mesa, AZ) 480G West Coast IPA 5-gallon kit: \$45

- All ingredients needed to make a 5-gallon batch of 480G IPA
- A certificate for a 5 – 10 gallon water fill of RO water
- \$2 pints of 480G while getting the RO water

Alternative idea: partner with your local homebrew supply shop to develop a clone kit for your flagship beer(s)



#25. PROCESS RAW INGREDIENTS WITH HOMEBREWERS

Homebrewers are the perfect ~~free labor~~ enthusiastic volunteers to help your brewery process difficult ingredients for specialty recipes

Ex: Hardywood Park Craft Brewery
(Richmond, VA) called upon a team of local homebrewers to de-stem fresh strawberries for their Reserve Series: Virginia Strawberry Belgian White Ale





#26. SELL CORNY KEG FILLS

Be sure to check with state's alcohol restrictions, as this is not legal in every state

Most homebrewers' draft systems are set up to serve from a corny keg – not a sanke (commercial) keg

Offer a 24-hr drop-off/pick-up window to allow your cellar staff time to accommodate the change in keg packaging couplers





#27. OFFER YOUR BREWING ADVICE THROUGH THE AHA

You'll be in good company...

- 🔗 [5 Tips to Brew a Better Witbier from Allagash Brewing Co.](#)
- 🔗 [Brew Better Stouts: 5 Tips from Deschutes](#)
- 🔗 [Funkwerks' 5 Tips for Kettle Sours](#)
- 🔗 [4 Tips to Brew Like Maine Beer Company](#)
- 🔗 [6 Tips on Brewing Kottbusser from Grimm Brothers Brewhouse](#)
- 🔗 [4 Trappist Brewing Tips from Spencer Trappist Brewery](#)
- 🔗 [5 Homebrew Tips from a Dogfish Head Quality Technician](#)
- 🔗 [5 Tips for Better IPAs from Russian River](#)
- 🔗 [Brooklyn Brewery's Tips on Yeast Health](#)

Contact: Duncan@brewersassociation.org



funkwerks

Maine Beer Company



Do what's right.





#28. HOMEBREWER LAB

Can be led using your own beer, or invite the attendees to bring their own

Examples of exercises:

- Hop rubbing
- Dissolved oxygen testing
- IBU tests
- QA/QC discussions
- Yeast propagating & storing



#29. HOMEBREW CANNING

Homebrewers bring pre-chilled (~34* F) and carbonated kegs of their beer to be put into cans

Ex: Santa Fe Brewing Co,
Mother Road Mobile Canning



#30. SCREEN *FOR* *THE LOVE OF CRAFT*

Documentary film chronicling the craft beer industry's history produced by the Brewers Association, Studio C3, and Charlie Papazian.

BA members are invited to host screenings at your brewery

Request to host a screening:

<https://www.brewersassociation.org/for-the-love-of-craft-world-tour/>





QUESTIONS?

