



**Alaska. Yes, in January.
10 Days. Craft Beer.**

**Brave the Cold.
Revere the Beer.**

Event Submission Guide

INTRO to AK Beer Week

AK Beer Week is a 10-day celebration of craft beer in Alaska in January. Although mid-winter may not seem like optimum “beer season”, it is the perfect time to revel in the beers for which Alaska is now infamous—barley wines, imperial stouts and porters, and all styles aged in oak barrels. And while big, strong winter beers are ever-present during AK Beer Week, there are so many other beer styles that demand attention. IPAs, Double IPAs, sour beers, smoked beers, and numerous Belgian-influenced ales round out the beer offerings at events throughout Alaska.

Now in its eighth year, AK Beer Week 2018 is slated for FRI JAN 12 through SUN JAN 21. Breweries, brewpubs, bars, restaurants and other venues across Alaska are coming up with exciting and educational ways to promote and enjoy craft beer. In previous years, hundreds of events were posted on akbeerweek.com. And events in all parts of Alaska are important to the success of AK Beer Week. The following provides information for creating and submitting events.

Why Plan or Host an Event during AK Beer Week?

Events are a great opportunity to engage craft beer enthusiasts and new customers during this 10-day celebration of the one of the fastest growing segments in the alcoholic beverage and service industry. Every January, AK Beer Week showcases artisan beer craftsmanship in a variety of social settings throughout Alaska.

AK Beer Week will help promote your event and bring greater exposure to your business or products. With focus on craft beer for 10 days, AK Beer Week generates excitement and participation from many consumer demographics as well as local, regional and national media.

AK Beer Week events must promote and embody the spirit of craft beer, which is quality beer that celebrates small, independent brewers from the US and abroad that embrace traditional techniques or pioneering spirit.

Events should stimulate inspiration and curiosity that will encourage participants to further explore craft beer. Every event should incorporate cultural, educational, culinary or recreational activity contexts while keeping craft beer as the focus of the event. And, remember, craft beer is BEER...and BEER is fun!

Events must be approved by AK Beer Week. Approval will be granted to events that meet legal requirements; promote responsible consumption; are not based largely on discounts or freebies; add dimension to a venue’s repertoire; and represent the true spirit of craft beer and the craft beer industry.

For more info on AK Beer Week, please contact La Femme de Beer (Barb Miller) at 907.230-4161 or barb@akbeerweek.com.

Ideas for Events and Specials

EVENT is defined as an activity that puts craft beer in the limelight at a specific location on a given day and time. SPECIAL is defined as something offered that is not on the regular menu or a "deal of the day" that runs for one or more days.

Event and Special posting/promoting fees will be invoiced to the venue.

- * **Beer Debuts and Releases** – tap a keg, release a new bottle or can, tap a firkin, release a vintage beer
- * **Meet and Greet**s – have brewer or brewery representative onsite to chat up their beer with your customers
- * **Beer Tastings/Flights** – offer specific craft beers in small portions, individually or in sets of 3-6 at a specific price and accompany flights with info like beer names, styles, descriptions, ABV and IBUs; flights can be designed/grouped by brewery, beer style, region, process (like dry-hopped or oak-aged), vintages of same beer
- * **Craft Beer Cocktails** – create your own house cocktails that incorporate your favorite craft beers; extra points for combining craft distilled spirits with craft beer
- * **Beer & Food Pairings** – suggest beer pairings for regular or special menu items OR create new beer & food pairings; besides burgers and pizza, successful pairings feature cheese, chocolate and desserts
- * **Beer Brunches** – create brunch item(s) to pair with specific beer(s); beer-mosas are always popular during brunch hours—part beer, part fruit juice; experiment to come up with your own house version
- * **Beer and Burger Specials** – create a burger to pair with a specific beer; run beer and burger special for one day, a weekend or all week
- * **Tap Takeovers** – select a theme and change out all of your tap handles on a specific day: all AK beers; all beers from one brewery; half taps dedicated to one brewery v. other half to another brewery
- * **Growler Bars** – dedicate at least one tap handle to a specific AK beer for duration of AK Beer Week or dedicate all taps to AK beers for these 10 days
- * **Beer Dinners** – design a several-course meal with each course paired with a different beer, featuring various beers from one brewery or beers from various breweries. Beer dinners can range in price, theme and number of courses – from a simple 3-course meal like appetizer, main course, dessert all the way to a multi-course meal like greet beer, appetizer, soup, salad, palate cleanser, main course, dessert, after-dinner beer. Announce the menu and meal format when posting price and before taking reservations. Beer dinners can be scheduled for one or multiple seatings...or be offered as a prix fixe menu option. There are many ways to create and present beer dinners!
- * **Beer School** – **Brewers and Home Brew Shops/Clubs**: host an open brew day or homebrewing demonstration or class; **All venues (including libraries, museums, colleges)**: offer an educational session geared toward brewing styles, history, science, technology, art, collectibles, etc. ["Beer school" doesn't require that you serve beer as examples of discussion. However, please note that you can only serve beer on licensed premises unless you have a special permit from the Alaska Alcoholic Beverage Control Board.]
- * **Brewery Tours** – special brewery tours that incorporate brewing process, company philosophy, beer styles, upcoming beer releases and beer samples.
- * **Any event that celebrates and promotes the quality, heritage and future of craft brewing. Be creative!**

Event Submissions

Event information must be submitted by sponsors, and the event activity and/or location must be related to the sponsor.

Legal Requirements: If your event is taking place at a location that is licensed to sell alcohol for either on- or off-site consumption, only the license holder can submit the event to AK Beer Week. For example, if a beer manufacturer, wholesaler or importer is hosting an event at a licensed bar, the bar owner or an authorized employee of the bar is required to submit the event. If your event location does not hold a license to serve alcohol, then you must obtain a special event permit for the temporary sale of alcohol from the Alaska Alcoholic Beverage Control Board. A representative from the organization qualified to obtain the permit must submit the event to AK Beer Week.

Fill out the event submission form for each event and email to barb@akbeerweek.com.

Once your event is approved, it will appear on the AK Beer Week website. If you need to make changes to the details of the event, please email barb@akbeerweek.com. Please get ALL details/changes in by WED JAN 10.2018. But the sooner you get your event info in, the longer promotion period you experience on akbeerweek.com.

MAIL sponsor check to:

AK Beer Week/Barb Miller, 8111 Dimond Hook Drive, Anchorage, AK 99507.

* 10% discount if paid by DEC 31, 2017.

Some Additional Helpful HinTs from the organizers of AK Beer Week

- **Event Purpose/Focus:** Determine the crux of your event. New release? Vintage? Rareness? Education? Culture? Culinary? Let the focus guide your event design and description for the AK Beer Week web site.
- **Event Details:** When describing your event, be specific. List the beers that will be available, specify the culinary theme or menu items, or announce the brewer or brewery representative that will be onsite to chat up the special beers. The details will help draw people to your event and provoke the media write about it.
- **Event Timing:** Don't try too hard to plan events that won't conflict with others. In the beginning of event scheduling, it's tempting to try to pick a time slot without much event competition but by the time AK Beer Week is underway, there will be many events on any given day. The most important aspect is to create an event that reflects the personality and direction of your business or organization. What you present during AK Beer Week will resonate throughout the rest of the year. And by creating events for AK Beer Week, you are building a foundation for future AK Beer Weeks as well as year-round craft beer business.
- **Transit to/from Event:** Make it easy for people to get to your event and get home safely. Encourage cab rides and offer designated driver pricing (for food and non-alcoholic beverage service). A little effort and a common message amongst all AK Beer Week participating venues makes a big impact to the overall safety of our customers and to the ultimate and ongoing success of this craft beer celebration.



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EVENT SUBMISSION FORM

Sponsor Name/Company: _____

Sponsorship Type: EVENT \$50 MULTIPLE (4+) EVENTS \$200 SPECIAL \$50 SUPPORTER \$300

Sponsor Contact Phone: _____ Email: _____

Event Contact Phone (if different): _____ Email: _____

Event Title: _____

Event Date: _____ Event Start Time: _____ Event End Time: _____

If multiple dates, please give specifics: _____

Event Location/Address: _____

If location is not licensed to serve alcohol, provide AK ABC permit#: _____

All sponsorship levels get a link to web site URL, .pdf or .jpg, which could be a poster, menu or photo. URL:

OR email .pdf or .jpg along with this form.

Event Description: _____

Give specifics, such as cost, and whether event is open to public or requires pre-paid tickets or reservations...or invitation only.

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