



Wisconsin Craft Beverage Coalition

Press Release

FOR IMMEDIATE RELEASE
2 P.M. CDT, JUNE 21, 2017

FORMATION OF NEW WISCONSIN CRAFT BEVERAGE COALITION ANNOUNCED TODAY

June 21, 2017 (Madison, WI) The formation of an alliance of Wisconsin's independent craft beverage producers was announced today in the state capital. The Wisconsin Craft Beverage Coalition (WCBC) will be the not-for-profit trade association whose mission is to promote, protect, and defend Wisconsin's vibrant craft beverage industry. The founding members are comprised of three trade associations that collectively represent over 300 small and independent Wisconsin businesses that contribute a combined economic impact of over \$2 billion in Wisconsin. The Wisconsin Winery Association, Wisconsin Brewers Guild, and the Wisconsin Distillers Guild are charter members of the organization.

By uniting the small breweries, wineries and distilleries from across the state, the Wisconsin Craft Beverage Coalition will serve as a unified voice to help educate policy makers at the

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state and local level about the economic, employment, and tourism opportunities that local craft beverage producers provide to their communities.

The Coalition will work to promote legislation that will allow Wisconsin's craft beverage industry to grow and thrive and will raise awareness of all legislative and special interest proposals that would harm our small businesses. Protecting and maintaining market access and expanding consumer choice is essential to the sustainability and health of our industry.

For More Information, please contact any of the following Board Members:

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WWW.FACEBOOK.COM/WICRAFTBEV

Coalition Website Coming Soon!

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