

2007 IOWA TOURISM CONFERENCE

“INVITING IOWA WINE AND BEER TO YOUR EVENTS”

Presented by Teresa Albert, owner of Millstream Brewing Co.

- Native Breweries – can only sell the beer they produce, but can distribute and sell on premises.
- Brew Pubs – can sell beer they produce and other types of alcohol but cannot produce for distribution, only on premises.
- Check with your local authorities first.
- Sampling can be done for free. A sample is a 1 oz taste.
- Breweries will usually provide the beer and labor to pour the beer. The event will need to provide tables, chairs, tent, electricity, ice and cups.
- 2-4 hours is plenty long.
- To sell beer by the glass or bottle you must plan well in advance, at least a couple months.
- Apply with the state at www.iowaabd.com to get a 5 day license. On the left side of their home page click on electronic License and then go to Class B permit to sell by the glass or bottle. This is usually \$12.50 - \$75 depending on the city's population. You will need to get dram shop insurance for the event. Check with the insurance companies and shop around. This is not cheap, usually around \$500.
- You will need to have bathrooms, tables, chairs, a discernable area for the event, someone to check IDs, wristbands and whatever else the local authorities will require of you.
- It is hard for a brewery to justify traveling outside of their sales area. A brew pub will probably do events close to their establishment. A native brewery will travel a greater distance since they distribute.
- Promote your event so it is worth while for the breweries to be there. If there is not a large turnout, they will not be back next year.
- Possibly do a wine and beer tasting together. It will appeal to a bigger audience.
- Allow the breweries to sell their merchandise. Logoed t-shirts and glassware go well.
- Don't charge the breweries a booth or vendor fee to participate. You are getting free beer and the servers to pour it.
- In 2006 the craft beer industry was up 17%, the domestic beers down 2%.
- People are looking for something out of the ordinary when they have their recreational time. They want something that is not part of their daily routine. Whether it is a craft beer, locally made wine, organic food or the hybrid car – they don't want mainstream.