

Beer Industry Leaders Join Forces to Drive Beer Growth with Launch of “Beers To That” Campaign



September 18, 2019

The Beer Growth Initiative launches first marketing campaign in Austin, Texas

AUSTIN, TEXAS – Sept. 18, 2019: Today, the Beer Growth Initiative – a collaborative project of the Beer Institute (BI), National Beer Wholesalers Association (NBWA) and the Brewers Association (BA) – announced the initial market launch of its “[Beers To That](#)” consumer campaign, which aims to elevate and celebrate the beer category while reminding consumers of legal drinking age who choose to drink alcohol that there is a beer for just about every occasion.

The “Beers To That” campaign promotes the entire beer category and carries a brand agnostic call to action to celebrate all of life’s moments – from the everyday to the extraordinary. The

creative and vibrant city of Austin, Texas, will host the 90-day campaign September 9 through December 10. The in-market activation consists of a digital advertising campaign, consumer website, experiential events, point of sale materials and out of home advertisements funded through contributions from the coalition of brewers, beer importers and distributors.

“Beer has long been our nation’s most popular alcohol beverage because of the countless occasions where beer is ideal, and because beer is both refreshing and has a lower alcohol content,” said Jim McGreevy, President and CEO of the Beer Institute. “The ‘Beers To That’ campaign celebrates beer and reminds adults of legal drinking age why they should choose a beer to quench their thirst.”

“Beer is both unique and ubiquitous at the same time. It brings people together and has always been part of life’s little moments and big celebrations. ‘Beers To That’ reminds us why beer is so special,” said Craig Purser, President and CEO of the National Beer Wholesalers Association. “The Beer Growth Initiative is exciting because for the first time distributors and brewers, as well as competitors, are working together to grow the overall beer category.”

“Beer is America’s Beverage, and the Brewers Association is pleased to support the ‘Beers To That’ campaign and programs that stimulate growth of the overall beer category,” said Bob Pease, President and CEO of the Brewers Association. “‘Beers To That’ celebrates both the universal appeal and diversity of beer and rekindles the reasons why beer is the ideal alcohol beverage choice for adults of legal drinking age, no matter the occasion or celebration.”

Inspired by Austin’s thriving artist community, the Beer Growth Initiative will also unveil four unique “Beers To That” murals created by local artists. The week of September 16-20 artists Jason Eatherly, Mike Johnston, Phoebe Joynt and Zuzu will unveil their interpretation of life’s celebratory moments perfect for pairing with a beer. Adults of legal drinking age are encouraged to celebrate the moments that make their life more fun on their social media channels using the #BeersToThat hashtag.

According to Gallup, beer is the most popular alcohol beverage in the United States and has been for decades. This campaign aims to ensure that Americans continue to see beer as the perfect social complement to many of life's occasions.

Visit the "Beers To That" site at [BeersToThat.com](https://www.beerstothat.com) and follow the campaign on social media:

- Instagram: <https://www.instagram.com/beerstothat/>
- Facebook: <https://www.facebook.com/beerstothat/>
- Youtube: https://www.youtube.com/channel/UCyBXzxcg0TTrU_odHMpZm4Fw

About the Beer Institute

The Beer Institute is a national trade association for the American brewing industry, representing brewers of all sizes, as well as beer importers and industry suppliers. First founded in 1862 as the U.S. Brewers Association, the Beer Institute is committed today to the development of sound public policy and to the values of civic duty and personal responsibility. For additional updates from the Beer Institute, visit our website, follow @BeerInstitute on Twitter, like the Beer Institute on Facebook, and follow the Beer Institute on Instagram.

About the National Beer Wholesalers Association

The [National Beer Wholesalers Association](#) (NBWA) represents America's **3,000 independent beer distributors** with operations in every state, congressional district and media market across the country. Licensed at the federal and state levels, beer distributors get bottles, cans, cases and kegs from a brewer or importer to stores, restaurants and other licensed retail accounts through a transparent and accountable regulatory system. Distributors build brands of all sizes — from familiar domestic beers to new startup labels and imports from around the world – and generate enormous consumer choice while supporting **141,000 quality jobs** in their home communities. Beer distributors work locally to keep communities safe by sponsoring programs to promote responsible consumption, combat drunk driving and work to eliminate underage drinking.

About the Brewers Association

The Brewers Association (BA) is the not-for-profit trade association dedicated to **small and independent** American brewers, their beers and the community of brewing enthusiasts. The BA represents 5,000-plus U.S. breweries. The BA's **independent craft brewer seal** is a widely adopted symbol that differentiates beers by small and independent craft brewers. The BA organizes events including the **World Beer Cup®**, **Great American Beer Festival®**, **Craft Brewers Conference® & BrewExpo America®**, **SAVOR™: An American Craft Beer & Food Experience**, **Homebrew Con™**, **National Homebrew Competition** and **American Craft Beer Week®**. The BA publishes *The New Brewer®* magazine, and **Brewers Publications®** is the leading publisher of brewing literature in the U.S. Beer lovers are invited to learn more about the dynamic world of craft beer at **CraftBeer.com®** and about homebrewing via the BA's **American Homebrewers Association®** and the free **Brew Guru®** mobile app. Follow us on **Facebook**, **Twitter** and **Instagram**.