

Beer Business Daily

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"Beer Growth Initiative Kicks Off In Austin"

By: Beer Business Daily

It's been a long time coming, but the "Beer Growth Initiative", a collaborative effort from the Beer Institute, the National Beer Wholesalers Association, and the Brewers Association (and facilitated by Tamarron Consulting) to increase beer's coolness factor among young LDA adults, was unveiled in Austin last night. As you know, the ash heap is piled high with previous, short-lived, ill-fated efforts (Bob Lachky call your office) that never got off the ground.

The pilot in Austin -- with cooperation from local distributors Brown Distributing, Capitol Wright Distributing and Ben E. Keith -- included a tour of the market with a series of painted murals on buildings around town by local artists, all tagged prominently with the hashtag #beerstothat. (Check out our Twitter and Instagram accounts @beerbizdaily for pics).

We also hit a couple of on premise accounts in the hip and cool Rainey Street area where the POS was featured.

Your editor was given access to a behind the scenes market tour that demonstrates what distributors and brewers can do when they check their differences and collaborate.

The program includes POS in on and Off-premise accounts (including major grocery retailer HEB, which typically doesn't allow POS), with the hashtag.

The night ended at posh club Pershing in East Austin, with curated beer experiences featuring national and local beers, and flooded with local young influencers to give it cache. (Your editor felt old as dirt).

Guests were treated to a number of concepts where beer was presented in ways familiar and in ways where the consumer doesn't always think of it:

- Flights of beer
- Beer with great food
- Beer as a brunch feature
- Beer with old timey movies
- Beer with vinyl records.
- Beer with music (live music and dj's)
- Beer as mixology/beer tails (paging Norman Adami)

Folks from most major suppliers were there including Constellation Beer CCO Bruce Jacobson and A-B's VP of comms Jenn Morris as well as a number of Texas distributor leaders.

Additionally association leaders including Michael Schilleci, Craig Purser and Kim McKinnish from NBWA, Jim McGreevy of the BI, and Paul Gatza from the BA.

Will it move more beer?

That remains to be seen, but at least it doesn't hurt. There seemed to be a lot of great ideas that distributors and brewers can export. And for the first time we can recall, somebody seems to be serious about leadership in the beer industry.

#beerstothat