



Pennsylvania Craft Beer Month 2019

Celebrating PA's Craft Breweries Toolkit
September 2019 | #PursueYourHoppiness



This September we're raising a glass to say "Cheers!" to our craft beer industry.

Pennsylvania's beer history is legendary. In fact, we've been brewing beer since the 1600s, so we know a thing or two about what makes a good brew and the hardworking entrepreneurs who brought it to life. PA's first craft beer was made from mostly molasses with sassafras or pine infused into it — a tolerable drink from what we've read. (We'll take their word for it!)

Craft brewing continues to be big business in Pennsylvania. Since 2011, the number of operating craft breweries has grown by more than 300 percent! All the more reason to celebrate the industry's diversity, innovation, economic impact, and role in revitalization and community-building across the commonwealth.

In fact, what other state can lay claim to have the oldest operating brewery in the United States and still be family owned and operated? None can. 😊

Whether you're a hop-head or a blonde-ale aficionado, there is a beer for you and a reason to celebrate Pennsylvania's craft beer scene. **#PursueYourHoppiness**

CRAFT BEER INDUSTRY AT A GLANCE

Craft breweries are pouring more than just beer into Pennsylvania's economy. Here's their impact by the numbers and how we compare with the rest of the nation.

Pennsylvania's Craft Beer Sales & Production Statistics

as reported by the [Brewers Association](#) | August 6, 2019

Economic Impact *data from 2017

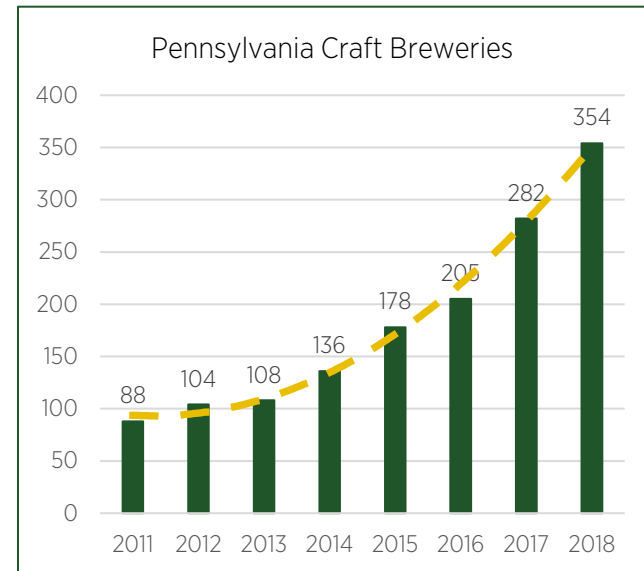
- **\$5.78 million** in economic impact (2nd)
- **10,000+** employees
- **\$615.66** impact per capita (4th)

Craft Beer Production in 2018

- **3.71 million** barrels of craft beer produced annually (1st)
- **11.7 gallons** per 21+ adult (4th)

Pennsylvania Craft Breweries in 2018

- **354** craft breweries (6th)
- **3.6 breweries per capita** [per 100,000 21+ adults] (ranks 21st)



HELP US SPREAD THE WORD

Here's how you can tap into the #PursueYourHoppiness celebration:

- Using the hashtag: #PursueYourHoppiness
- Sharing our dedicated logo
- Posting on Twitter, Facebook, LinkedIn or Instagram
- Sharing our social media banners
- Visit and share our Pursue Your Hoppiness webpage: visitPA.com/beer

LOGO

The logo is available for download at <http://ow.ly/IPDj50vLjqy>



SOCIAL MEDIA

Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for all of you to share your craft beer ideas with us using the hashtag #PursueYourHoppiness.

DCED's Social Media Channels



@PADCEDnews twitter.com/PAdcednews
@visitPA twitter.com/visitPA
@DCEDSecretary twitter.com/DCEDSecretary



@visit_pa [instagram.com/visit_PA](https://www.instagram.com/visit_PA)



@PADCED [facebook.com/PADCED](https://www.facebook.com/PADCED)
@visitPA [facebook.com/visitPA](https://www.facebook.com/visitPA)



@Pennsylvania-Department-of-Community-&-Economic-Development
<https://www.linkedin.com/company/pennsylvania-department-of-community-&-economic-development/>

Other Useful Handles



The Pennsylvania Brewers Association: [@BrewersofPA](https://twitter.com/BrewersofPA)

#PursueYourHoppiness

Sample Social Media Posts

Twitter

- 🍷 Cheers to September Craft Beer Month in Pennsylvania! This month we are celebrating our state's legacy in craft beer and the amazing growth that it has seen — growing by more than 300% since 2011. 🤖 Learn more: visitPA.com/beer #PursueYourHoppiness
 - In #Pennsylvania, beer is big business. In fact, we make enough beer to provide every 21+ adult with nearly 12 gallons of suds! 🤖 Now that's a lot of beer. 🍷 Learn more: visitPA.com/beer #PursueYourHoppiness
 - #Pennsylvania has a long-standing history in craft beer brewing – dating back to the 1600s! With more than 350 breweries across the state, we have the variety and the finest craft brews to quench your thirst 🍷. Learn more: visitPA.com/beer #PursueYourHoppiness
 - - ✓ 354 Craft Breweries
 - ✓ 3.7M+ in craft beer production
 - ✓ #1 state for the most @untappd check-ins
- #Pennsylvania's craft beer scene continues to be legendary. ✨ Learn more: visitPA.com/beer #PursueYourHoppiness

Facebook

- This month we celebrate BEER — craft beer. 🍷 Ranking 1st in the country for production with more than 350 breweries across the state, I would say that gives us something to brag about. Learn more about Craft Beer Month in PA: visitPA.com/beer #PursueYourHoppiness
- 🤖 Trivia Time 🤖: Can you guess which state produces the most craft beer 🍷 in the nation? Find out: visitPA.com/beer #PursueYourHoppiness
- #Pennsylvania is home 🏠 to “America's Oldest Brewery.” Can you name the brewery? Find out: <http://ow.ly/jqD750vLhPc> #PursueYourHoppiness
- Pennsylvania's brewers are preserving main streets, renovating unique architecture, and collaborating with local businesses around the state. They continue to push the envelope when it comes to innovation, imagination, and can-do spirit. Learn more: <http://ow.ly/QFNf50vwCdB> #PursueYourHoppiness

LinkedIn

- ATTN beer lovers 🍷: Craft Beer Month officially kicks off on Sept. 1. We invite you to #PursueYourHoppiness at one of our more than 350 breweries across the state: visitPA.com/beer
- #Pennsylvania has a long history in craft beer brewing that dates back to colonial days. In fact, George Washington made beer for his soldiers on the battlefields of Valley Forge. Now with more than 350 breweries across PA, I'd say we know a thing or two about what makes a good brew. 🍷 visitPA.com/beer #PursueYourHoppiness
- In #Pennsylvania craft beer is big business. It pumps nearly \$6M into our economy and employs more than 10,000 Pennsylvanians across the state. So, raise a glass and cheers to Craft Beer Month in PA! 🍷 Learn more: visitPA.com/beer #PursueYourHoppiness
- ✓ 354 craft breweries
✓ #1 in craft beer production
#Pennsylvania's craft beer scene continues to be legendary. ✨ Learn more: visitPA.com/beer #PursueYourHoppiness

Instagram

- 🍷 Cheers to September Craft Beer Month in #Pennsylvania! Show us your favorite PA craft brew by using the hashtag #PursueYourHoppiness! 😊 visitPA.com/beer
- I like my water with barley and hops. 🍷 See what I did there? Cheers to Craft Beer Month in #Pennsylvania. How will you be celebrating? #PursueYourHoppiness visitPA.com/beer
- #Pennsylvania is no stranger to craft beer brewing — we've been doing it since the 1600s! Using the hashtag #PursueYourHoppiness, tell us who your favorite PA craft brewer is. 🍷 visitPA.com/beer
- 🍷 Cheers to Craft Beer Month in #Pennsylvania. Show us how you will celebrate by using the #PursueYourHoppiness hashtag. visitPA.com/beer

SOCIAL MEDIA BANNERS

Download the hi-res versions of these banners for Twitter, Facebook, LinkedIn, and Instagram at: <http://ow.ly/IPDi50vLiqv>

