



Charlotte Craft Beer Week
October 21st - 30th, 2022

Dear Charlotte Craft Beer Establishments,

We're happy to announce that Charlotte Craft Beer Week is back for 2022! October is officially North Carolina Beer Month, and we can't imagine any other way to celebrate it than with the return of the original Charlotte Craft Beer Week.

Please join us Oct 21st - Oct 30th 2022 in celebrating the rich and diverse craft beer and cider culture here in Charlotte and the surrounding communities. Participation is open to all Breweries, Cideries, Craft Beer and Bottle Shops/Taprooms, Restaurants and Beer Clubs around the Charlotte area.

To sign up to participate in Charlotte Craft Beer Week please visit CharlotteCraftBeerWeek.com.

Here is a rundown of the week. (Bold Days are for establishments to plan their own events. Unbold Days are Anchor Events for the week)

Friday October 21st - Private Media Night

- Private Event where the local media, social media influences, beer buyers and beer enthusiasts get the chance to mingle with the CCBW planning committee to learn all about CCBW, with the chance to announce special events and release images and details about the week.
- This is the only event not advertised to the public.

Saturday October 22nd and Sunday October 23rd - Community Weekend

- **Take some time to feature your community and the people who support you.**
- **Each establishment to host their own event, here are some ideas:**
 - **Host a fundraising event for a charity.**
 - **Brew a cause - specific beer**
 - **Host a neighborhood clean-up.**
 - **Dedicate a special charity tap.**

Monday October 24th and Tuesday October 25th

- **Let's talk about beer! These days are for beer-centric events to help educate and enlighten.**
- **Each establishment to host their own event, here are some ideas:**
 - **Host a Beer & ____ Pairing.**
 - **Host a Beer Education Class**
 - **Release "Dueling" Beers (Same base, different yeast/hops)**
 - **Release a SMASH beer (Talk about flavors from ingredients)**

Wednesday October 25th - Safe Spaces Job Fair - Resident Culture Plaza Midwood

- This event has been canceled for this year, and will be rescheduled for next year.

Thursday October 27th and Friday October 28th - Collaboration Beer Release Days

- **Why can't we be friends? Join forces these days to make some magic.**
- **Plan collaboration beers to be released on these days**
- **Each establishment to host their own event, here are some ideas:**
 - **Team Up for a Collab Brew Day**
 - **Partner With Non-Brewery Friends**
 - **Brew A Unique [Brave Noise](#) One-Off**
 - **Make Some New Brewery Friends**

Friday October 28th - Bad Review Night

- We all get our fair share of them, sometimes valid, often not, but most of the time they come off as hilarious given enough time.
- Join a few of your favorite local brewers and breweries as we walk down memory lane of the fascinating things people post online when they've been hurt by the big bad CLT beer scene.
- **Event Details**
 - Location: Free Range Noda
 - Time: 6pm
 - Free Entry

Saturday October 29th - LoSo Halloween Crawl

- Get Spooky! Grab your best Halloween costume for a day full of Halloween festivities in the Lower Southend Neighborhood
- **Date:** Saturday, October 29th, 2022
- **Time:** 12-6pm
- **Locations:**
- Brewers At 4001 Yancey, Protagonist LoSo, Gilde, Lower Left Brewing, The Olde Mecklenburg Brewery, Red Clay Ciderworks, Weathered Souls Charlotte, Sugar Creek Brewing

Saturday October 29th and Sunday October 30th - Entertainment Weekend

- **Craft Beer is an art, and we are a part of a vast creative community in Charlotte, so let's support each other.**
- **Each establishment to host their own event, here are some ideas:**
 - **Host Live Music**
 - **Host an Art Show**
 - **Host a Market**
 - **Karaoke Night**
 - **Comedy Night**
 - **Brewery Scavenger Hunt**

Social Media Information

Website: charlottecraftbeerweek.com

IG handle: @CLTCraftBeerWeek

Twitter: @CharlotteBeerWk

Facebook: @CharlotteCraftBeerWeek

#CLTCraftBeerWeek #CCBW2022

Event Submission

- To sign up to participate in Charlotte Craft Beer Week please visit CharlotteCraftBeerWeek.com.
- When you sign up, we will add your logo and link to an event's page to the website. We will not be listing individual events - for the number of events will be too large to keep up with.
- Please ensure that you event's page is up to date with your CCBW events
- When you post your events to social media, please tag @CLTcraftbeerweek on IG, and use #CLTcraftbeerweek, we will be sure to re-share those events on our social media pages to the best of our ability.
- When you sign up, we will send you a social media packet to use.

Other

- **Coming soon:** a printed guide of CCBW events and information for participating establishments.
- **Flyers:** for your taprooms/restaurants.
- **Anchor Events:** social media event posting and more details.

Your Next Steps

- **Sign Up** [Here](#)
- **Start Planning Your Charlotte Craft Beer Week Events!**

Best Regards,

The Charlotte Craft Beer Week Planning Committee,

General Questions/Job Fair: Rachael Hudson: rachael@pilotbrewing.us

Branding/ Social Media/ LoSo Halloween Crawl: Tim Rufenacht: tr@protagonistbeer.com

Marketing: Gavin Toth: gavin@divinebarrel.com

Bad Review Night: Melissa Johnston: melissabruno138@gmail.com

