



SOP: MEDIA BEER SAMPLES

CONSIDERATIONS FOR SAMPLE REQUESTS

Is the beer packaged?

Publications that are printed, especially less often such as monthly or quarterly, sometimes only cover packaged beers. These publications stay on shelves longer, so consider how long your beer will be available before submitting.

Where is the beer distributed?

If the beer has tasting room-only, limited distribution, or distribution specific to certain areas, consider where the publication is created and where its audience lives before shipping beer.

Does this journalist or publication have an audience that is relevant to my beer, my brand, and my distribution footprint?

There's no harm in asking for circulation or readership specs before sending.



BEST PRACTICES

Keep a List.

If sending beer samples is a regular part of your PR strategy, make a list of target or goal publications and make sure those journalists receive samples on a regular basis. Recommended 5-10 journalists or publications for this goal list.

Keep it Fresh.

Send beer samples at the beginning of the week and after holidays to avoid beer sitting in warm storage. Ensure the beer arrives in good shape, too— there's never too much bubble wrap in a beer shipment.

Keep it Clear.

Make sure the publication knows who sent the beer, what it should taste like, and who to contact with follow up questions. Include your business card and a sell sheet in the package. Upland Brewing includes handwritten brewery postcards with their samples, and Creature Comforts Brewing Company goes so far as to send stickers and other swag in their packages.

Keep it In-House (if you can).

Shipping beer can get expensive, and once it leaves the brewery its freshness and serving standards are out of your control. Especially if your distribution footprint is a local one, invite journalists to come taste the beer in-house, at the temperature and in the glassware the brewer(s) intended.



NEED MORE INSIGHT ON BEER SAMPLING, OR BREWERY PUBLIC RELATIONS?

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