



THE ILLINOIS CRAFT BREWERS GUILD'S

CERTIFIED DRINK ILLINOIS
CRAFTED COMMUNITY



FOR MORE INFO
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WHAT IS THE ILLINOIS CRAFT BREWERS GUILD (ICBG)?

ICBG is a nonprofit organization that represents and supports the craft brewing industry in Illinois. It was founded in 1997 to promote and protect the interests of independent craft breweries in the state. The Guild provides promotion, education, advocacy, resources, and networking opportunities for its members, which include breweries, brewpubs, and industry partners.

WHY CRAFT BEER TOURISM?

- \$3B+ Annual economic impact from craft beer in Illinois
- 300 Craft breweries in Illinois
- 16,000+ Full time jobs supported by the Illinois craft brewing industry
- Illinois' ranks 20th in breweries per capita meaning there is significant room for growth
- 80% Of travelers research food and drink before visiting a destination
- 70% Of travelers base destination choices on food and drink
- 77% Of millennials seek unique food and drink experiences

PROGRAM SUMMARY

The Illinois Craft Brewers Guild proudly introduces the Drink Illinois Crafted Community program, an initiative designed to solidify Illinois as a national leader in craft beer tourism and related economic growth. With over \$3 billion in annual economic impact, the Illinois craft beer industry is a powerful driver of tourism, local business development, and community engagement. Now is the time to harness this momentum for your destination!

WHICH CRAFTED COMMUNITY ARE YOU?

EMERGING BREWSCAPES

For communities new to craft beer, looking to attract their first brewery and stimulate economic growth.

- Interest in attracting a craft brewery
- Suitable real estate and infrastructure for brewery operations
- Local government support and streamlined permitting
- Active engagement with economic development agencies

CRAFT BEER DESTINATIONS

For established communities with at least one brewery, looking to enhance their connection to a broader craft beer market and amplify their marketing efforts.

- At least one successful craft brewery in the community
- Continued local government support and transparent permitting
- Active involvement with economic development agencies
- Breweries featured in CVB/DMO marketing efforts

PARTICIPANT BENEFITS

Statewide Recognition – Your community will be featured as an official Illinois Crafted Community in statewide tourism marketing campaigns.

Cross-Platform Promotion – Gain visibility across Illinois Craft Brewers Guild social media, events, and digital channels (1.7B+ annual impressions, 270+ earned media stories in 2024).

Magazine Listings – Quarterly features in "Illinois Brewing" magazine (22,000+ readers statewide each quarter).

Website Directory – Inclusion in the Illinois Crafted Community destinations directory on www.illinoisbeer.org.

Event Promotion – Opportunity to showcase your events and "beverage trails" to a wider craft beer audience while unlocking access to more member breweries to participate in local craft beer events.

Exclusive Networking – Connect directly with industry professionals to attract new business to your community.

Performance Tracking – Receive digital reports on impressions and clicks to measure ROI on our collaborative promotional efforts.

Marketing Resources – Gain access to ready-to-use promotional materials, including a press release template, city council resolution, social media calendar, and print-on-demand signage.