



BECOME AN INDUSTRY PARTNER
Support beer communication & education



The British Guild of Beer Writers exists to support those who inform, entertain and educate people about beer and cider.

Our 300-strong membership is made up of journalists, authors, broadcasters, market commentators, researchers, trainers, brewers, PR and marketing teams, photographers, bloggers, podcasters and others, making it **the most influential and knowledgeable resource for beer and cider in the world.**

Between us, our Guild members produce millions of words and tens of thousands of images and videos each year, with these appearing daily in national, regional and trade publications, as well as social media like Youtube and podcast platforms. Many of our members also work for companies within the industry, creating content for company brochures, in press releases, on websites and everywhere else beer, cider and pubs are being talked about. Most of our members are based in Britain, but we have an international reach and growing representation from abroad.

Without a doubt, our members are key influencers within the beer, cider, brewing and hospitality sectors. They are the first port of call for anyone needing expert opinion, articles or communications support on beer, cider and pubs.

But becoming an industry partner is not just about reaching its members. **There has never been a more important time to have a well-funded writers and communication guild in the brewing industry,** nor could it be more vital that businesses support those who choose to make a living championing beer, cider, breweries and pubs.

GUILD FACTS

43% of Guild Members are published in mainstream media

23% have authored a book on beer or cider

The majority have been writing about beer for **4+ years**, making them experts in the field

More than half have been members of the Guild for over a decade

(BGBW Membership Survey 2020/21)





MEMBERSHIP BENEFITS

Membership of the Guild has a wealth of benefits for companies. This includes everything from free training and mentorship of your employees, to being part of iconic annual events like our dinner. All of this comes with the invaluable opportunity to engage with our talented and influential members.

FREE TRAINING SESSIONS

As an industry partner you and your employees have access to our free training sessions, held at least quarterly. Topics cover everything from writing skills and how to publish a book, to beer and cider tasting, marketing, photography and more. In additional, all sessions are recorded and you get access to our back catalogue.

We welcome input from our industry partners too, so if you have an idea, please get in touch. We can also offer bespoke training and mentoring sessions for your team, hosted by our award-winning journalists and authors.

FREE MENTORSHIP SCHEME

Run annually, our mentorship scheme connects members looking to widen their skills or complete a project with an experienced mentor from the Guild. This can be anything from improving technical knowledge to polishing a book pitch. Over six weeks they work together to achieve their goal, facilitated and paid for by the guild.



Fuller's is proud to be an industry partner of the Guild and we enjoy having the opportunity to work more closely with the writers and communicators about pubs and beer. Communicating, marketing and educating about our industry is at the heart of what we do and the members of the British Guild of Beer Writers are central to this."

- FULLER'S





CONNECTING WITH INFLUENCERS

As a partner you can connect with our 300 influential communicators easily. Whether it's via our website, our online forum, or an event, being a member gives you unparalleled access to the most important thinkers, researchers, writers and broadcasters in the industry – as well as networking opportunities with other industry partners.

OUR VALUABLE NEWSLETTERS

We send out daily e-news to all of our members, comprised of the most recent industry news (as a member you can also submit news to this). We also send several monthly newsletters – the guild newsletter written by our chair and our secretary; a round-up of the best member-produced content; and a curated newsletter of academic articles on our industry.

INCREASE YOUR PROFILE

As an industry partner, you are invited to publicise your company more formally, through sponsoring events, bars and awards. We regularly run training events and socials where you can offer samples, venues or expertise to help reach your intended audience.

ADVERTISING

As an industry partner your company will be listed online as a supporter of the Guild. There are further opportunities too, for any company interested in promoting their brand or message through advertising space on our website.



The Guild has
5,800
followers on X (formerly Twitter)
@Britbeerwriters

22% of Guild
members are Accredited
Beer Sommeliers

10% are Cicerones

32% hold recognised
writing and journalistic
qualifications

33% of members
are interested in sharing
ideas and working
with brands

*(BGBW Membership Survey
2020/21)*





ANNUAL AWARDS AND DINNER

Our annual awards dinner is renowned for bringing our industry together, offering a chance to celebrate our industry and achievements at the end of every year as well as to connect with old friends and colleagues.

The Guild's awards dinner is not just another trade dinner – it's small enough to allow everyone to network successfully and large enough for you to meet new and relevant industry people. As an industry partner, you may book a table of 10, sponsor an award and make the evening your own, perhaps using it as a way to get your PR and media teams closer to key journalists and commentators. There is plenty of opportunity to build greater awareness of your brand through our awards too. If you'd like to find out more, speak to any of our directors or secretary.

GUILD SUMMER PARTY

Traditionally held the night before the Great British Beer Festival or London Craft Beer Festival, we seize on the opportunity of many members being in the same place to host a party supported by our industry partners. It's a chance to put your beers in front of guild members free of charge, and to connect with them in a relaxed and social setting.





MEMBERSHIP CATEGORIES

COMPANIES AND AGENCIES

(PRODUCERS, PUBS AND PUB COMPANIES, DISTRIBUTORS, OFF-TRADE RETAILERS, SUPPLIERS, COMMS, MARKETING, PR, PUBLIC AFFAIRS)

- Small up to 50 employees **£300+VAT**
- Medium 51-200 employees **£480+VAT**
- Large Over 200 employees **£720+VAT**

PUBLISHING & PRODUCTION COMPANIES **£300+VAT**

REASONS TO JOIN

- Supporting and being part of the UK's independent beer and cider media
- Access to free training for all your employees
- Access to our annual mentorship scheme
- Connecting with and building relationships with influential writers and broadcasters
- Opportunity to educate and train members
- Putting your brand in front of the industry
- Access to networking events
- A say on how the guild is run

HOW TO JOIN

email: secretary@beerguild.co.uk



**TO DISCUSS YOUR
CORPORATE MEMBERSHIP,
TALK TO THE GUILD BOARD
MEMBERS OR SECRETARY**

**BRITISH GUILD
OF BEER WRITERS'
DIRECTORS**



**BRITISH GUILD OF BEER WRITERS'
SECRETARY
MIKE HAMPSHIRE**
secretary@beerguild.co.uk

JOIN US ONLINE:

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www.beerguild.co.uk



**THE BRITISH
GUILD OF
BEER WRITERS**