



THE BRITISH
GUILD OF
BEER WRITERS



CORPORATE MEMBERSHIP
2022/23

ABOUT THE GUILD



The British Guild of Beer Writers exists to inform, entertain and educate people about beer and the places where beer is served best, the great British pub.

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 who all share a passion for great beer and for the people who make and sell it.

Between us, Guild members produce millions of words and tens of thousands of images each year, with these appearing daily in national, regional and trade media, on podcasts, blogs, company brochures, in press releases, on websites and everywhere else beer and pubs are being communicated about.

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

Most of our members are based in Britain, but we have an international reach and growing representation from abroad.

If your company shares our passion for great beer and pubs, then join us. You are probably in touch with one of our members on a regular basis already, but we would love to welcome your business into the heart of our association, as a corporate member. Your support will be hugely appreciated and allows us to ever-increase the level of member benefits available.

GUILD FACTS

43% of Guild Members are published in mainstream media

23% have authored a book on beer

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 will provide your company with exciting opportunities to get involved with our events, engage with our membership and be part of a pro-active and passionate organisation that is evolving and looking to promote brilliant communication about beer and pubs.

GET YOUR NEWS OUT THERE

Make sure your company's news and updates are reaching the premier beer writers across the country. The Guild is made up of over 300 beer writers, photographers, podcasters, communicators and enthusiasts. As a Corporate Member, you are invited to submit news and updates for our daily newsletter which goes straight to the inbox of our members each morning. Most stories are reproduced on our Twitter page, which has c5,000 followers, giving you an even greater audience of beer and pub aficionados. Give us a follow today and tag *@Britbeerwriters* next time you post about beer or pub news!

INCREASE YOUR PROFILE

As a corporate member, you are invited to publicise your company more formally, through sponsoring events, beer bars and awards. You will also be offered the opportunity to advertise within our annual yearbook, which lists all our members and is shared across the membership and into the wider industry [each year].



Fuller's is proud to be a corporate member 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 DIRECTOR OF
MARKETING, JANE JONES**





KEEP ABREAST OF INDUSTRY TRENDS

Our regular social media and newsletter updates will help you as a company keep abreast of industry news without having to comb the papers every morning. Make sure you have your ear to the ground when it comes to key developments and changes taking place in the beer world.

KNOW YOUR AUDIENCE

Get to know those beer writers you depend on for coverage. Alongside our annual yearbook, which helps you identify the best writer for a particular story, the Guild also runs several networking and training events throughout the year, including our awards dinner gala event and summer party. These are a great way to get to know top beer writers in the UK.

PLUS, THE GUILD OFFERS:

TRAINING

You and members of your organisation will be invited to take part in our regular training sessions. Topics cover everything from writing skills and how to publish a book, to beer tasting, marketing, photography and more.

We welcome input from our corporate members 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.



The Guild has
5,000
followers on Twitter
@Britbeerwriters

22% of Guild
members are Accredited
Beer Sommeliers

10% are Cicerones

32% hold recognised
writing and journalistic
qualifications

*(BGBW Membership Survey
2020/21)*





SUPPORT

Our mentoring scheme brings people together, with our experts providing guidance and advice to support a young person or someone just starting out in our industry.

SEMINARS, TALKS AND TASTINGS

We host a variety of both online and in-person seminars and informal talks, where we tackle some of the biggest and most interesting topics affecting our industry today. These events offer insight into the markets, facilitate debate among the experts, encourage thought provoking and, at times, controversial discussions – all with the goal of educating, exploring and broadening our understanding of beer and the industry at large.

YEARBOOK

As a corporate member your company will be listed in our yearbook and 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 within the printed guide.



33% of our members are interested in sharing ideas and working collaboratively

(BGBW Membership Survey 2020/21)





ANNUAL AWARDS AND DINNER

Our annual awards dinner is renowned for bringing our industry together and for creating a convivial event where award-winning journalists happily sup beer, chat and mingle with guests.

As a corporate member, 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.

It is also an evening where the magnificence of great beer is celebrated and appreciated, with each course having been expertly matched to a beer by our leading food and beer experts – and we guarantee the matchings will spark a lively conversation among your colleagues and guests at your table.

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, interesting and relevant industry people. Plus, there is plenty of great beer on tap.

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.

PRE-GBBF PARTY

Held on the evening before the Great British Beer Festival, this is another highlight of our calendar. Join the Guild and put the date in the diary. Look forward to seeing you there!





MEMBERSHIP CATEGORIES

COMPANIES (BREWERIES, PUBCOS, DISTRIBUTORS, OFF TRADE RETAILERS, SUPPLIERS)

- Small up to 50 employees **£250**
- Medium 51-200 employees **£350**
- Large Over 200 employees **£500**

TRADE ASSOCIATIONS **£250**

PUBLISHING & PRODUCTION COMPANIES **£200**

AGENCIES (COMMS, MARKETING, PR, PUBLIC AFFAIRS)

- Small up to 50 employees **£250**
- Medium 51-200 employees **£350**
- Large Over 200 employees **£500**

REASONS TO JOIN

- Building relationships with key influencers
- Making your voice heard
- Providing exposure for your company
- Offering specialist insight
- Being part of the conversation
- Offering speakers from your company
- Getting access to some excellent networking opportunities
- Benefitting from specialist training
- Providing your viewpoint
- Showcasing your brand
- Sharing ideas
- Hosting events & training

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



MEET THE MEMBERS OF OUR BOARD,

from left: Pete Brown, Paul Nunny, David Jesudason, Emma Inch (Chair), Jacopo Mazzeo, Neil Walker, Kate Oppenheim, Katie Wiles and Natalya Watson (Secretary)



**BRITISH GUILD OF BEER WRITERS'
SECRETARY
NATALYA WATSON**
secretary@beerguild.co.uk

JOIN US ON SOCIAL MEDIA:



@BritBeerWriters

www.beerguild.co.uk



THE BRITISH
GUILD OF
BEER WRITERS