

Here are some Minnesota-specific, practical ways liquor stores can **sell more beer while celebrating Minnesota Beer Day**:

1. Highlight Minnesota Craft Breweries

- **Local Tap Takeovers (in-store or nearby bars):** Partner with Minnesota craft brewers (Surly, Summit, Schell's, Castle Danger, Bent Paddle, etc.) for beer features, tastings, or "meet the brewer" sessions.
 - **Curated MN Beer Six-Packs:** Let customers "build your own six-pack" featuring only Minnesota beers. Add a small discount to encourage trial.
 - **Spotlight Rural Breweries:** Feature limited releases from outstate breweries that customers may not normally see in metro stores.
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2. Create Community-Focused Promotions

- **"Buy Local, Support Local" Messaging:** Emphasize that purchasing Minnesota beer supports Minnesota jobs, farmers (barley/hops), and communities.
 - **Charity Tie-In:** Donate \$1 from every Minnesota beer 12-pack sold that day to a local nonprofit.
 - **Beer Day Passport:** Partner with nearby liquor stores or bars to create a stamp card—shoppers who collect multiple "Minnesota Beer Day" stamps can win prizes.
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3. Leverage Statewide Pride

- **Minnesota Beer Map Display:** Show a map of Minnesota with pins for all breweries represented in your store.
 - **Sports Tie-In:** Align Minnesota Beer Day with Gophers, Vikings, Twins, Timberwolves, or Wild branding ("Toast Minnesota Teams with Minnesota Beer").
 - **Northwoods & Lake Themes:** Decorate with Minnesota icons—lakes, loons, Paul Bunyan—for a fun, recognizable vibe.
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4. In-Store Engagement

- **Trivia & Giveaways:** Minnesota beer trivia questions with prizes like branded glassware, growlers, or local merch.
 - **Sampling Safely:** If permitted by law, offer small tastings of Minnesota beers.
 - **Exclusive Discounts:** Offer “Minnesota Beer Day pricing” (e.g., 10% off MN beer).
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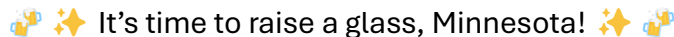

5. Extend Beyond the Day


- **Seasonal Rotations:** Launch a “Minnesota Beer of the Month” following Beer Day.
- **Loyalty Punch Cards:** After Beer Day, reward customers who continue buying Minnesota beer (buy 10, get 1 free).
- **Cross-Promotions:** Partner with local restaurants or food producers (cheese curds, walleye snacks, hotdishes) for bundle deals.

Social Media Post Options

1. Festive & Fun

Facebook / Instagram

 It's time to raise a glass, Minnesota! 

Celebrate **Minnesota Beer Day** with us! Stop in for local craft beer features, special discounts, and a true taste of Minnesota pride. From the North Shore to the Twin Cities, discover the best brews our state has to offer. 

 Today only: Minnesota Beer Day specials in-store!

 [Store Name] – [City]

#MinnesotaBeerDay #DrinkLocalMN #CraftBeer

2. Community Support Angle

Facebook

When you buy Minnesota beer, you're not just enjoying a great brew – you're supporting local jobs, farmers, and communities. 🌱🍺

This **Minnesota Beer Day**, a portion of every local beer purchase goes right back into our community. Join us in raising a glass to Minnesota pride!

👏 Support local. Drink local. Celebrate Minnesota Beer Day.
#DrinkLocalMN #MinnesotaPride #MinnesotaBeerDay

3. Sports Tie-In

X / Instagram

🏈⚾️🏀 From the Wild to the Twins, Gophers to the Wolves—Minnesota teams deserve Minnesota beer.

Celebrate **#MinnesotaBeerDay** with local brews that are as bold as our fans. Stop by [Store Name] today for one-day specials! 🍺
#DrinkLocalMN #CraftBeer

4. Interactive Trivia

Instagram Stories / Facebook Post

🎉 Test your Minnesota beer knowledge! 🎉

Q: What's the oldest brewery still operating in Minnesota? 🍺
(We'll reveal the answer in-store on **Minnesota Beer Day**!)

Come in for trivia, giveaways, and of course—plenty of Minnesota beer!

📍 [Store Name]
#MinnesotaBeerDay #MinnesotaTrivia #DrinkLocal

5. Visual Countdown Style

Facebook / Instagram (before the event)

📅 Countdown is on! Only [X Days] until **Minnesota Beer Day** 🎉
Get ready for:

- ✓ Local brewery features
- ✓ Special discounts
- ✓ Beer trivia & giveaways
- ✓ A chance to celebrate Minnesota pride

Save the date & join us at [Store Name]! 🍻

#MinnesotaBeerDay #DrinkLocalMN #CraftBeer