

Here are some practical, Minnesota-specific ways bars can both **sell more beer** and **celebrate Minnesota Beer Day**:

1. Highlight Minnesota Breweries

- **Tap Takeovers:** Dedicate your taps to Minnesota craft breweries for the day (Surly, Bent Paddle, Castle Danger, Schell's, Lift Bridge, etc.).
 - **Sampler Flights:** Offer special flights featuring a mix of Minnesota-made lagers, IPAs, sours, and seasonal releases.
 - **Limited Releases:** Partner with a local brewery for a one-day collaboration or small-batch keg.
-

2. Themed Promotions

- **Happy Hour Specials:** Discounted Minnesota beers during peak hours.
 - **Buy Local, Get Local:** Pair a Minnesota beer with Minnesota food (cheese curds, walleye bites, wild rice soup, hotdishes).
 - **Trivia Night:** Run a Minnesota-themed trivia with beer prizes.
-

3. Storytelling & Education

- **Brewery Spotlights:** Share stories of Minnesota breweries on table tents, menus, or social media.
 - **Meet the Brewer:** Invite a Minnesota brewer to pour, chat, or host a mini Q&A.
 - **Beer & History Tie-In:** Connect the celebration to Minnesota's brewing heritage—dating back to Schell's (1850s) and Grain Belt.
-

4. Community & Atmosphere

- **Live Music:** Feature local bands to draw crowds.
- **Decor & Theme:** Use Minnesota pride—state flags, “Land of 10,000 Beers” slogans, etc.

- **Photo Opportunities:** Create a branded backdrop or hashtag (#MNBeerDay) to encourage social sharing.
-

5. Social Media & Marketing

- Promote with a “**Countdown to Minnesota Beer Day**” campaign.
 - Run a **share-your-favorite-MN-beer contest** on Facebook/Instagram.
 - Encourage customers to tag your bar and the brewery when they post—helps spread reach.
-

6. Boosting Sales Beyond the Day


- Sell **MN Beer Passports:** Buy 10 Minnesota beers, get the 11th free.
- Collect **emails or loyalty sign-ups** during the event to promote future beer specials.
- Offer **crowlers/growlers** (if permitted) or branded glassware for customers to take home.


Sample Flyer / Poster Copy

Celebrate Minnesota Beer Day!

Join us as we raise a glass to the best beers brewed right here in the Land of 10,000 Lakes!

- ✓ **Tap Takeovers** featuring Minnesota’s top breweries
- ✓ **Special Flights & Pints** – try a taste of Minnesota craft
- ✓ **Local Flavor Food Pairings** – cheese curds, walleye bites & more
- ✓ **Trivia & Giveaways** – prizes for the biggest MN beer fans
- ✓ **Live Music & Good Times** 🎵

 *[Bar Name & Location]*

 *Minnesota Beer Day*

 *Specials All Day Long*


Support Local. Drink Local. Celebrate Minnesota Beer!

Sample Social Media Post

 **It's Minnesota Beer Day!** 

We're celebrating the pride of the North Star State with:


- ✦ Tap takeovers from MN breweries
- ✦ Beer flights + local food pairings
- ✦ Trivia, giveaways & live music

 *Join us [insert date]*

 *[Bar Name]*

Come raise a pint of Minnesota-made beer—because nothing tastes better than local!



 Tag us & your favorite MN brewery with **#MNBeerDay** for a chance to win free beer swag!