

AHA



MEMBER DEALS

WHAT IS THE AHA MEMBER DEALS PROGRAM?

AHA Member Deals provides American Homebrewers Association® (AHA) members special discounts and offers at tap rooms, breweries, restaurants, and homebrew shops. Participating businesses are marketed to homebrewers and homebrew clubs across the nation. As a result, tens of thousands of AHA members and their friends and family discover businesses offering AHA Member Deals every year!

WHY PARTICIPATE?

1. Showcase your establishment to more than 46,000 (and growing!) avid homebrewers and craft beer connoisseurs in your area and nationwide. As one of the most popular member benefits, AHA members seek out participating locations with their friends, family and fellow homebrewers.
2. Support the homebrewing community and connect with beer enthusiasts who live on the cutting edge of craft beer. Your location and offer will be listed in Brew Guru®, the AHA's free app.
3. More than 2,300+ breweries and retailers, ranging from national chains like Old Chicago to nanobrewery taprooms, and locally-owned homebrew supply shops, participate in this members-only customer loyalty program.

"AHA Member Deals has been a great investment for our company in terms of expanding and celebrating the overlap between beer enthusiasts, home brewers and the professional brewing community. This program directly contributed over \$40,000 in revenue to our Rehoboth Beach brew pub last year. I recommend it to everyone!"

"AHA Member Deals is a great way to show support for our best and most loyal beer customers, the homebrewers."



Sam Calagione
President and Founder,
Dogfish Head Craft
Brewery



Mark Edelson
Director of Brewery
Operations,
Iron Hill Brewery &
Restaurant

HOW TO PARTICIPATE

1. Decide on an Offer. You can make your offer available to just the card-carrying member or their entire party. It's up to you. Here are some examples:

- 15% off food, beverage & merchandise or ingredients
- \$1 off pints, \$2 off growler fills
- Happy hour prices all day
- 10% off ingredients for a recipe in the most recent issue of *Zymurgy Magazine*

2. Contact Us. To sign up and learn more about how your business will be promoted via the AHA Member Deals contact Megan Wabst, AHA Project Coordinator, 720.388.7049 x206 or Megan@brewersassociation.org

3. Educate Your Staff. We'll provide posters for your management and staff so that they can easily identify print and digital AHA member cards. Educate them about your offer and the program, then expect AHA member patrons after we launch the deal! Each participating business receives one complimentary digital AHA membership (accessible via the Brew Guru app) to familiarize your staff with the program and AHA membership.

4. Promote. We'll promote your establishment as an AHA Member Deals participant on HomebrewersAssociation.org and Craftbeer.com, in membership mailings, in emails to members and nonmembers, and in our free app Brew Guru.



WHAT IS THE AMERICAN HOMEBREWERS ASSOCIATION®?



The American Homebrewers Association (AHA) is the only member-driven organization dedicated to the art, science, and fun of homebrewing. Since 1978, the AHA has been promoting the homebrewing hobby through its publications, events and programs, such as *Zymurgy*® magazine, Homebrew Con™, National Homebrew Competition, Big Brew for National Homebrew Day, Mead Day, Learn to Homebrew Day, and AHA Rallies.



GET MORE INFORMATION

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