

Our State Public House Marketing Kit for Participants 2018



Our State Public House - Basic Information

- WHAT: Our State Public House at the North Carolina State Fair
- WHEN: October 11-21, open 12 PM -10 PM daily
- WHERE: Heritage Circle, near Gate 8
- WHY: Proceeds will support craft beer marketing & research in NC
- HASHTAGS: #publichouseNC #NCstatefair
- FB MICRO-SITE: fb.me/OurStatePublicHouse

NC Craft Brewers Guild Contacts:

- Social Media & Marketing: Sarah Oliver, sarah@ncbeer.org
- Product Orders: Jasmine Bamlet, jasmine@ncbeer.org
- General Questions: Lisa Parker, operations@ncbeer.org

[Graphics Folder](#)

- Logos, including vector GIF logos for social media use
- social share graphics for Twitter and FB

Sample Press Release

FOR IMMEDIATE RELEASE [date]

CONTACT: *Your name and best phone number*
Email

Craft Beverages a Highlight for the Second Year at the N.C. State Fair

[Winery/Brewery Name] to be poured at N.C. State Fair

[Winery/Brewery Name] will be featured in the returning Our State Public House at the N.C. State Fair. Back for a second year, the Our State Public House will allow patrons to try great North Carolina beers, wines, and ciders, including [beer name].

Beer, wine, and cider will only be available for on-site consumption in the Our State Public House in Heritage Circle. Sponsored by Our State Magazine, the Public House will showcase 41 breweries, 8 wineries, 8 cideries, and 1 meadery from across North Carolina. Daily offerings will include several different styles of craft beverages, including award-winning examples of each.

SAMPLE QUOTE: "Our brewery/winery is thrilled to introduce our product to thousands of people who might not have had the chance to meet us at the brewery/winery/cidery before," said [owner/spokesperson]. "We hope you'll find your favorite new North Carolina beer/wine/cider at the Fair this year."

Patrons of the Our State Public House will be able to choose from wine, beer, or cider. Each ticket to the Public House will include two pours of either wine, beer, or cider. Wine pours will be 3 ounces each and beer and cider pours will be 8 ounces. Tickets cost \$10 each and will be sold from noon to 9:30 p.m. There is a limit of one ticket per person. IDs will be checked at the door.

This venture is made possible by the NC Department of Agriculture, the NC Craft Brewers Guild and the NC Wine and Grape Council. The Guild will use a portion of the proceeds for research and marketing benefiting North Carolina's craft beer industry. North Carolina is home to over 290 craft breweries and 185 wineries.

ONE PARAGRAPH ABOUT YOUR BREWERY / WINERY'S STORY... Location & hours, history, use of NC agricultural products, flagships, which beer/wine you will feature at the Fair, etc.

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Sample Social Media Messages:

** Use one of these graphics with your post: [Graphics folder](#). **

Beer

Always better the second time: Beer at the #NCstatefair! Not just any beer, @OurBrand HopFace IPA & 30+ other #ncbeers at the #publichouseNC

Did you miss out on the beer & wine at the @NCstatefair last year? This year, we'll be there for you. #publichouseNC

Dreams do come true. There's BEER at this year's @NCstatefair! #publichouseNC

YASSS! #NCbeer & #ncwine at the #NCstatefair! Come try @OurBrand HopFace IPA at the #publichouseNC in Heritage Circle 12-10:00 daily.

Check out the beer & wine lineup at the #NCstatefair #publichouseNC:
fb.me/OurStatePublicHouse

Enter Gate 8, follow the trail past the hushpuppies, & join us for a @OurBrand Hopface IPA at the #publichouseNC! #NCstatefair

Wine

Wine at the #NCstatefair! Not just any wine, @OurBrand Swanky Red & a limited number of other #ncwines at the #publichouseNC

Did you miss out on the beer & wine at the @NCstatefair last year? This year, we'll be there for you. #publichouseNC

Always wished you could have a glass of wine at the #NCstatefair? Dreams do come true. #publichouseNC

YASSS! #NCbeer & #ncwine at the #NCstatefair! Come try @OurBrand Swanky Red at the #publichouseNC in Heritage Circle 12-10:00 daily.

Check out the beer & wine lineup at the #NCstatefair #publichouseNC:
fb.me/OurStatePublicHouse

Enter Gate 8, follow the trail past the hushpuppies, & join us for a @OurBrand Swanky Red at the #publichouseNC! #NCstatefair

Post-Fair Follow-Up Social Media Messages:

Beer

Did you try @OurBrand HopFace IPA at #NCstatefair? It's on tap this weekend! Come tour the brewery & try the whole lineup #publichouseNC

What was your favorite #ncbeer at the #NCstatefair? #publichouseNC

Thanks for giving us a taste at the #publichouseNC! What was your favorite fair food pairing with @OurBrand HopFace IPA?

Wine

Did you try @OurBrand Swanky Red at #NCstatefair? Come tour the winery and see how we make it #publichouseNC

What was your favorite #ncwine at the #NCstatefair? #publichouseNC

Thanks for giving us a taste at the #publichouseNC! What was your favorite fair food pairing with @OurBrand Swanky Red?

Find graphics to use with these posts in the [Graphics folder](#).