



Hello members,

We are delighted to invite you to be a part of the second annual Public House at the North Carolina State Fair in 2018.

Our State Magazine will again sponsor a Public House celebrating North Carolina craft beer and wine. The Public House is located inside Gate 8, the most heavily-trafficked entrance to the Fair. One million visitors attend the NC State Fair each year. With projected attendance of 25,000 people over 11 days, the Our State Public House is an extraordinary marketing opportunity to introduce your product to a huge new audience. We will purchase all product, and you will not be required to attend or pour. The Public House will be staffed with highly-trained, paid servers. However, you will be invited to be part of daily educational sessions at the Public House.

Sign-ups will happen this year through a lottery, open only to NC wineries and cider-makers, and to brewery members in good standing of the NC Craft Brewers Guild. Lottery entries will be accepted from July 30 - August 24, with participants selected at random. Forty-two spots are available for beer, and forty-two spots for wine and cider.

Interested? Please read carefully through the info sheet below, and then sign up online using the link provided on page 5.

Questions? Please contact Jasmine Bamlet: jasmine@ncbeer.org.

Thanks!

Jasmine Bamlet, Events Coordinator
NC Craft Brewers Guild
919-280-6742

Whit Winslow, Executive Director
NC Wine & Grape Council
919-707-3108

Info Sheet

Our State Public House at the North Carolina State Fair

Oct 11-21, 2018

Located in Heritage Circle, inside Gate 8

Open daily 12PM - 10:00 PM (open late on Friday & Saturday)

There are two methods for breweries and wineries to participate in the Public House:

1. Breweries, wineries, and cideries may sponsor a tap/tub for a 5-day Fair session. There are two Fair sessions:

Session 1: October 11-16

Session 2: October 17-21

The sponsorship fee per 5-day session is \$500, and includes all marketing and sampling of the company's products. 15 taps for beer and up to 15 tubs for wine will be available per session. The goal is to include as many NC companies as possible, so ideally there will not be overlap of the same brands across sessions. However, if slots remain unfilled as of the deadline, a company may choose to sponsor both sessions.

2. Wineries, breweries, and cideries who do not wish to sponsor a tap/tub may sell one sixtel of beer, or one case of wine or cider to the Guild, and it will be served as part of a daily rotating feature. We expect to serve product from an additional 12 breweries, and up to 12 wineries via this option.

Each 5-day Session has predicted traffic over 10,000 people. Daily traffic may be as high as 4,000 people/day at the Public House, depending on the weather and day of the week.

- Opening day is Thursday October 11th. Thursday is a half-day and included in the first five-day package.
- YOU DO NOT NEED TO ATTEND OR POUR. However we will invite you to be part of daily educational sessions at the Public House.
- Staffing will be handled by the Guild. All staffers will be ServSafe certified, and will be put through a beverage style class prior to the Fair opening date.
- Divinity Systems will be on site daily providing draft set-up and line cleaning.

- Brewery, winery, and cidery leadership may attend as a special guest with advance permission. Access is ticketed only and will be very limited due to space. Contact [Jasmine Bamlet](#) to get your advance ticket.
- We will PURCHASE all product from you or your wholesaler at wholesale cost. Products must be registered with the NC ABC.
- Price limits: \$150/case of wine; \$80/sixtel of beer. We are not asking for special pricing. Please charge us your standard wholesale price.
- Strict ABV limit: No fortified wines, please. No beers or ciders will be accepted above 7.0% ABV.
- You may send ONE style per session. Please take into consideration the audience that the NC State Fair draws. This event will be a craft beverage introduction to 25,000 new potential customers. Easy-drinking, approachable flagship styles will pour well. The goal is to send a style that will introduce well to a new audience, and that they would be able to find in their local stores after a great experience at the Fair.
- Delivery schedule:
 - Session 1: Tues-Weds Oct 9-10 (possible second delivery Mon Oct 15)
 - Session 2: Tues Oct 16 (possible second delivery Fri Oct 19)

Beer Styles

We have compiled a list of suggested styles that did well with the State Fair audience in 2017. We will maintain a strict ABV limit of 7.0%. Please plan to provide 15 sixtels of ONE of the following styles:

“Light” Category

- Pils
- American/light lagers
- Kölsch
- Cream ales
- Golden ales
- Helles lagers
- Oktoberfest / Märzens

“Dark” category

- Copper or Amber ales
- Brown ales

- Your most approachable stout or porter

“Hoppy” category

- IPAs, including specialty IPAs (sessions are ideal)
- Pale Ales

Wine Styles

Please plan to provide 5 cases of ONE of the following styles per 5-day session (NO fortified wines, please):

- Sweet Red & Rosé
- Dry Red & Rosé
- White

Cider

Cider was a big hit at the 2017 Public House, and cider-makers are again invited to participate. Cider must adhere to the strict 7.0% ABV limit. Cider makers should plan to provide 3 sixtels, or 5 cases.

Consumer Experience

The Public House will offer \$10 tickets for a choice of beer, or wine & cider. A consumer can choose either two 8-ounce pours of beer, OR two 3-ounce pours of wine. Customers may also choose a wine & cider combination (cider is served in 8-ounce pours). Patrons will only be allowed one visit per day as verified by an ID scanner.

Marketing & Sales

The Our State Public House will be promoted by many partners, resulting in broad outreach to 10,000's of potential customers. Examples include:

- Banners at multiple gates throughout the Fair
- Regular PA announcements during the Fair
- Inclusion in the 2018 Daily Schedule with map listing as well as special graphical call-out
- Promotion via the 'Beer NC' app designed by Our State Magazine
- Promotion via Untappd
- Social media promotion via Our State, Guild, NC State Fair, NC Wine, and participating breweries and wineries. You will be provided with turn-key media kits.
- Feature in Media Day with beer sampling on site in commemorative glassware for members of the press

- PR campaign to statewide media outlets (print, TV, radio, online and podcasts) to cover the Public House, and highlight any local angles from participating breweries and wineries
- NC Wine map and guide to NC Wineries available to Pub patrons

Lottery System for Participants

You may enter the lottery for a spot at the Our State Public House through our online system from August 1 - August 24. If more than 30 breweries or 30 wineries/cideries sign up, participants will be randomly selected from all entrants, and notified by August 31. If you are selected, you will be invoiced \$500 for your sponsorship. Sponsorship payments are due by September 7, 2018. If you do not pay your invoice by September 7, you will be disqualified, and another brewery (winery) will be randomly selected to take the slot. If you wish to participate in the daily rotating feature, there will be no invoice.

Ready to sign up?

[Visit the Events registration page at ncbeer.org.](https://www.ncbeer.org/events/registration)

TERMS AND CONDITIONS

We reserve the right to return any product that is damaged or unsaleable.

We may need to re-order additional product during the course of a 5-day session. If you or your wholesaler are unable to deliver, we reserve the right to put on another company's product for the remainder of your sponsored session.

Cancellation Policy

Sponsorships are partially refundable under the following terms:

- 50% refund until September 14, 2018
- No refund after September 14, 2018

Contact / Questions:

NC Craft Brewers Guild
Jasmine Bamlet, events manager
jasmine@ncbeer.org