



## **Brewers Association Diversity & Inclusion Milestones**

*Updated August 6, 2020*

### **2017**

- Created the Brewers Association Diversity Committee to identify and address resources to foster a more inclusive craft beer community
- Updated the Brewers Association **Marketing and Advertising Code** to provide standards on inclusive beer advertising and marketing
- Hired the association's first diversity ambassador to provide instruction and resources in the field
- Doubled down on seeking out and publishing "people stories" through **CraftBeer.com** that highlight the diverse stories our craft beer community brings to life
- Presented multiple seminars devoted to diversity at the annual Craft Brewers Conference® (available for replay [here](#)) (2017- 2019)

### **2018**

- Created the **Diversity Event Grant Program** to fund local and regional events that intentionally promote and foster a more diverse and inclusive craft beer community
- Sponsored the North American Guild of Beer Writers Diversity in Beer Writing Grant through CraftBeer.com

### **2019**

- Published a five-part series of **diversity best practices resources** designed to help a business with everything from starting the conversation about why diversity matters and what it means to them, to setting up a framework to assess the success of a diversity and inclusion program.
- **Announced the six recipients** of the inaugural Diversity Event Grant Program
- Instituted a **Code of Conduct** for Brewers Association big tent events including the Great American Beer Festival® and Homebrew Con™
- Published a free, customizable ["We Welcome Everyone" poster](#), available in Spanish and English, to help businesses show their customers and community that they are committed to maintaining a welcoming and safe environment for all
- Sponsored the North American Guild of Beer Writers Diversity in Beer Writing Grant through CraftBeer.com
- Surveyed the craft beer community and released our first benchmarks on brewer owner and employee diversity, in terms of gender and race ethnicity
- Began work on diversity and inclusion case studies of craft breweries who are successful examples who could serve as industry models

## 2020

- **Announced the 14 recipients** of the 2020 Diversity Event Grant Program
- Promoted and supported the [Black is Beautiful initiative](#)