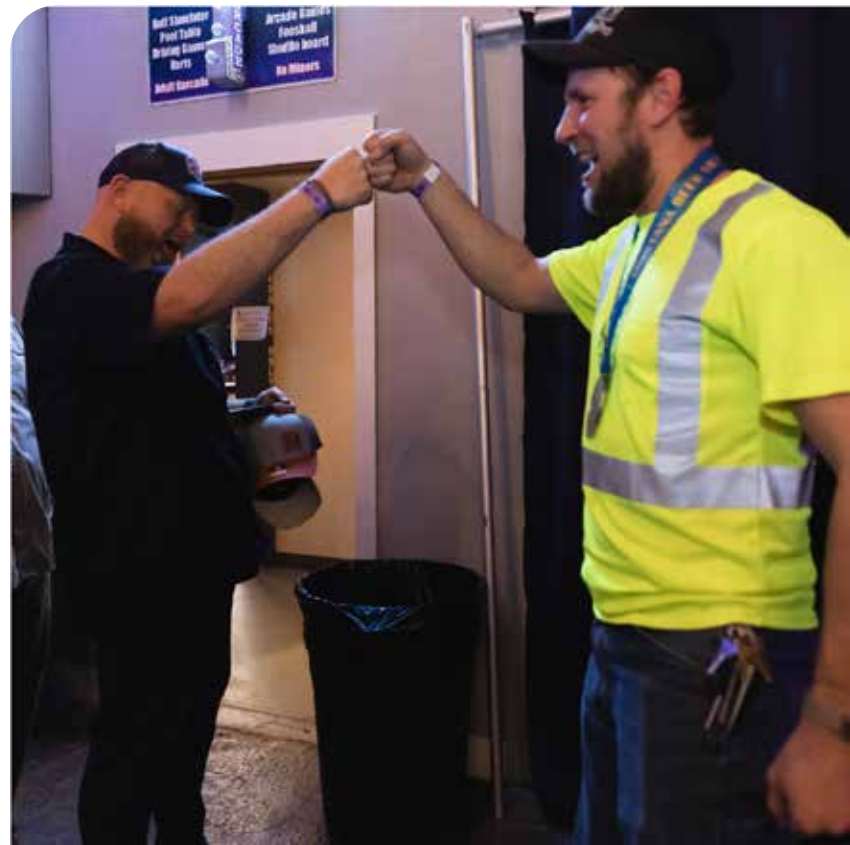




POST-EVENT REPORT





EVENT INFO

Craft beer enthusiasts, brewers, and industry professionals gathered last winter to celebrate the vibrant craft beer culture of the Big Sky State at the inaugural Montana Beer Awards. This past February, Lewis & Clark Brewing Co. hosted Montana's first commercial, state-wide beer competition. The awards highlighted exceptional beers made across the state and were a true showcase of the creativity and craftsmanship of Montana's thriving brewing community.

Judging took place prior to the awards ceremony, with each entry being evaluated by a panel of industry experts, certified beer judges, and seasoned brewers. Judges from across the country spent over two days carefully assessing each beer before choosing the top submissions in each category, and providing brewers with comprehensive feedback.

Spearheaded by the Montana Brewers Association (MBA), the inaugural awards honored breweries with gold, silver, and bronze medals in 19 different categories. Over half of the breweries in the state of Montana entered, whether they are a member of the MBA or not. In addition, the Small, Medium, and Large Breweries of the Year were crowned at the awards, with one brewery also being recognized with the 2024 Community Impact Award.

The MBA is thrilled to announce the second Montana Beer Awards, with judging slated for February 19-21, and the awards ceremony taking place the evening of February 22 at Lewis & Clark Brewing Co. in Helena. We look forward to celebrating the best brews in Big Sky Country with you!

COMPETITION STATS



Entries judged: 365

**Number of brewers: 55, from 30
Montana communities**

Medal-winning brewers: 20

Days of judging: 2.5

“We enjoyed seeing day-to-day, hardworking people, getting together, having a lot of fun and being recognized for the great beer they make and their contributions to their communities and Montana craft beer”

Jamie Stewart
Sonderen Packaging

Ceremony attendees: 235

**Judges: 21, from Montana,
Colorado, Utah, Oregon, and
Alberta**

Beer categories: 19

Three largest categories:

- Fruit, Vegetable, and Spiced Beers (40 entries)
- Hazy Pale Ales (35 entries)
- European Light Lagers (30 entries)



EVENT MARKETING

Emails

Over 47,000 emails delivered to MBA subscribers and Montana breweries

Online

Award ceremony live streamed on YouTube

Website

More than 7,800 views to event page and winners list on MBA website

News Releases

Press releases sent before and after the event to media across the state

Social Media

Beer awards posts on the MBA's platforms reached over 105,000 Facebook and Instagram users

 Montana Brewers Association
February 22 · 🌐

Day one of judging for the first Montana Beer Awards is in the books! Our judges are evaluating over 350 beers from 55 breweries across Montana to determine the best in [#mtbeer](#). With 19 award categories up for grabs, make sure to stop by [Lewis & Clark Tap Room](#) this Saturday for the [2024 Montana Beer Awards Ceremony](#) to see who wins!



Ryan Zinke 

Feb 16 · 🌐

Which is your favorite?



Montana Brewers Association · [Follow](#)

Feb 12 · 🌐

55 breweries from across the state have entered 367 beers to be judged at the inaugural Montana Beer Awards! Representing 30 communities around Montana, check out the list of breweries competing to be the best in [#mtbeer](#).



Anaconda Snake City Brewing	Belgrade Bar 3 Brewing Madison River Brewing Company
Big Timber Gary Peak Brewing Co.	Bigfork Flathead Lake Brewing
Billings Billings Brewing Co. Montana Brewing Co. Thirsty Street Brewing Company	Bozeman Apex Brewing Co. Brazem Brewing Co. Bridges Brewing Bunkhouse Brewery MAP Brewing Co. Mountain Walking Outlaw Brewing
Butte Butte Brewing Company	Ennis Burnt Tree Brewing
Columbia Falls Backslope Brewing	
East Helena Missouri River Brewing	

Evergreen Patriotic American Brewery	Eureka Branding Iron Brewing
Hamilton Bitter Root Brewing	Frenchtown Old Bull Brewing
Harlowton Gully's Brewing Co.	Great Falls Jeremiah Johnson Brewing Company Mighty Mo Brew Co.
Havre Triple Dog Brewing Co.	Helena Blackfoot River Brewing Copper Future Brewing Lewis & Clark Brewing Ten Mile Creek Brewery
Kallispell Bliss Brewing	Libby Cabinet Mountain Brewing Company
Lakeside Tamarack Brewing Co.	

Livingston Katabatic Brewing Co. Nephtane's Brewery	Miles City Olden Brewing
Missoula Blayze Brewing Big Sky Brewing Co. Conflux Cranky Sam Brewing Daught Wicks Brewery GLO Brewing Highlander Beer Imagine Nation Brewing KettleHouse Brewing Co. OddPitch Brewing	Phillipsburg Phillipsburg Brewing Co.
White Sulphur Springs 2 Rivers Brewery	Ronan Ronan Co-op Brewery
	Scobey Pleasant Prairie Brewing
	Stevensville Blacksmith Brewing Co. Wildwood Brewery
	Three Forks Sawdust & Steel Brewery

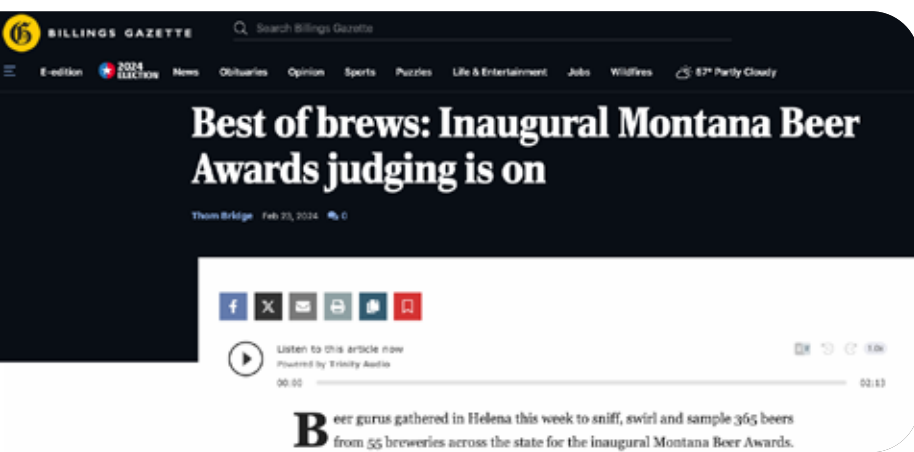
MEDIA COVERAGE



KTVH-TV (Helena) sent anchors to cover judging. The event and its winners were reported on by:

Belgrade News
Bozeman Daily Chronicle
Helena Independent Record
KPAX-TV (Missoula)
KTVH-TV (Helena)
Livingston Enterprise
Montana Craft Beer Connection
Philipsburg Mail

Billings Gazette
Explore Big Sky
KKBR-FM (Billings)
KRTV-TV (Great Falls)
KZOQ-FM (Missoula)
Missoulian
Montana Standard
Ravalli Republic





Be a part of the second annual MONTANA BEER AWARDS

Join us for the 2025 Montana Beer Awards: celebrating the rich, unique, and passionate culture of craft beer around our beautiful state. Judging will take place over two and a half days in February, culminating in an awards celebration hosted by Lewis & Clark Brewing Company in Helena, Montana on February 22. This is a great chance to show your support for craft beer in Montana, providing an opportunity to connect with breweries across the state!

Sponsorship Level	Cost	Amount Available	Perks												
			Logo on website	Shout out at awards ceremony	Logo on banner at awards ceremony	Tickets to awards ceremony + 2 free beers/person	Listed in event marketing materials	Logo on screen during award category/announced as "presented by"	Two company representatives on stage for award presentation	Logo on award plaque	Logo presented during lunch, announced as judges lunch sponsor	Logo on live stream feed			
Champion Award Sponsor	\$2000	1	X	X	X	8	X	X	X	X	X	X	X		
Impact Award Sponsor	\$2000	1	X	X	X	8	X	X	X	X	X	X	X		
Brewery of the Year Sponsor	\$1500	3	X	X	X	6	X	X	X	X	X	X	X		
Category Sponsor	\$1000	12	X	X	X	4	X	X	X	X	X				
Livestreaming Ceremony Sponsor	\$750	1	X	X	X	3	X	X	X						X
Judges Lunch Sponsor	\$750	2	X	X	X	3	X	X	X				X		
General Sponsor	\$500	unlimited	X	X	X	2									
Supporter	\$250	unlimited		X		1									

Interested in becoming a sponsor? Have questions or want to know more? We'd love to hear from you. Contact Zach - zach@montanabrewers.org or Loy - montanabeerawards@gmail.com for more information.

SPONSOR PERKS



The Montana craft beer industry is maturing, ranking third in the nation in breweries per capita. A statewide, professional beer competition meets the demand from brewers for high quality feedback from experienced judges and recognizes excellence in Montana craft. Breweries are enthusiastic about continuing the awards to continue to improve their beer. Help us honor the best brews in our state by sponsoring the Montana Beer Awards!

There are a variety of levels for you to show your support of the Beer Awards:

- Montana Beer Champion Award Sponsor: \$2,000
- Community Impact Award Sponsor: \$2,000
- Brewery of the Year Award Sponsor: \$1,500
- Category Sponsor: \$1,000
- Judges' Lunch Sponsor: \$750
- Judges' Gift Sponsor: \$750
- General Sponsor: \$500
- Supporter: \$250

Perks of sponsoring the event include:

- Exposure for your brand with Montana's brewers and craft beer lovers
- Logo featured on digital materials
- Shout out on stage at the awards ceremony
- Logo on the banner at the awards ceremony
- Tickets and 2 free drink tickets per person to the awards ceremony
- ...and more!



**We look forward to
celebrating the best in
Montana craft beer with
you!**

February 19-22, 2025



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