

POST-EVENT REPORT



THANK YOU SPONSORS



Community Impact Sponsor



Brewery of the Year Sponsors



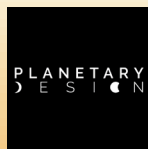
Category Sponsors



Judges' Lunch Sponsor



General Sponsors



A panel of professional brewers, industry experts, and certified beer judges tasked with selecting the best brews in Montana convened in Helena from February 19 - 22, 2025 for the second annual Montana Beer Awards. After carefully evaluating each beer, the results of the second Montana Beer Awards, organized by the Montana Brewers Association, were announced on Saturday, February 22.

To a packed house at Lewis & Clark Brewing Co. and livestream viewers online, a total of 30 breweries claimed gold, silver, and bronze medals in 22 beer categories. Additionally, Large, Medium, and Small Brewery of the Year awards were handed out to the winningest breweries in each of those categories, based on their annual production amounts.

One brewery also received the Community Impact Award, which celebrates the exceptional efforts made by our local breweries to enrich their communities. Steve “Bubs” Lozar of Polson was recognized with the inaugural Montana Beer Champion Award, which honors an individual whose exceptional dedication and contributions have significantly elevated the craft beer industry in Montana.

The MBA is thrilled to announce the third annual Montana Beer Awards, with judging slated for March 25 – 28, 2026, and the awards ceremony taking place the evening of Saturday, March 28th at Lewis & Clark Brewing Co. in Helena. We look forward to celebrating the best brews in Big Sky Country with you!

COMPETITION STATS

344 beers judged

212 ceremony attendees

49 breweries from 29 Montana communities

30 medal-winning breweries

25 judges, from Alberta, Colorado, Georgia,
Montana, Texas, and Utah

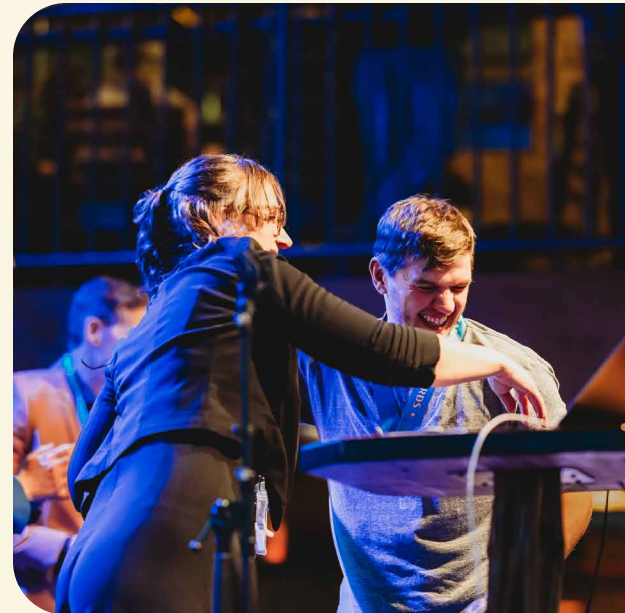
22 beer categories

4 days of judging

3 new beer categories

Three largest categories:

- **Brown and Black Ales** (36 entries)
- **India Pale Ales** (29 entries)
- **Hazy Pale Ales** (27 entries)



“Last year’s event was a huge success, and we built on that momentum to showcase even more outstanding beers from across the state. It’s a testament to our unique and thriving craft beer scene, and we are very proud to celebrate the incredible work of Montana’s breweries.”

Loy Maierhauser
Competition Director

EVENT MARKETING

Emails

Over 40,000 emails delivered to MBA contact list and Montana breweries.

Online

Award ceremony live streamed on YouTube.

Website

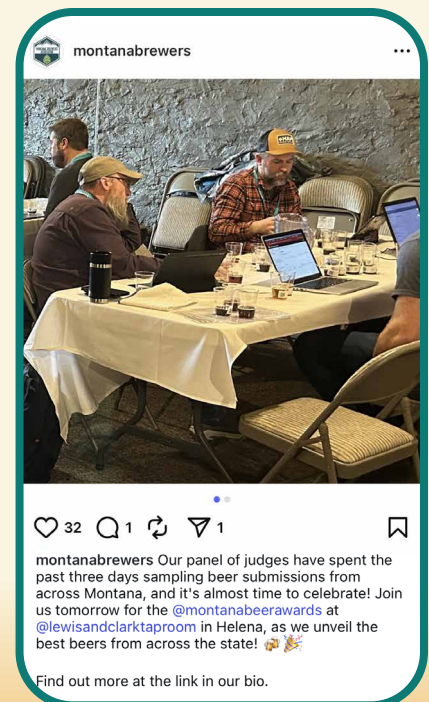
More than 3,400 views to event page and winners list on MBA website.

News Releases

Media advisory and press release sent before and after the event to media across the state.

Social Media

Beer awards on the MBA's platforms viewed by over 39,000 Facebook and Instagram users.



MEDIA COVERAGE



The event and its winners were covered by:

Belgrade News
Bozeman Daily Chronicle
Helena Independent Record
KBZK-TV (Bozeman)
KTVH-TV (Helena)
KXLH-TV (Helena)
Lake County Leader
The Madisonian
Montana Standard

Billings Gazette
Daily Inter Lake
KBAZ-FM (Hamilton)
KPAX-TV (Missoula)
KXLH-TV (Butte)
KZOQ-FM (Missoula)
Livingston Enterprise
Missoulian
Ravalli Republic

Livingston breweries take 'tap' honors at state beer awards

Dan Astin Enterprise Staff Writer Feb 26, 2025



1 of 2
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TOP STORY EDITOR'S PICK

Newest Billings brewer proves his porter in Montana beer competition

Lillian Palmer Feb 28, 2025 0



Matt Miller is a professional beer medalist, barely three months after opening 1889 Brewing in the East Billings Urban Renewal District. Miller's Winter Sippa Porter won the bronze medal in the Strong Ales category of the [Montana Brewers Association's](#) 2025 Montana Beer Awards. It's the second year the statewide brewers' competition has been held.



Be part of the third annual MONTANA BEER AWARDS

Join us for the third annual Montana Beer Awards to celebrate the rich, unique, and passionate culture of craft beer in our beautiful state. Sponsoring the Montana Beer Awards not only shows your support for Montana craft beer, but it also puts your brand at the center of an event that highlights the innovation, creativity, and quality driving our industry. Judging takes place over three days in March, with the formal awards celebration hosted by Lewis & Clark Brewing Company in Helena, Montana, on the evening of March 28th.

Sponsorship Level	Barrel	Keg	Growler	Pint
Amount available	5	15	3	Unlimited
Cost	\$2,000	\$1,000	\$750	\$500
Ceremony Brand Recognition				
Shout-out at awards ceremony	X	X	X	X
Logo on stage banner	X	X	X	X
Logo on pre-ceremony screen	X	X	X	X
Logo on screen for sponsored category*	X	X		
Sponsored category announced as “presented by”	X	X		
Representatives on stage for category presentation	X			
Logo on award plaque	X			
Logo on photo backdrop for winners	X			
Logo shown at judges’ lunch OR on livestream			X	
Digital Promotion				
Logo on event webpage	X	X	X	X
Logo on competition registration website	X	X	X	X
Thank you on event emails	X	X	X	
Logo on category winner social media post	X	X		
Category listed as “presented by” on winner webpage	X	X		
Ceremony Access				
Complimentary ceremony tickets	8	4	3	2
Free beer tickets per attendee	2	2	2	2

***Categories listed on next page | beerawards@montanabrewers.org**



Be part of the third annual **MONTANA BEER AWARDS**

Barrel-level opportunities

Please choose one of the following awards to sponsor:

- Small (<500 bbl) Brewery of the Year
- Medium (501-2,000 bbl) Brewery of the Year
- Large (>2,001 bbl) Brewery of the Year
- Community Impact Award
- Montana Beer Champion

Keg-level opportunities

Please choose one of the following awards to sponsor:

- | | |
|---|---|
| 1. American & International Pale Lagers | 14. Stouts |
| 2. Hop-Forward Pale Lagers | 15. Strong Ales |
| 3. Malt-Forward European Pale Lagers | 16. Belgian & French-Style Ales |
| 4. Amber & Dark Lagers | 17. Sour Ales, Wild Ales, & Fruited Sour Ales |
| 5. Strong Lagers | 18. Fruit Beers |
| 6. Golden Ales & Hybrid Styles | 19. Smoke & Wood Flavored Beers |
| 7. Wheat Ales | 20. Vegetable & Spiced Beers |
| 8. Pale Ales | 21. Experimental Beers |
| 9. India Pale Ales | 22. Alternative Products |
| 10. Hazy Pale Ales | 23. Pink Boots |
| 11. Amber Ales & Hybrid Styles | 24. Peaks to Prairie |
| 12. Scottish-Style Ales | |
| 13. Brown Ales & Porters | |

Contact us: beerawards@montanabrewers.org | (406) 948-2739



Save the Date

March 25-28, 2026

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

Montana Brewers Association | PO Box 8591 | Missoula, MT 59807
(406) 948-2739 | beerawards@montanabrewers.org
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