

PINK BOOTS SOCIETY

2021 Collaboration Brew Day User Guide



Pink Boots Society (PBS) is an international 501c3 nonprofit with chapters around the world. We assist, inspire and encourage women in the fermentable beverage industry through education in a supportive environment in which to grow.

Revised 02/18/2021





Pink Boots Collaboration Brew Day[®]



Who May Participate? **Anyone!**

Who May Organize or Lead a Brew Day? **Anyone!**

That is **why** it is called *Collaboration* Brew Day! It's a perfect opportunity for breweries to invite anyone to help brew who wants to "unleash the brewer inside." By doing so, we raise not only funds but global awareness for females in the industry.

What is COLLABORATION BREW DAY? It is our single largest fundraiser! Funds raised from proceeds on beer brewed for a Collaboration Brew Day and the Pink Boots Hop Blend goes to support education through scholarships for our members.

Even though Collaboration Brew Day is centered around March 8th, (International Women's Day), your brew day may happen any day of the year.



Pink Boots Blend...a fundraiser within Collaboration Brew Day

Est. 2017

Through a partnership with Yakima Chief Hops and Country Malt Group, each fall our members carefully craft a seasonal proprietary hop blend through a selection process. The blend is then made available for commercial and home brewers to purchase and use in their Collaboration Brew Day beers on March 8th, or any brew day throughout the year!



yakimachief.com

“We hope by purchasing the Pink Boots Blend it inspires all brewers throughout the year to create beer to celebrate and support women in the industry.”

Since 2018, YCH and CMG have donated over \$250,000 to Pink Boots Society from proceeds on the Pink Boots Blend.

“I don’t view this as supporting one person or one company or one brewery, this is a collaboration across the globe about doing something good for the right reasons and being a part of something very empowering.”

**-Ryan Hopkins
CEO
Yakima Chief Hops**

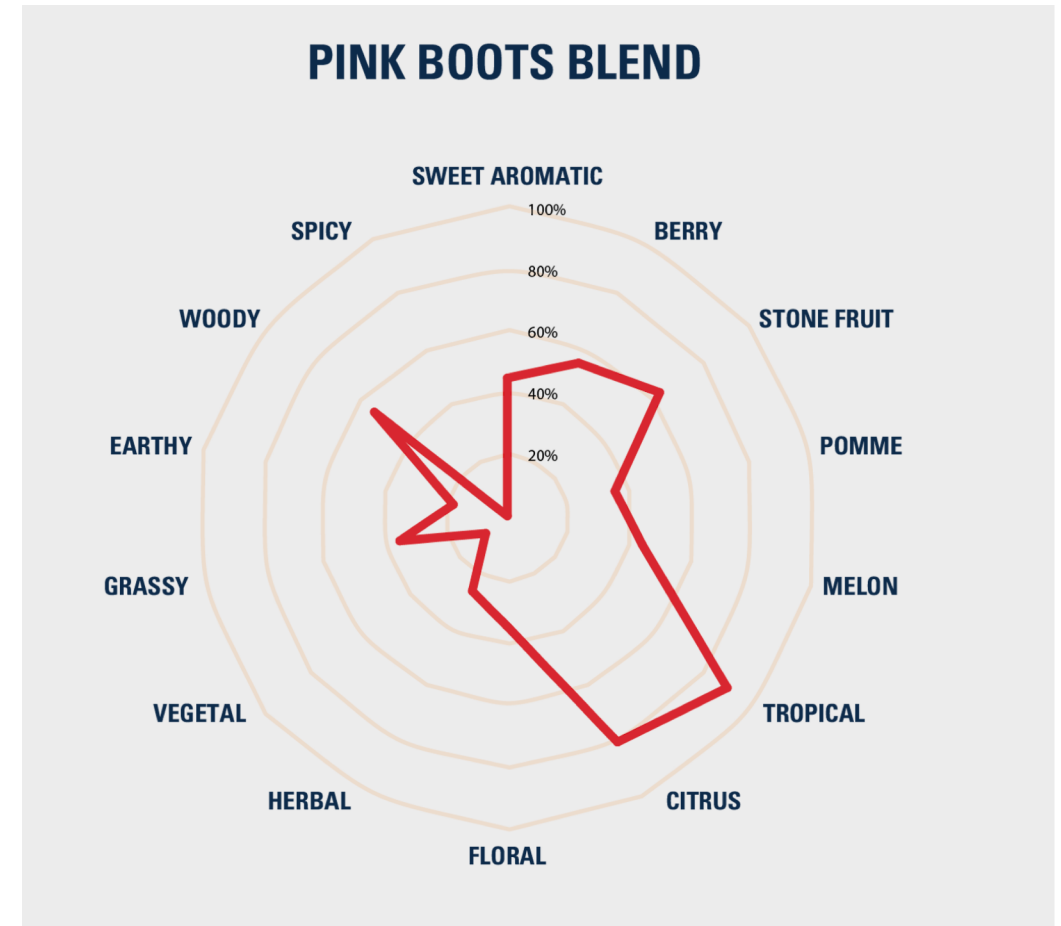


countrymaltgroup.com



The 4th Annual Hop Blend

- Cashmere, Ahtanum®, Citra®, Loral® & Sabro® brand hops, creating a blend with tropical, herbal, citrus & woody aromatic qualities.
- Alpha: approximately 11%
- Total Oil 1.5-2.5%
- Order [Here](#)



**Sold in T-90 pellets*



Step-by-Step

1

GET BREWERIES INTERESTED. Anyone is eligible to join and/or lead a team.
Hint* - The more breweries in your region who register, the more money your Chapter can make.

Our 2021 Goal
= 500 Breweries!

2

REGISTER, every brewery who is participating should register their team.

You're now on the Google brewing map!

3

SUBMIT DONATION FORM Have your brewery select your Chapter as the recipient of 50% of their donation. If no Chapter is not selected, National will receive 100% of the donation.

Your Chapter must be selected to receive 50% of a donation

4

ORDER THE PINK BOOTS HOP BLEND.

\$3.00/lb ordered will be donated to National

5

PROMOTE Hint * Local news channels love to cover this story on Int'l Women's Day, March 8th

6

BREW. Have a safe and successful brew day!

Suggestion* Have participants sign a liability waiver form

7

DONATE See Brewery Donation Process slide

Thank You!

#pinkbootsbrew
#pinkbootsblend
#pinkbootssociety
#PBSCollab
#pinkboots2021
#yakimachiefhops
#yakimachief



KEEPING YOUR 2021 BREW DAY SAFE

COVID has effected **the world**. Collaboration Brew Day takes place **all over the world** and we want to safely continue in 2021!

Yes, it will look **different** in 2021, but let's continue our powerful message to brew in unity and strength. Our groups are small, but our collaborative actions are far-reaching.

Here are a few **suggestions for a safe brew day:**

- **Go Live!** – Invite your community to watch you mash in virtually when you hop dose with the blend or give them a tour of your brewery. This is an opportunity to showcase you, your brewery and hope to promote beer sales.
- Keep your group small – **invite FOH** to participate.
- **Home Brewers** register! Yep, they can [register](#) and get on the map too!
- **Brew and Blend.** [Buy the Pink Boots hop blend](#) and simply brew any day of the year. By doing so, you are supporting Pink Boots Society.



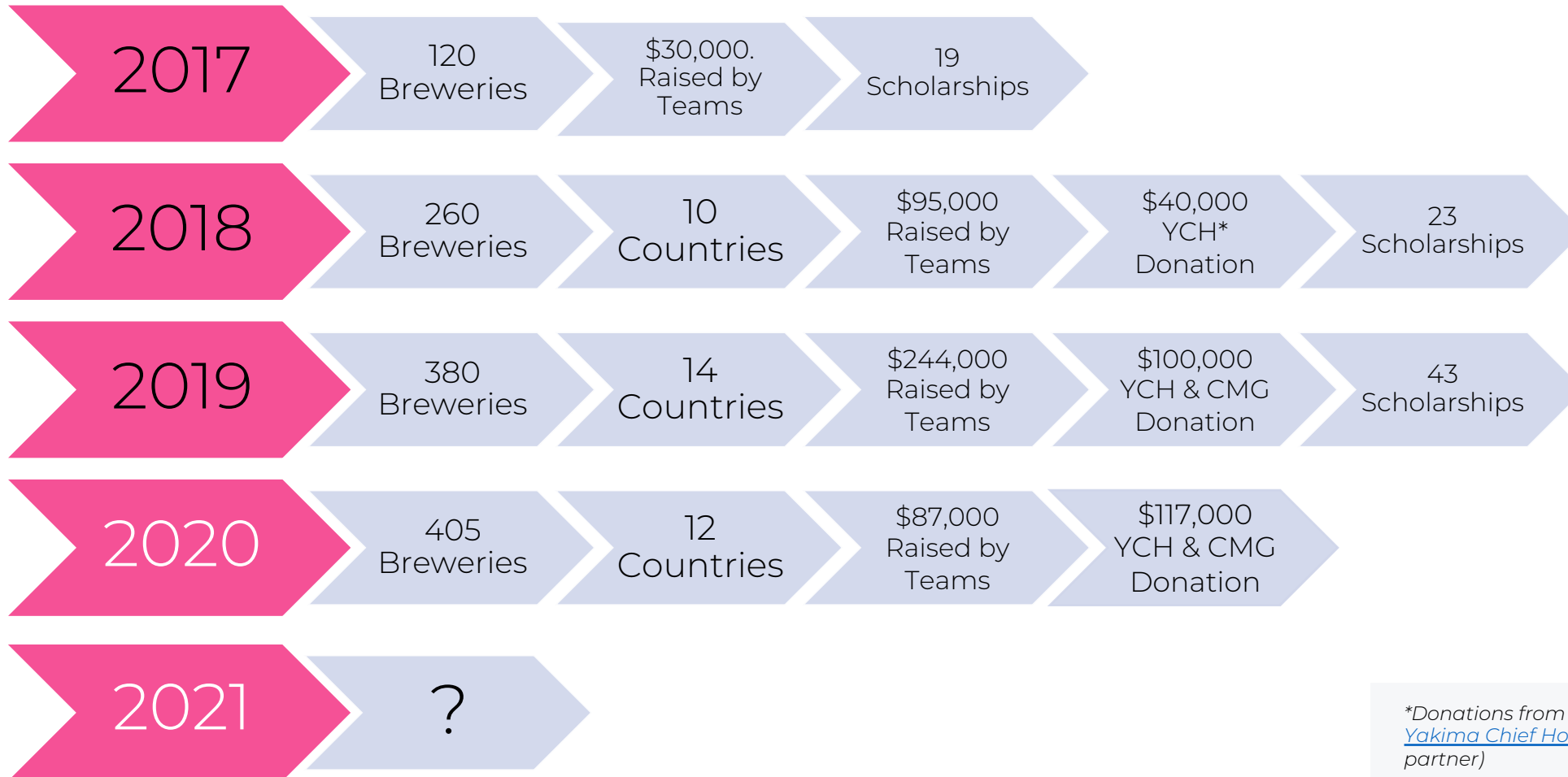
Follow CDC's social distancing guidelines and consult your most up-to-date local regulatory guidelines.

Thank you!



Fundraising Efforts

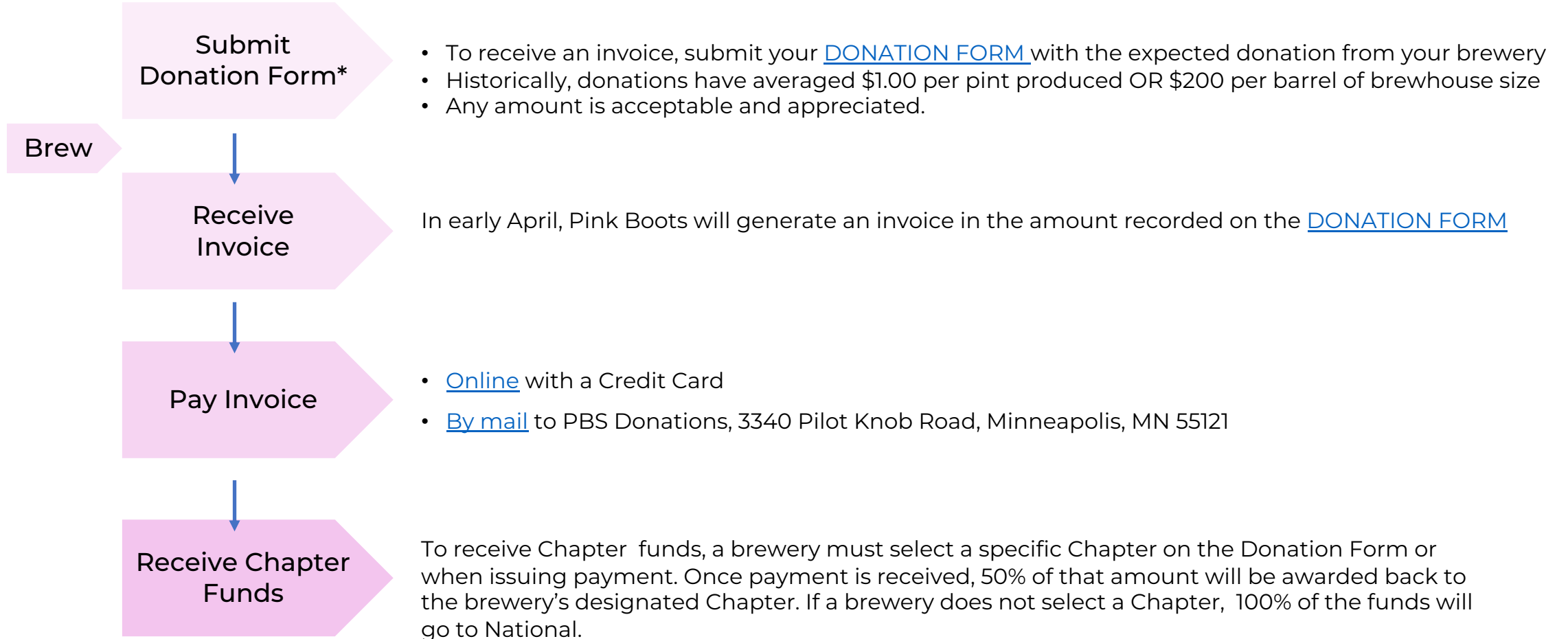
Through the Years



**Donations from proceeds of PBS Hop Blend by [Yakima Chief Hops](#) and [Country Malt Group](#) (US partner)*



BREWERY DONATION PROCESS*





PROMOTION using THE PBS BRAND

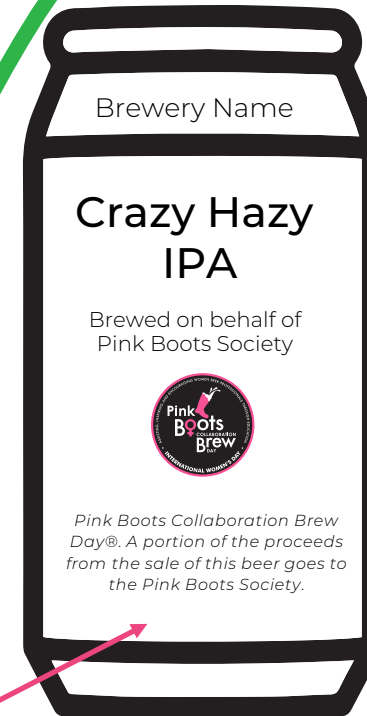
COLLABORATION BREW DAY LOGO

- The Pink Boots Collaboration Brew Day® logo is the property of Pink Boots Society.
- This logo is the only approved Pink Boots Society logo that may be printed or embroidered on any promotional material related to a Collaboration Brew Day.
- You may NOT use the registered Pink Boots Society logo on any Collaboration Brew Day promotional materials.
- You may only use the Pink Boots Collaboration Brew Day® logo in combination with beer brewed (packaged or draft) in celebration of Collaboration Brew Day.
- To have rights to use the Pink Boots Collaboration Brew Day® logo, you must be registered to participate in a Collaboration Brew Day.
- In addition to printing the Pink Boots Collaboration Brew Day® logo on bottles, cans, and beer pulls, you may also print it on keg collars, table tents, flyers, posters, stickers, t-shirts, beanies, caps, masks and any other materials in promotion of your Collaboration Brew Day.
- Contact pbsmembership@scisoc.org with questions.



The Official
Pink Boots Collaboration
Brew Day® Logo

As you see below, your beer should be "brewed on behalf of Pink Boots Society," not indicative of a beer produced by Pink Boots Society.



When promoting beer sales, you must use the official Pink Boots Collaboration Brew Day® logo and this exact wording somewhere on the packaging:

Pink Boots Collaboration Brew Day®. A portion of the proceeds from the sale of this beer goes to the Pink Boots Society.



Use of PBS Logos for CollabBrewDay



The Official
Pink Boots Collaboration
Brew Day® Logo



Pink Boots Collaboration
Brew Day® Logo
One Color

(may be reversed for darker backgrounds)





MERCH using THE PBS BRAND



OR



For design approval for custom team merchandise, please email a virtual mock up to carli.smith@pinkbootsociety.org







You are authorized to print your own team t-shirts, hats, beanies, or any other swag using the Pink Boots Collaboration Brew Day® logo for personal, Chapter, or promotional use. You may not sell these items. All designs (including team t-shirts) must follow our official merchandise and logo guidelines. Teams who wish to design their own custom shirt for Collaboration Brew Day must get approval before printing.



Items are to remain for personal, Chapter, or promotional use in celebration of this event. We do not condone the sale of any item you create on behalf of Collaboration Brew day.



TOP 5 TIPS that will make your Brew Day BREWTIFUL!

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6
					
ASSISTANT	BREW	FOOD	NAME TAGS	ACTIVITIES	???

Appoint someone to help manage the flow of the day

Make copies of the brew sheet as a guide for participants to follow

Provide something to eat or snack on

Provide nametags if your group doesn't already know each other

Plan fun activities, such as:

- Weighing hops
- Taking Videos to Post
- Brewery Tour
- Explaining Beer Styles
- Sensory Education

Do you have a tip?

POST IT

On our Social Media or Online Community



THANK YOU!



QUESTIONS?

brewday@pinkbootssociety.org