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 10/28/2021
What is COLLABORATION BREW DAY?
- It is our single largest fundraiser! Funds raised from proceeds on beer sales brewed as a result of a PBS Collaboration Brew Day as well as the Yakima Chief Hops annual Pink Boots Hop Blend go to support education through scholarships for our members.

Who May Participate or Organize a Brew Day?
- Anyone or Any Brewery

Why is it called Collaboration Brew Day?
- It’s an inclusive opportunity for breweries to invite anyone interested to participate hands on, in an educational experience about the brewing process.

When is it?
- Even though Collaboration Brew Day is focused around March 8th, International Women’s Day, a brew day may happen any day of the year.
Pink Boots Society chapters across the globe evaluated and selected the final hops for the 5th Annual Pink Boots Blend.

- Order [Here](#)

**Expected Brewing Values:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpha Acids (35% - 40% COHUMULONE)</td>
<td>12.5%</td>
</tr>
<tr>
<td>Beta Acids</td>
<td>6%</td>
</tr>
<tr>
<td>Total Oil</td>
<td>2 mL/100g</td>
</tr>
</tbody>
</table>

*Exact brewing values and aroma profiles are Crop 2021 dependent

**Featured Hop Varieties:**

- **Idaho Gem™**
  - Berry • Bubblegum • Citrus • Floral • Mint
- **HBC 630**
  - Citrus • Stone Fruit • Sweet Aromatic • Tropical
- **Talus™ Brand**
  - Grapefruit • Herbal • Pine • Rose • Tropical
- **Triumph**
  - Bubblegum • Citrus • Herbal • Tropical
- **Loral® Brand**
  - Citrus • Floral • Herbal • Lemon • Tropical

*Sold in T-90 pellets*
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!

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 $381,000 to Pink Boots Society from proceeds on the Pink Boots Hop 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

yakimachief.com
countrymaltgroup.com
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 donations your Chapter can receive.

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

3. **SUBMIT DONATION FORM (optional).** 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.

4. **ORDER THE PINK BOOTS HOP BLEND.**

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!

7. **DONATE** See Brewery Donation Process slide

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#pinkbootsbrew
#pinkbootsblend
#pinkbootssociety
#pinkboots2022
#yakimachiefhops
#yakimachief

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Our 2022 Goal = 500 Breweries!

You’re now on the Google brewing map!

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

$3.00/lb ordered will be donated to National

Suggestion* Have participants sign a liability waiver form

Thank You!

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$3.00/lb ordered will be donated to National
Fundraising Efforts
Through the Years

2017
120 Breweries
$30,000 Raised by Teams
19 Scholarships

2018
260 Breweries
10 Countries
$95,000 Raised by Teams
$40,000 YCH* Donation
23 Scholarships

2019
380 Breweries
14 Countries
$244,000 Raised by Teams
$100,000 YCH & CMG Donation
43 Scholarships

2020
405 Breweries
12 Countries
$87,000 Raised by Teams
$117,000 YCH & CMG Donation

2021
413 Breweries
23 Countries
$240,500 Raised By Teams
$124,296 YCH & CMG Donation

2022

HELP US REACH OUR GOALS:

50,000 POUNDS
500 UNIQUE BREW DAYS

*Donations from proceeds of PBS Hop Blend by Yakima Chief Hops and Country Malt Group (US partner)
BREWERY DONATION PROCESS*

To receive a donation, submit your DONATION FORM with the expected donation from your brewery.

- Historically, donations have averaged $1.00 per pint produced OR $200 per barrel of brewhouse size.
- Pink Boots Society leaves the donation amount up to each brewery's discretion.

Pink Boots will generate an invoice in the amount recorded on the DONATION FORM.

Submit Donation Form*

Receive Invoice

Submit Donation

- Online with a Credit Card
- By mail

To receive Chapter funds, a brewery/team must select a specific Chapter on the Donation Form or when issuing payment. Once payment is received, 50% of that amount will be awarded back to the brewery's designated Chapter. If a brewery does not select a Chapter, 100% of the funds will go to National.

*It is a participating brewery's responsibility to understand your state's fundraising laws.
Correct Logo Usage

The Official Pink Boots Collaboration Brew Day® Logo

Pink Boots Collaboration Brew Day® Logo One Color

(may be reversed for darker backgrounds)

Pink Boots Collaboration Brew Day® Logo With No Text

(may be used for small imprint areas)
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.

COLLABORATION BREW DAY LOGO

- The Pink Boots Collaboration Brew Day® logo is property of Pink Boots Society.
- To have rights to use the Pink Boots Collaboration Brew Day® logo, you must be registered to participate in a Collaboration Brew Day.
- 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.
- 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.com with questions.
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.

For design approval for custom team merchandise, please email a virtual mock up to carli.smith@pinkbootssociety.org.
TOP 5 TIPS that will make your Brew Day BREWTIFUL!

TIP #1
ASSISTANT
Appoint someone to help manage the flow of the day

TIP #2
BREW SHEET
Make copies of the brew sheet as a guide for participants to follow

TIP #3
FOOD
Provide something to eat or snack on

TIP #4
NAME TAGS
Provide nametags if your group doesn’t already know each other

TIP #5
ACTIVITIES
Plan fun activities, such as:
- Weighing hops
- Taking Videos to Post
- Brewery Tour
- Explaining Beer Styles
- Sensory Education

TIP #6

Do you have a tip?
POST IT On our Social Media or Online Community
PBS is committed to providing a safe and welcoming environment. We expect all event participants (staff, sponsors, vendors and guests) to abide by the following:
THANK YOU!

QUESTIONS?

brewday@pinkbootssociety.org