

Hey retailers and brewers! It's time to order your Pints Up glasses! What is Pints Up? Pints Up is the official state-wide pint day(s) to kick off Idaho Craft beer Month. \$1 from every glass benefits Idaho Brewers United and our advocacy for craft beer in Idaho and beyond.

Pints up, Idaho! | April 6 - 9, 2023

How it works:

1. You order the official glass from IBU.
2. You decide how you want to run the promotion. With the increase in the cost of pretty much everything, we want to be flexible. You can do "buy a beer, get a glass". You could add \$1 to the price of your beer and then they get a glass. You could sell the glass for \$5-10 and give the first beer for free. You could give the glasses away with purchase and if you end up with extras, sell those with a first beer free. You get the idea...
3. Tell IBU (Sheila) what you plan to do (see #2) and we'll promote the heck out of the day and your specific details.

ORDER FORM:

<https://membershipworks.com/admin/#form/63e69d209762fd46ba2fbe84>