



Rhode Island Brewers Guild Unveils Advertising Campaign to Promote Local Beer

PROVIDENCE, Rhode Island, Sept. 10, 2015 – The [Rhode Island Brewers Guild](http://www.ribrewersguild.org) launched a new campaign this week to promote the local beer industry. The Guild has put together a 30-second television advertisement that will run on local stations from September through November. The ad features shots from Rhode Island’s various breweries located across the state.

“This campaign is an important step forward for our Guild, as we look to promote and celebrate the amazing contributions that Rhode Island’s breweries are making to the local beer scene,” said Brent Ryan, president of the Rhode Island Brewers Guild and Newport Storm Brewery. “Our goal is to educate both beer fans as well as the general public about this important and growing industry and to encourage all Rhode Islanders to think about choosing a beer brewed here before asking for something made elsewhere.”

The television commercial is part of a broader marketing campaign to promote Rhode Island’s brewing industry through the use of brochures, brewery tours, websites, social media, and local beer festivals. As part of this effort, the Guild will be hosting the first Ocean State Beer Festival on Sunday, Sept. 20, at Grey Sail Brewing of Rhode Island in Westerly.

About the Rhode Island Brewers Guild

Established in 2013, the Rhode Island Brewers Guild (www.ribrewersguild.org) is a non-profit organization with the mission of promoting Rhode Island beer and advancing the interests of breweries in the state. Voting members of the Guild include Ravenous Brewing Company in Woonsocket, Union Station Brewery in Providence, Grey Sail Brewing of Rhode Island in Westerly, Trinity Brewhouse in Providence, Bucket Brewery in Pawtucket, Whalers Brewing Company in Wakefield, Proclamation Ale Company in West Kingston, Newport Storm Brewery in Newport, Foolproof Brewing Company in Pawtucket, Crooked Current Brewery in Pawtucket, Brutopia Brewery and Kitchen in Cranston, Tilted Barn Brewery in Exeter, and Coddington Brewing Company in Middletown.

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