



TENTH ANNUAL SF BEER WEEK MEDIA KIT

SF Beer Week returns February 9-18, 2018, for the 10th installment of this ground-breaking celebration of craft beer, food and community all across the region. SF Beer Week's geographical range includes the greater San Francisco Bay Area as well as Monterey Bay, north to Sonoma County, and eastward into the Livermore Valley. Brewers from the region and those planning to visit from beyond are gearing up to present their finest brews and the most epic beer week ever.

The SF Beer Week Opening Gala is Friday, February 9, at Pier 35, SF. For details, visit [SF Beer Week](#).

From December through February, the [beer week website](#) will be filled to the brim with hundreds of creative events ranging from chef-driven, multi-course beer dinners to fun-loving, fit-inducing outdoor activities as the 2018 schedule unfolds.

And there's more to come!

If you're not already on our media list, please fill out the [signup form](#).

The **San Francisco Brewers Guild**, formed in 2004, is a non-profit trade association representing the region's independent craft breweries. Our mission is to preserve the Greater Bay Area's brewing heritage; advocate on behalf of members; partner with artisan producers in the food, beverage, hospitality and agricultural industries; educate the greater public; and unite those who make local beer with those who love it.

SFBW MEDIA KIT CONTENTS

Food & Beer

Chefs create exquisite dishes expertly paired with exceptional beer offerings at multi-course dinners, bite pairings and brunches, to the delight of their communities.

Beer Styles on Parade

From all the current flavors of IPA to sultry sour beers and brews from every corner of the beer rainbow, new favorites await.

Beer Knowledge

SF Beer Week offers a window into learning the full range of beer creativity in the most mouth-watering way possible.

Travel Tips

With an international interest in beer-cations, the Bay Area has emerged as a cherished offbeat February travel destination.

Timeline

Quick reference for SF Beer Week history.

Photos & Document

Go to the last page for a complete list to quickly download.

NOTE TO WRITERS & EDITORS:

All photos for editorial use; credit when indicated.
High-res and additional photo options available upon request.

Look for ongoing news and more materials at: [sfbeerweek.org](#)
Find events as they go live at: [sfbeerweek.org/schedule](#)

Hundreds of initial events will go live the first week of December.

MEDIA CONTACT:

Gail Ann Williams

gail@sfbeerweek.org | 415.308.6036
[sfbeerweek.org](#)



SF BEER WEEK 2018 - MEDIA KIT

Download: [Almanac Pairing](#)
Almanac Beer Co., SFBW 2015

Food & Beer

CHEFS PLAY WITH PUB FARE AND CUISINE À LA BIÈRE

Each year, a wide range of dining establishments in the Bay Area surprise visiting beer aficionados by rolling out eye-popping, multi-course beer dinners, casual noshes and elegant brunches for SF Beer Week.



SF Beer Week is a celebration of local talent, creativity and hospitality. Having State Bird Provisions and The Progress participate is another great way for us to showcase beer purveyors who we have developed close relationships with.

Chef Stuart Brioza
State Bird Provisions



While the San Francisco dining culture has ties to California's notable wine and cocktail traditions, local beer and food traditions run deep. Many Bay Area establishments offer food programs meant to complement their beer offerings, including:

Almanac San Francisco (SF)
Bar Crudo (SF)
Crafty Fox (SF)
Hopwater Distribution (SF)
La Trappe (SF)

Magnolia Gastropub (SF)
Mikkeller Bar (SF)
The Monk's Kettle (SF)
Sessions at the Presidio (SF)
Millennium (East Bay)

Hog's Apothecary (East Bay)
HopMonk (North Bay)
Lupolo Craft Beer House (South Bay)
The Refuge (South Bay)



This small sample of Bay Area restaurants are but a few who elevate and respect both beer and food year round.

Look for their and others food-centric events to delight the senses while showcasing perfect beer-and-food pairings.



And with Valentine's Day in the midst of SF Beer Week, look for chocolate, too!

- This year, the national Brewers Association added a beer and chocolate unit to their training material for culinary students.
- Theory is lovely, but it doesn't compare to tasting the rewards of years of pairing experience and collaboration between local brewers and chocolate makers on the menu during SF Beer Week!

***Tip:** Look for interesting matchups between beer experts and chefs, such as a guided brunch tasting in 2017 between a Master Cicerone trained in beer and food pairings, and an inventive chef who has planned beer dinners before:*

“

I've known [Master Cicerone] Nicole Erny for nine or ten years, since she was at The Trappist. It was good to have her in the kitchen. We tasted beers together, tailored items we already have in our canon, and came up with a nice menu. I really enjoyed doing that brunch.

Chef Eric Tucker
Millennium

”



Download: [Pairing Notes](#)
Almanac SFBW Dinner
with **Stag Dining Group**
Credit: Sonya Yu



Download: [Beer Pairing](#)
Almanac SFBW Dinner
with **Stag Dining Group**
Credit: Sonya Yu



Download: [Beer & Seafood](#)
Fieldwork SFBW Dinner
at **Bar Crudo**
Credit: Suni Sudhi

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Beer Styles on Parade

IPA AND BEYOND!

The headline is always the same. Every time a study comes out, IPA continues to reign as America's favorite craft beer style.

So, unsurprisingly, the Bay Area is now home to a multitude of hoppy events each February. There is a growing range to this breakout family of beer styles, including the newer hazy IPAs, West Coast IPAs, double IPAs, triple IPAs, IPAs made with actual fruit, and tasty color-defined variants from black to red to white.

- Attend one of the country's most influential hop-centric events, the world's first **Double IPA Festival**, in its 18th year at **The Bistro**. This cozy neighborhood beer bar and live music venue in Hayward helped to define the stronger members of the IPA family through this elite competition, where **Russian River Brewing Co.** debuted both **Pliny the Elder** and the world's first triple IPA, **Pliny the Younger**.
- In the last year, newer products such as hop oils and powders — including an exciting powdered product made by a cryogenic process — have become more widely available, increasing the choices in a brewer's paintbox. Look for floral, fruity and culinary flavors and aromas newly summoned from the hop cone.
- West Coast brewers now play all over the hoppy beer spectrum. Some borrow from the “zero IBU” juicy IPA philosophy without shying away from crisp finishes when they prefer, to put punctuation on soft new brews, hazy or clear. The brewer has more choice in recipe formulation and what techniques to use than ever before, and Bay Area brewers are playing with all the puzzle pieces.



SOUR BEERS

For the past half dozen years, brewers have wondered whether **sour beers** will blast off into the mainstream or perhaps fade away to become just as esoteric as they were a decade ago.

These once unknown beers show no sign of vanishing — and neither do the special events they inspire around the region.

- **Sour Sunday** organized for the first SF Beer Week at **Jupiter** and **Triple Rock** in Berkeley remains the most popular even as dozens of other sour beer events have launched and thrived in other venues on other days.
- Local breweries with a sour focus — from **Almanac Beer Co.** to **The Rare Barrel** — have followed the lead of early innovators like Russian River as they've arrived on the scene and have put sours first during SF Beer Week.

STOUTS & PORTERS

What about the rich, dark wintery **stouts** and **porters**, sometimes enhanced with the likes of spices, coffee or cacao, and perhaps ripened in exotic spirits barrels?

- Dark, rich favorites fill another niche and scratch another beer-seekers' itch. From chocolatey black Russian Imperial Stouts to caramel-kissed bronze Barleywines, these beasts provide a lot of bang for the taster glass.
- Search the schedule for events with stout, dark, barrel or wood in the name to track down these inky beauties.
- Not every dark beer is strong and vice-versa, but the tempting offerings of **Strong Beer Month** — an earlier SF tradition from Magnolia Brewing Co., 21st Amendment Brewery and others — continue, providing a deep dive into big beers, from Imperial Stouts to Belgian Dark Strongs or “Quads.”

TIMELESS EXPERIMENTATION

The birth of every beer style is a story of experimentation, this year or a thousand ago. During beer week, you may be offered a Gruit, a Saison, a Gose, a Porter or a Mango IPA. With each, the liquid in your glass reflects creative adaptation, with chemistry, physics, ingredient experimentation and more fueling style discovery.

- Look for the sophisticated use of grape and grain in wine-beer hybrids that has captured the imagination of producers (**Woods Beer Co.**, **Social Kitchen & Brewery**, etc.) as one direction of fermentation exploration.
- **Admiral Maltings**, a new malting facility in Alameda, is now open. Producing traditional floor-turned brewing malts, the grains used are California grown, organic and small-batch. Look for locally produced beers featuring these expressive malts to be released during SF Beer Week.
- Don't worry — there is plenty of action for traditionalists seeking out faithful local craft examples of classic European beer styles!



Download: [Raspberry Sour](#)

Credit: *Suni Sudhi*



Download: [Sour Sunday](#)

Jupiter

Credit: *Alex Lexson*



Download: [Double IPA Fest](#)

The Bistro

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SF BEER WEEK 2018 - MEDIA KIT

Download: [Brewer Q&A](#)
The Rare Barrel

Credit: Suni Sudhi

Beer Knowledge

DISCOVERY THROUGH EDUCATION

There will be stories in every glass. During SF Beer Week, talking about beer is almost as fun as tasting it.

Beer style-showcases offer tasty ways to try different styles, but SF Beer Week also provides dozens of cerebral events to expand your beer horizon. Numerous guided tastings, brewer discussions and brewing demonstrations fill the calendar. Your adventures in higher beer learning —whether for fun, to advance your knowledge or to fortify a career in beer — will surely be the most enjoyable form of enlightenment. Examples from 2017 included:

- Guided beer and food pairing tastings
- Brewers discussing their brewing process, recipe inspiration and more
- Flavor courses to learn style differentiation
- Flavor courses to identify off-flavors that prevent a beer from making the grade
- How to brew your own beer and learning techniques for different styles
- Introduction to beer judging
- Related educational seminars, from beer and data to beer and design

Tip: Unexpected brewing jargon? Untangle your IBUs from your OGs at the [Craftbeer.com Beer Glossary](#)



Download: [Beer Education](#)
The Rare Barrel

Credit: Suni Sudhi



Download: [7-Day Brewing](#)
Woods Beer Co,

Credit: Alex Lexson



Download: [Tasting Glasses](#)

Credit: Suni Sudhi





SF BEER WEEK 2018 - MEDIA KIT

Download: [Rare Options](#)

City Beer Store, SFBW 2017

Credit: *Suni Sudhi*



Travel Tips

AN OFFBEAT WINTER BREAK

Coming to town for SF Beer Week?

- Simply add a raincoat to the obligatory layers for a SF visit to enjoy a mild winter week and the ultimate beer-cation.
- February nights seldom dip below the mid-40s, making the Bay Area a nice respite for the frozen or snowed-in.
- Even inland, weather stays mild, making both indoor and outdoor events annual SFBW favorites, rain or shine.
- The Bay Area's world-famous restaurants, museums, music venues and other favorite attractions are nearly all open and less crowded in February.
- Lodging, particularly beyond SF proper, is noticeably more affordable this time of year.
- All this, and cherry blossoms are already in bloom in Golden Gate Park.



“

San Francisco has been a great beer city since the days of the Gold Rush and the Barbary Coast. Today, craft beer is as much a part of our culinary scene as our many Michelin-starred restaurants.

SF Beer Week is the perfect time for beer lovers from around the world to come, experience and celebrate the city's best brews.

Joe D'Alessandro

President & CEO, SF Travel Association

”



Download: [Toast to You](#)
SFBW Opening Gala

2017

Credit: *Suni Sudhi*



Download: [Beer Land](#)
City Beer Store

Credit: *Suni Sudhi*



Download: [Hazy & Happy](#)
Cellarmaker

Credit: *Suni Sudhi*





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Download: [Women & Beer](#)
The Good Hop, SFBW 2016
 Credit: Alex Lexson

Community First BREWERS UNITE!

There's nothing like a milestone to promote reflection, raise appreciation and spur bold initiatives.

The **San Francisco Brewers Guild** formed in 2004 to help market breweries in the City of San Francisco. By 2010, the guild became caretaker and official producer of SF Beer Week.

For a decade, SF Beer Week has celebrated the region's small beer providers and the consumers who love them.

Turning the corner on 10 years, the guild is excited to have this 2018 installment of SF Beer Week coincide with its evolution into a region-wide trade association. The reason is simple. We're stronger together. Breweries across the region share marketing, economic, regulatory and environmental interests, and have a deep appreciation for Northern California's unique beer heritage. The spirit of collaboration and participation has always been strong across the greater Bay Area, as SF Beer Week has proven, and we want to take that message to the world year round.

So look for us as a community of independent breweries to collectively carry Beer Week's regional energy forward as we promote independent craft beer and breweries across the greater SF Bay Area full time.



Download: [Founder Toast](#)
SFBW Opening Gala
 2012
 Credit: Gamma Nine



Download: [2017 Panorama](#)
SFBW Opening Gala
 2017
 Credit: Troy Ziel



Download: [Community First](#)
SFBW Opening Gala
 2012
 Credit: Gamma Nine





SF Beer Week Timeline

PREHISTORY

Long before humans invented SF Beer Week, brewing emerged with agriculture, from China to Egypt to the Incan civilization. America's rich brewing history was cut short by Prohibition. After repeal, fierce competition, cost cutting and consolidation left few survivors standing by mid-century.

1965

Igniting a spark in SF, Fritz Maytag purchases the failing Anchor Brewing Co. and starts a flavor revival by recreating historic beer styles.

1976

Jack McAuliffe opens the nation's first "microbrewery," the short-lived New Albion Brewing Co. in Sonoma County.

1978

Simultaneously pushing for fresher, nature-inspired cuisine, Californians lobby for legalization of homebrewing, something the repeal of Prohibition had neglected. Legalization leads to home brew shops and self-taught brewers emerge.

1980s

Modern brewpubs invented. Of the first five in the nation, two locals -- Triple Rock Brewing Co. and Buffalo Bill's Brewery -- continue to make beer and serve meals in Berkeley and Hayward respectively three decades on.

1987

The Toronado, one of the nation's first specialty craft beer bars, opens, creating an urban market for draft microbrews in SF.

1988

Celebrator Beer News begins publication in the East Bay as the first "brewspaper" devoted to the craft beer movement.

2000

The first Double IPA festival in the world celebrates a newly emerging style at The Bistro, a specialty beer bar in Hayward in the East Bay. Russian River Brewing Co.'s Pliny the Elder is created for the inaugural event.

2004

Brewers in SF form a non-profit to market beer in the city.

2005

Russian River Brewing Co. brews Pliny the Younger, the world's first Triple IPA, for the Bistro's Double IPA Festival.

2008

Prompted by Beer Chef Bruce Patton, SF Bay Area leaders plot a beer week. Nico Freccia & Shaun O'Sullivan (21st Amendment), Tom Dalldorf & Jay Brooks (Celebrator Beer News) and Dave McLean (Magnolia Brewing), drawing inspiration from Philly Beer Week, evolve years-old Strong Beer Month and Beerapalooza week of February events into the first SF Beer Week.



SF Beer Week Timeline (cont'd)

- 2009 1ST SF BEER WEEK** — SF Beer Week launches with 9 days of ad hoc Bay Area activities. Anyone may post events — 151 at kick off, more as the week progressed. Some, like a rare beer tasting in a private apartment, may not have passed regulatory muster. Others — the Bistro Double IPA Festival, the Anniversary of Celebrator Beer News and the Toronado Barleywine Festival (now in October) — provided the framework for the week. Several first-year events have persisted for every SFBW thereafter. ThirstyBear Organic Brewery's Cask and Queso, the hyper-local Meet the Brewers Beer Festival in San Jose, and a sour beer extravaganza, Sour Sunday at Triple Rock in Berkeley, among others, started traditions.
- 2010 2ND SF BEER WEEK** — Adopted by the SF Brewers Guild, SF Beer Week sheds its lawless ways, restricting event hosts to licensed venues and requiring paid listings per state regulations. Russian River's Pliny the Younger inspires long lines in Santa Rosa and SFBW events pouring the hoppy elixir, including the inaugural Opening Gala. Woods Beer launches Beerunch, since joined by other fancy brunches. Drake's Brewing's Sau & Brau pig roast starts a tradition, as does the Women Only Beer Tasting & Appreciation event at Devil's Canyon Brewing.
- 2011 3RD SF BEER WEEK** — New events that will persist include a tasting of select Craft Beer in Cans, an emerging trend at the time, at The Jug Shop.
- 2012 4TH SF BEER WEEK** — The Gala moves to the larger (since demolished) Concourse Exhibition Center so more of the region's growing roster of breweries can pour.
- 2013 5TH SF BEER WEEK** — Over 500 events convene in 200 venues. The Gala tops 60 brewers from around the region. Events like Serpents & Stouts, a celebration of dark beers at Ale Arsenal in San Carlos, become traditions. Pliny the Younger remains a draw at SFBW events and the source in Santa Rosa, where a county agency determines the release drives \$2.3 million in tourism-related local impact, only to grow yearly.
- 2014 6TH SF BEER WEEK** — About 600 events are listed at 220 venues. The first Battle of the Guilds convenes, with People's Choice voting on beers from Southern Cal vs. SF Bay Area.
- 2015 7TH SF BEER WEEK** — Over 700 events fill 280+ venues around the Bay. San Francisco's Mayor commemorates the phenomenon for the first time with a proclamation. The Gala moves to Fort Mason. ØL Beercafe and Bottle Shop in Walnut Creek launch an ongoing Valentine's Sweet & Sour Fest, further solidifying SFBW's beer-chocolate connect.
- 2016 8TH SF BEER WEEK** — Over 800 events are hosted at 300 venues — despite dates being moved to January due to the Super Bowl's booking in the Bay Area that year.
- 2017 9TH SF BEER WEEK** — Back in February, festivities surpass 900. The Gala heads to Pier 48 near AT&T Ballpark, where 126 brewers pour over 400 rare and select beers.
- 2018 10TH SF BEER WEEK** — The extravaganza will run from Friday, February 9 – the night of the Opening Gala at Pier 35 – through Sunday, February 18!

Media Resources

LOGOS & ARTWORK



Theme Art

[JPG - hi res](#) • [JPG - lo res](#)



Sticker

[PNG](#) • [PNG Transp.](#) • [EPS](#)



Postcard

[JPG](#)

Celebrate Craft Beer during the 10th Annual



Presented by the San Francisco Brewers Guild

10th Anniversary Logo

[PNG](#) • [PNG Transp.](#) • [EPS](#)



10 Years of SF Beer Week Themes 2009-2018

[JPG](#)

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Media Resources

PHOTOS, SOCIAL & PAST COVERAGE

PHOTOS FOR USE

See thumbnails in kit sections; click to download screen-quality images (contact for print quality).

[Almanac Pairing](#) - Stag Beer Dinner

[Brewer Q&A](#) - The Rare Barrel - Credit Suni Sudhi

[Beer Education](#) - The Rare Barrel - Credit Suni Sudhi

[7-Day Brewing](#) - Woods Beer - Credit Alex Lexson

[Tasting Glasses](#) - Credit Suni Sudhi

[Pliny Toast](#) - Russian River - Credit Suni Sudhi

[Founder Toast](#) - SFBW Gala '12 - Credit Gamma 9

[Community First](#) - SFBW Gala '12 - Credit Gamma 9

[2017 Panorama](#) - SFBW Gala '17 - Credit Troy Ziel

[Toast to You](#) - SFBW Gala '17 - Credit Suni Sudhi

[Raspberry Sour](#) - Jupiter - Credit Suni Sudhi

[Sour Sunday](#) - Jupiter - Credit Alex Lexson

[Double IPA Fest](#)

[Rare Options](#) - City Beer Store - Credit Suni Sudhi

[Beer Land](#) - City Beer Store - Credit Suni Sudhi

[Hazy & Happy](#) - Cellarmaker - Credit Suni Sudhi

[Women & Beer](#) - The Good Hop - Credit Alex Lexson

WEBSITE - sfbeerweek.org

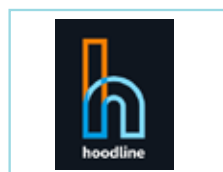
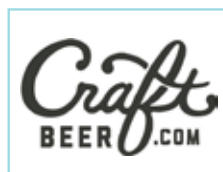
FACEBOOK - facebook.com/sfbeerweek

TWITTER - twitter.com/sfbeerweek

INSTAGRAM - instagram.com/sfbeerweek

HASHTAGS - #sfbeerweek, #sfbeerweekgala

Links to past coverage:



Add'l examples of 2017 coverage:

Guide to SFBW Events across the Bay Area - SF Chronicle

Kid-Friendly Options During SFBW - East Bay Express

Favorite Events (and Beer) During SFBW - Paste Magazine

7 Local SFBW Happenings SFBW Not to Miss - Sonoma Magazine

Scenes From SFBW - Where to Indulge Before It Ends - Hoodline

And check out a 2009 preview of the first SF Beer Week!

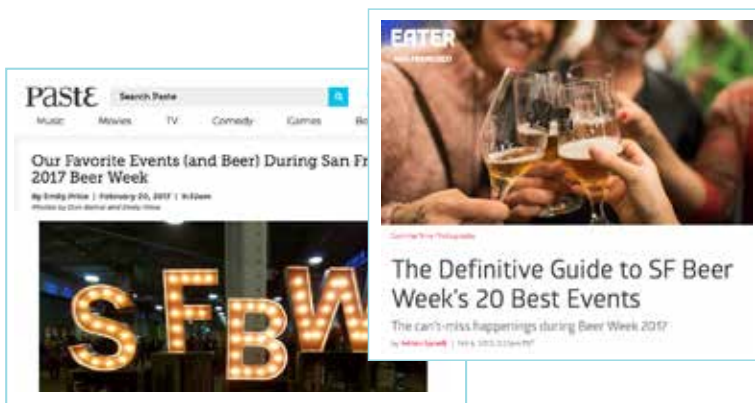
Bay Area to answer Philly with big week of beer events

- San Jose Mercury News

2018 Releases as of 11/2017 -- contact us for current news!

Save the Date: 10th SF Beer Week Coming Feb. 9-18, 2018

SFBG Going Regional for SF Beer Week's 10th Year



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