



California Craft Brewer Association: Social Media FAQ

Q: One of our retail accounts is promoting a special event at their location and they want the participating breweries to promote it in their tasting rooms and on social media. It was my understanding that we cannot do anything for any single retailer. Is there an exception for special events as the retailer is stating?

A: You are not allowed to promote ANY event at a retail location on your website, in your tasting room or on social media. You can only list where your beer is sold at retail if you list two or more retail locations (for example, posting on your website or social media that you can purchase XYZ beer at Raley's and Safeway). The only other exception to the code is the "beer dinner exception" which refers to educational events at an on-premise account. In that case you are able to list the date and location of the event but you are still not allowed to "promote" the retailer or make any laudatory comments.

Q: My brewery is about to begin a "launch tour" with a series of events at local bars and restaurants. There will be tap takeovers, sponsored trivia nights, etc. We'd like to create awareness of and promote attendance to these events on our social media pages, mainly by creating "events" on Facebook which we will invite our fans to. Can we create these events through our brewery page, or do we have to count on the bar or restaurant making the event page?

A: The retailer would need to create the Facebook event and promote it on their own channels. You are only allowed to post on your website or social media where your beer is **for sale** at a retail location. To do so, you must comply with the following requirements:

- The post refers to a minimum of two (2) unaffiliated retailers
- No laudatory comments are made about the retailers
- No retail prices are included
- The post is made, produced, and paid for, exclusively by the brewery (so no retweeting a retailer made post or sharing their Facebook event, unless it is in association with a duly licensed nonprofit event)
- Images are allowed, but you must show images for at least two unaffiliated retailers, it cannot be a picture of one and just text about another.
- List no more than the retailers' addresses, telephone numbers, email addresses, website address, or other electronic media (ie. facebook page or twitter handle, etc).
- Events with an educational component - like a beer dinner or a meet the brewer event - have some additional exceptions. In that case you are able to list the date and location of the event but you are still not allowed to "promote" the retailer or make any laudatory comments.