



# Allied Trade Membership

LOOKING TO BUILD A BUSINESS IN THE CRAFT BEER INDUSTRY?  
THE CCBA IS YOUR LINK TO ACCESS HUNDREDS OF CRAFT BREWING  
INDUSTRY LEADERS AND DECISION MAKERS ACROSS CALIFORNIA.

**The primary mission of the CCBA** is to protect current privileges and defend the interests of the craft brewing industry at the state Capitol. The CCBA also provides countless educational resources and events to help brewers stay in compliance with state and local regulations assisting the growth and development of the businesses throughout California and beyond. Allied trade membership connects you to brewery owners so you can build your business and community in craft beer.

## BENEFITS

- Contact list for CCBA brewery members, including the contact information for owners and decision makers producing the majority of California's craft beer
  - Contact list for California breweries-in-planning
  - Business to business opportunities within the CCBA's Allied-Trade membership
  - Inclusion on the list of recommended providers and suppliers when requested by CCBA members
  - Invitation to attend all CCBA member events, including regional meetings and member conferences
  - Discounts on tickets and exhibiting at all CCBA events, including bi-annual conferences and the California Craft Beer Summit
  - Early notifications and opportunities for sponsoring, exhibiting and attending all CCBA events
  - Opportunity to submit speaker proposals for CCBA's bi-annual member conferences, Webinars and the California Craft Beer Summit to be reviewed by the Educational Committee
  - Company name and logo linked on the CCBA website and included in the association's business directory
- Subscription to the CCBA Weekly Bulletin, which includes industry updates and information, advisories and regulatory updates from the ABC, educational opportunities and events
  - Opportunity to submit educational blog content for the CCBA weekly blog, to be reviewed by the Educational Committee
  - Access to "Members Only" section of the CCBA website, which includes:
    - Business directory providing contact information for all CCBA members
    - Policy and legislative updates impacting the craft beer industry
    - An index of common Alcohol Beverage Control (ABC) in Ca
    - Past presentations at CCBA events or Webinars
    - Links to key agencies that regulate California breweries



## WHO SHOULD I CONTACT WITH QUESTIONS?

CCBA staff is always available to walk you through your benefits or connect you to association resources. Call **916-228-4260** or email our business development coordinator to get in touch: [scott@californiacraftbeer.com](mailto:scott@californiacraftbeer.com).