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FOR IMMEDIATE RELEASE:

Brew City, Texas Program Aims to Boost Craft Beer Tourism & Economic Development

Texas Craft Brewers Guild Partners with Cities Committed to Supporting and Showcasing Local Breweries

[Austin, Texas - March 28, 2024] - The Texas Craft Brewers Guild, the nonprofit trade association made up of 300+ small and independent breweries across the state, is proud to announce the launch of its newest initiative, the **Brew City, Texas** program. Designed to unite cities and municipalities dedicated to promoting craft beer tourism and fostering economic development, the program aims to showcase Texas as a premier craft beer tourism destination.

"We are thrilled to launch the Brew City, Texas program, which represents a significant milestone in our ongoing efforts to support and elevate the craft brewing industry in Texas," said Caroline Wallace, Executive Director of the Texas Craft Brewers Guild. "By collaborating with cities committed to celebrating the unique culture and flavors of Texas craft beer, we aim to drive tourism, stimulate local economies, and further establish Texas as a world class beer destination."

The Brew City, Texas program welcomes cities and municipalities to join in two categories: "Craft Beer Destinations" and "Emerging Brewscapes." Craft Beer Destinations include cities known for their vibrant craft beer scenes, while Emerging Brewscapes encompass

small communities looking to stimulate economic development through attracting their first brewery. This inclusive approach ensures that municipalities of all sizes have the opportunity to participate in and benefit from the program. Seven cities, spotlighted below, have already Brew City, Texas program as “Early Adopter” communities.

Craft Beer Destinations:

[Boerne](#): Located just 25 miles outside of bustling San Antonio, downtown Boerne’s Hill Country Mile exudes charm with its colorful storefronts and historic buildings. Travelers can explore boutiques, galleries, and diverse drinking and dining establishments—including six craft breweries. Named one of the “Top 25 Small Town Main Streets in America” by Country Living Magazine, Boerne offers year-round events and a welcoming atmosphere that invites visitors to enjoy local brews as they wander from brewery to shop to restaurant along the Hill Country Mile and the picturesque banks of the Cibolo Creek. Save the date for Boerne breweries’ Maibock Walk, returning May 18.

[Denton](#): Home to the University of North Texas and Texas Woman’s University, Denton boasts a vibrant music and arts scene. Just a short drive from Dallas-Fort Worth and surrounded by lakes and state parks, Denton blends hip culture with historic charm. With 4,000 acres of open space, unique dining and shopping experiences, and a lively downtown, Denton is a hub for craft beer enthusiasts. Currently housing Denton County Brewing Company and Union Bear Brewing, the city anticipates being home to five breweries by 2025, reflecting its growing craft beer scene and numerous projects currently under development. The city will celebrate craft beer at the upcoming **[Little d Brewfest](#)** in downtown Denton on May 11.

[Dripping Springs](#): Located just 25 miles southwest of downtown Austin, Dripping Springs is home to over a dozen craft breweries, spectacular natural wonders, historic treasures, unique shopping, eclectic live music venues, a plethora of vineyards and local distilleries, and legendary hospitality. Centrally located in the Texas Hill Country and recognized as the official “Wedding Capital of Texas®”, a Music and Film Friendly Community and a Bird City, Dripping Springs is a premiere destination location and is the perfect place to stay while visiting the region and its many breweries!

[Galveston](#): Nestled just 50 miles from Houston, Galveston, Texas, is a charming Southern retreat with a rich tapestry of art, historic architecture, chic boutiques,

and ghost legends. Set on a quaint Gulf Coast barrier island, Galveston invites visitors to experience its unique charm. While the 32 miles of beaches make the city an iconic destination, Galveston offers much more beyond the shore. Explore the city's vibrant culture and history, and savor the flavors of the local craft beer scene with breweries like Galveston Island Brewing Company, Devil and the Deep Brewing, and Naked Iguana waiting to be discovered.

[Nacogdoches](#): A 300-year-old city, Nacogdoches is known as "The Oldest Town in Texas." It's located in the heart of Deep East Texas almost equidistant between Dallas/Fort Worth, Houston and Shreveport, Louisiana. Nestled between three national forests and only a short drive from two of the largest lakes in Texas, Nacogdoches is home to Stephen F. Austin State University and award winning Fredonia Brewery. Also designated the Garden Capital of Texas, Nacogdoches is recognized for its natural beauty, creeks and trails. Texas starts here!

Emerging Brewscapes:

[Luling](#): Sometimes referred to as the "Crossroads to Everywhere", Luling is conveniently located at the intersection of US Highway 183 and Interstate 10, just 40 miles south of Austin and 50 miles east of San Antonio. Once known as the "toughest town in Texas", Luling is a microcosm of the things that made Texas famous, agriculture, oil and the railroad. The southern gateway to Caldwell County is set on the beautiful banks of the San Marcos River. Luling's quaint downtown district is thriving with unique shops and restaurants and is home to the Luling Oil Museum and Visitors Center and the Zedler Mill Museum and historic park. Luling host a bevy of downtown events including the World Famous Luling Watermelon Thump, The Rajun' Cajun Festival, Night in Old Luling, and the Roughneck BBQ Cookoff and Car Show. Luling will be celebrating its 150th Anniversary in 2024. Discover the treasures that this rural community has to offer and the potential for a craft beer destination.

[Sugar Land](#): Located in eastern Fort Bend County, Sugar Land is approximately 20 miles southwest of downtown Houston. Sugar Land Parks & Recreation strives to create and maintain unparalleled recreational opportunities and unique, high-quality parks and public spaces enhancing our community, with exceptional customer service.

“Over the years, the Texas Craft Brewers Guild has received numerous inquiries from City Managers and Economic Development Directors eager to entice breweries to their towns, often viewing them as anchor tenants for new developments or as vital businesses in main street revitalization projects. Simultaneously, we’ve had some opportunities to engage with larger, more established brewery hubs as they venture into hosting their inaugural local beer festivals, initiating promotional campaigns to highlight their breweries, or exploring changes in city ordinances that could impact breweries,” said Wallace. “What the Brew City, Texas program does is give us a more fruitful and intentional way to open lines of communication and nurture partnerships with these communities, pooling our collective efforts to promote tourism, growth, and stability for the small businesses that make up the Texas craft brewing industry.”

As members of the program, participating cities will have access to benefits including use of the exclusive Brew City, Texas mark, designed by the creative agency [Ptarmak](#), to feature in destination marketing efforts. Additional benefits are focused around education, joint marketing, and outreach opportunities to both the Texas Craft Brewers Guild’s network of breweries and breweries in planning and craft beer enthusiasts across the state. City officials and tourism groups interested in learning more about joining the Brew City, Texas program can [visit the sign-up page here](#).

Brew City, Texas is just the latest initiative behind one of the Texas Craft Brewers Guild’s key five year strategic priorities to promote Texas as a world class beer destination. Other promotional efforts include the [Texas Craft Brewers Festival](#), Texas’s largest beer fest featuring exclusively small and independent Texas craft breweries, the [Texas Brewery Passport app](#), and the [Texas Craft Brewers Cup](#) competition. The Guild is also encouraging Texans and visitors alike to “[Toast to Totality](#)” during the upcoming April 8th total eclipse and enjoy the celestial spectacle from a Texas craft brewery.

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ABOUT THE TEXAS CRAFT BREWERS GUILD:

As a member-driven organization, the Texas Craft Brewers Guild fights for the advancement of independent beer brewed in the Lone Star state. Together, we promote, propel, and protect our collective interests while enlisting our fellow Texans to raise a glass and join us. The Guild’s Board of Directors hail from craft breweries in all the major metropolitan regions of the state, as well as different brewery types and sizes to represent the Guild’s ~300 brewery members throughout the state, including operating breweries, as well as those that are in the advanced planning stages. The Guild also welcomes allied trade, retail, education, and nonprofit members who support the craft brewing industry. To learn more about the Texas Craft Brewers Guild visit texascraftbrewersguild.org.