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FOR IMMEDIATE RELEASE:

‘Toast to Totality’ from a Texas Craft Brewery During the April 8th Eclipse

Texas Craft Brewers Guild Launches Online Hub for Breweries’ Eclipse Watch Parties, Special Beer Releases, Merchandise, and more!

[Austin, TX – March 14, 2024] – As anticipation builds for the total solar eclipse on April 8, 2024, the Texas Craft Brewers Guild is inviting Texans and visitors alike to raise a glass and ‘Toast to Totality’ from a Texas craft brewery.

Craft breweries across Texas are gearing up for the eclipse with a range of special events—from eclipse-themed beer releases, to live music, camping opportunities, table reservations, and viewing parties under the darkened sky. To help beer enthusiasts navigate the eclipse festivities, the Texas Craft Brewers Guild has curated a [landing page](#) of events, providing a one-stop resource for craft brewery eclipse happenings across the Lone Star State.

"Craft breweries are integral to the fabric of Texas' cultural landscape, serving as vibrant hubs of community and tourism destinations that showcase the unique flavors and spirit of our state," Texas Craft Brewers Guild Executive Director Caroline Wallace said. "With the entire state experiencing at least 80% coverage of the eclipse, over 12 million Texans in the path of totality, and as many as 1 million travelers estimated to be

planning a trip to the Lone Star State to experience the eclipse, there's no better place to toast to the wonders of the cosmos than at a Texas craft brewery."

Beer enthusiasts who witness the eclipse from one of the Texas Craft Brewers Guild's hundreds of member breweries can commemorate the occasion by collecting a bonus passport stamp in the Guild's [Texas Brewery Passport](#) mobile app. The app, launched in 2020, allows beer lovers to track their brewery adventures and earn stamps, badges, and rewards along the way, adding an extra layer of excitement to the eclipse celebrations.

The Texas Craft Brewers Guild has also collaborated with San Antonio based creative studio [DeuxSouth](#) to launch [exclusive "Toast to Totality" merchandise](#) available for online order. From shirts, to tote bags, to posters, these limited-edition items serve as timeless mementos of this historic event, and, if folks act fast, they'll arrive in time for the big day!

As Texas prepares to witness this awe-inspiring celestial phenomenon, craft breweries stand ready to welcome eclipse chasers and beer enthusiasts, offering unforgettable experiences under the Texas sky.

For a map of brewery eclipse events, more information about the Texas Brewery Passport app, and 'Toast to Totality' merchandise, visit texascraftbrewersguild.org/eclipse.

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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.