

AMERICAN CRAFT BEER WEEK[®] MANIFESTO | MAY 13-19, 2013

Whereas the United States of America is a land that celebrates free thought and independent spirit, and whereas nothing represents the essence of free thought and independent spirit better than American artisans who approach their craft with originality, dedication and passion,

I PLEDGE MY SUPPORT TO SMALL AND INDEPENDENT CRAFT BREWERIES OF THIS GREAT NATION.

Yea, I will shout, sing and tirelessly proselytize my enthusiasm from every barstool, beer aisle and virtual mountain-top.

AMERICAN CRAFT BEER IS AN ARTISTIC CREATION MADE BY PASSIONATE INNOVATORS.

I declare myself to be a devoted acolyte, enthusiast and fanatic, and that setting high standards for quality and character in the beers I drink is not snobbery, but good taste. I reject the notion that choosing craft beer is a fancification, as it is merely a return to normalcy and a manifestation of my desire for beers of fuller flavor and character.

AMERICAN CRAFT BREWERS HAVE BUILT OUR NATION INTO AN UNPARALLELED BEER PARADISE,

with a greater range of styles, techniques and creative ingredients than any other place on earth. Our craft brewers have won the admiration of every beer-drinking nation in the world. We have thrown off the chains of low expectations, and now taste sweet freedom in every glass of American craft beer.

I will champion truth and transparency. I will demand to know the parent company of the beer I drink, especially if it is an enormous global conglomerate seeking to give the impression of a small and independent craft brewer.

I DECLARE MY LOYALTY TO THOSE BREWERS WHO TREAT ME WITH RESPECT AND BELIEVE I AM WORTHY OF BETTER, AS I KNOW THEY ARE LOYAL TO ME.

Craft brewers represent the purest form of the American spirit and are dedicated to nurturing and enriching their communities. I declare this community of American craft brewers and beer enthusiasts to be a rare and beautiful thing—

A FORCE FOR GOOD AND FOR POSITIVE CHANGE IN OUR COUNTRY. I PLEDGE TO SUPPORT THIS GLORIOUS GROUP WITH MY TIME, EFFORT AND GENUINE GOOD WILL.

I DECLARE AMERICAN CRAFT BEER WEEK TO BE A TIME OF RENEWED ENTHUSIASM,

a time for celebrating and supporting the thousands of small and independent craft brewers who have transformed the American beer landscape to a lush garden of diverse delights. I pledge to try new beers, attend craft beer events, seek out new craft beer establishments, enjoy beer and food pairings, to savor the flavor of craft beer responsibly and actively foster appreciation and understanding among my friends and strangers alike about the rapturous joys of great American craft beer.

FOR ALL OF THIS, AND TO AMERICAN CRAFT BEER WEEK, MAY 13–19, I MAKE THIS PLEDGE,

Signed, in beer:

