



# AHA Member Deals

## What is AHA Member Deals?

AHA Member Deals provides American Homebrewers Association (AHA) members special offers at breweries, beer bars, restaurants and craft beer friendly businesses like homebrew retailers. These participating businesses are marketed to homebrewers and homebrew clubs across the nation. As a result, tens of thousands of AHA members and their craft beer enthusiast friends and family discover businesses offering AHA Member Deals every year!

## Why Participate?

1. Showcase your establishment to more than 45,000 (and growing!) avid homebrewers and beer connoisseurs in your area and nationwide. As one of the most popular member benefits, our members seek out participating locations with their friends, family and fellow homebrewers.
2. Support the homebrewing community and connect with beer enthusiasts who live on the cutting edge of craft beer.
3. More than 1,800 breweries, pubs and retailers, from national groups like Old Chicago and Rock Bottom Restaurants to locally owned businesses like local homebrew supply shops, participate in this members-only customer loyalty program.

*"AHA Member Deals has been a great investment for our company in terms of expanding and celebrating the overlap between beer enthusiasts, home brewers and the professional brewing community. This program directly contributed over \$40,000 in revenue to our Rehoboth Beach brew pub last year. I recommend it to everyone!"*



**Sam Calagione**  
President and Founder,  
Dogfish Head Craft  
Brewery

*"AHA Member Deals is a great way to show support for our best and most loyal beer customers, the homebrewers."*



**Mark Edelson**  
Director of Brewery  
Operations,  
Iron Hill Brewery &  
Restaurant

# How to Participate

- 1. Decide on an Offer.** Make your offer available to just the card-carrying member or the whole party. It's up to you. Here are some examples:
  - 15% off food, beverage & merchandise or ingredients
  - \$1 off pints, \$2 off growler fills
  - Happy hour prices all day
  - 10% off ingredients for a recipe in the most recent issue of *Zymurgy*
- 2. Contact Us.** To sign up and hear more about how you'll be promoted just contact Millie Shamburger, Business Programs Coordinator, at 888.822.6273 ext. 201 or [millie@brewersassociation.org](mailto:millie@brewersassociation.org)
- 3. Educate Your Staff.** We'll send you sample AHA membership cards and posters for you to provide managers and staff. Let them know about your offer and to expect AHA members to show up because you participate in AHA Member Deals.
- 4. Promote.** We'll promote your establishment as an AHA Member Deals participant in print, at [HomebrewersAssociation.org](http://HomebrewersAssociation.org), [CraftBeer.com](http://CraftBeer.com), in AHA membership mailings and in emails to AHA members and non-members.



## What is the American Homebrewers Association®?



The American Homebrewers Association (AHA) is the first and only not-for-profit, member-driven organization dedicated to the art, science and fun of homebrewing. Since 1978, the AHA has been promoting the homebrewing hobby through its publications, events and programs, such as *Zymurgy*® magazine, *Go Brew Yourself* Pamphlets National Homebrewers Conference, National Homebrew

Competition, National Homebrew Day (Big Brew), Mead Day, Learn to Homebrew Day, AHA Member Deals and AHA Membership Rallies. AHA membership is more than 45,000 strong and growing.



National Homebrewers Conference



National Homebrew Competition



## Get more information

### About AHA Member Deals:

Millie Shamburger, AHA Business Programs Coordinator  
888.822.6273 x201  
[millie@brewersassociation.org](mailto:millie@brewersassociation.org)

### About Brewers Association membership:

Sarah Billiu, BA Membership Coordinator  
888.822.6273 x197  
[billiu@brewersassociation.org](mailto:billiu@brewersassociation.org)