

# 3 COMPELLING REASONS TO ENROLL IN THE *AHA Member Deals Program*

The American Homebrewers Association® (AHA) provides members special discounts and offers at tap rooms, breweries, restaurants, and homebrew supply shops. Participating businesses are marketed to homebrewers, homebrew clubs, and beer fans across the nation. As a result, tens of thousands of AHA members and their friends and family discover businesses offering AHA Member Deals every year!

## 1. DRIVE SALES

Showcase your establishment to more than 37,000 avid homebrewers and craft beer connoisseurs in your area and nationwide. As one of the most popular member benefits, AHA members seek out participating locations with their friends, family, and fellow homebrewers.

## 2. CONNECT WITH NEW CUSTOMERS

Your company logo, address, and offer will be emailed to our contacts in your area and listed on the AHA's Member Deals map at [HomebrewersAssociation.org/deals](https://HomebrewersAssociation.org/deals), along with 2,000+ breweries and retailers, ranging from national chains to 1-barrel taprooms and homebrew supply shops.

## 3. TAP INTO THE MARKET

Join 2,000+ breweries and retailers who participate in this members-only customer loyalty program, from national chains to brewery taprooms and locally-owned homebrew supply shops.



[AHAMemberDeals.org](https://AHAMemberDeals.org)

# How to Participate

## 1. SELECT YOUR OFFER

Decide if your offer will be available to just the card-carrying AHA member or their entire party. It's up to you. Here are some examples:

- Percentage discount: 15% off food, beverages, merchandise, or brewing ingredients or equipment
- Dollar amount discount: \$1 off pints, \$2 off growler fills
- Extend existing discounts: Happy hour prices all day
- Member Specific: 10% off ingredients for a recipe in the most recent issue of *Zymurgy*® magazine, a subscription is included with all AHA memberships



## 2. EDUCATE YOUR STAFF

We'll provide digital assets and a printable training document for your management team and staff so that they can easily identify AHA member cards. Educate staff about your offer and the program, then expect AHA members to patronize your business after we launch the deal! Each participating business receives one complimentary digital AHA membership to familiarize your staff with the program and AHA membership.

## 3. PROMOTE

We'll promote your establishment as an AHA Member Deals participant in emails to members and nonmembers, and in our AHA Deal Finder/Brewery Map at [HomebrewersAssociation.org/deals](https://HomebrewersAssociation.org/deals).

### What is the American Homebrewers Association?

The American Homebrewers Association (AHA) is the only member-driven organization dedicated to the art, science, and joy of homebrewing. Since 1978, the AHA has been promoting the homebrewing hobby through its publications, events, and programs, such as *Zymurgy*® magazine, National Homebrew Competition, Big Brew for National Homebrew Day, Home Fermentation Day, and Learn to Homebrew Day.



## Sign up or learn more:

CALL: 1.303.447.0816 EXT. 2

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