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**Multi-Billion Dollar Industry Reshaped by Access
& The Next Celebrities of Craft Beer
The Craft Beer Globally Unites to Measure the Strength of Buyer Influence through Social Media**

Houston, Texas/United States - August 13, 2017 — What is the one thing that unites the craft beer community across the globe? Buyer influence, and nearly one dozen social media influencers, and craft beer experts, from five of the most “beer-fluential” countries on earth have unified to flex their digital muscle and prove community’s strength in numbers. And the message being sent out, access to American craft beer just got easier.

Starts Monday August 14th and continues until Friday, November 4th, the “BeerFluence #localgoesglobal Campaign” will feature a specially selected blogger, homebrewer, journalist, or media professional from America, Brazil, Canada, the Cayman Islands, or Panama each week. Armed with statistical facts and behind the scene stories about breweries, these social media influencers will taste, review, and report their honest feedback about products and the importance of buying products from the world-renowned brands of Aspen Brewing Company (Colorado), Church Street Brewing Company (Chicago), Oceanside Ale Works (California), and Portland Cider (Oregon).

“Distribution is the biggest challenge for any brewery,” says Owner & Manager of Aspen Brewing Company, Duncan Clauss. Originally from the greater New York area, Duncan drank (what were then) small east coast breweries Long Trail, Magic Hat and Cisco Brewers. Blown away by Colorado’s craft beer culture, Duncan said he was bitten by the bug in college and started visiting breweries throughout the state. Duncan recalled, “Back then, I was home-brewing with my roommates. I wrote the business plan for Aspen right before graduating [University of Colorado] in 2007.”

Caribbean wholesalers and importers, though interested, are hesitant to purchase. Their reason for hesitation, brand recognition and a slight price increase. The two most common afflictions for members of the anti-beerestablishment. According to Duncan, “It comes down to great beer supported by a brand and marketing that consumers want to associate with.”

When asked about the craft beer buying experience stateside, Co-founder of Miami Menu said what he enjoys most about craft beer is the variety. “Craft breweries are more creative with the flavors. There's always something new to try.” He said the only real downside to consumers, the increase in prices. In fact, one of South America’s largest retailers turned down the opportunity for freshly bottled, temperature controlled craft beer from America for non-refrigerated craft beer from another country because it cost twenty cents less. Thus, the reasoning behind the campaign.

The campaign objective, to mobilize the four major demographics of the 2.8 million audience members each month. “We don’t want people to buy the products just because they taste good. We need people to buy these products because they’re the beginning of a change in craft beer as we know it,” said Brooke Sinclair, Chief Executive Officer of Velour Imports. She sees the products as symbols of free commerce for craft breweries everywhere.

Calling for help from the four most critical craft beer demographics drinkers, distributors, bloggers, and brewers. “We need craft beer drinkers and supporters to tell their favorite Caribbean craft beer retail

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location. Whether it’s a bar, restaurant, or grocery store. Tell them you want easy access to genuine craft beer. Tell them you want the products from the #localgoesglobalcampaign,” said Brooke. Especially those in Trinidad, Panama, and the Cayman Islands.

Filling the role of campaign sponsor, Velour Imports is the brainchild of the long-time Houston resident and passionate craft beer drinker. Brooke says she heard a cry for help from the craft brewers of America and felt spiritually moved to level the playing field of international distribution for craft brewers everywhere, forever.

Replicating the process of standardization now integrated in many other industries, Velour Imports provides access to a temperature controlled transportation and coordinated freight and shipping for international distribution. The same high grade, and technologically enabled, line of refrigerated trucks for international distribution. Nationwide freight and shipping coordinators of craft beer. This campaign utilizes the community’s greatest strength, social media.

The BeerFluence Campaign runs for 12 weeks and begins Monday, August 14th. Official campaign details, and links to a participating media partner in your area, can be found at the campaign website velourimports.online. Reaching an audience of more than 8.9 million people over the course of 12 weeks, craft beer lovers need to show their support by Retweeting, Reposting, and Sharing on their favorite social media platforms like Facebook, Instagram, and Twitter. And don’t forget to Follow #localgoesglobal as these influencers take-over the world through this century’s greatest communication tool, the internet.

See below for a list of participating social media influence partners.

Campaign Participants

<u><i>Name of Influencer</i></u>	<u><i>Major City & Country</i></u>	<u><i>Website URL</i></u>
Always Hungry Chi	Chicago, USA	alwayshungrychi.com
Brasilia Bier	Brasília, Distrito Federal, Brasil	instagram.com/brasiliabier
Brejatorium	São Paulo - São Paulo - Brasil	brejatorium.com/blog
Brewing Beauty	New York, USA	brewing-beauty.com
Cervagram	Rio de Janeiro, Brasil	instagram.com/cervagram
Craft Beer Tourist/BC Fan Page	British Columbia, Canada	craftbeertourist.com
Great Beer Now	Houston, USA	greatbeernow.com
Mais1gole	São Paulo - São Paulo - Brasil	mais1gole.com.br
Miami Menu	Miami, USA	themiamimenu.com
Miami Times	Miami, USA	miamitimes.us
Midtown Miami Magazine	Miami, USA	midtownmiamimagazine.com
Revista Beer Art	Porto Alegre, Brasil	revistabeerart.com
Vagabond Media Group	Camana Bay, Cayman Islands	vagabondmediagroup.com

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