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For Immediate Release

## Inaugural 2020 Craft Beer Marketing Awards’ “Crushie” Winners Announced in Virtual Awards Ceremony



Ceremony Video- <https://www.facebook.com/TheCraftBeerMarketingAwards/videos/884602425370511/>

**June 23, 2020 (NEW YORK, NY)** – The first ever Craft Beer Marketing Awards (CBMA) “[Crushie](#)” winners were presented in a LIVE virtual ceremony on Tuesday, June 16, 2020 on Facebook LIVE and Zoom. The ceremony was streamed LIVE, on CBMA’s [Facebook page](#).

The CBMA is the first awards program of its kind in the USA. It officially launched and began accepting entries in the fall of 2019. It has received entries from nearly every state in the country, in addition to submissions from Mexico and Canada.

““We’re honored to have received so much interest in our first year with entries from both big and small breweries all across North America,” said CBMA co-founder Jackie DiBella. “There is a clear need for these awards to recognize the critical and increasing contribution that marketing efforts play in the competitive craft beer industry. We were so impressed with what was submitted and look forward to seeing even more amazing work next year.”



CBMA Co-Founders Jim McCune and Jackie Dibella

The CBMAs had to pivot to a digital format due to the COVID-19 pandemic, thus cancelling the original awards ceremony that had been planned to take place during April's Craft Brewers Conference in San Antonio, TX.

The CBMAs presenting sponsor, Hillebrand, co-hosted the event along with CBMA Founders Jim McCune and Jackie DiBella. Additionally, KegPros from Hillebrand presented the winners of the "People's Choice" categories.

The CBMA's will also be launching a weekly Podcast starting in July. For more information about next years' CBMA's, please visit the [CBMA website](#).

Winners of the CBMAs were announced in a range of 32 categories that were evaluated by a panel of over 100 industry-recognized judges. The judges placed these entrants into top positions that were then voted on by the public via social media. A total of 130 awards were presented to brewers, designers, and agencies from all across North America.

## **List of Winners**

### **Craft Beer Marketing Awards 2020 CBMAs Crushie Award Winners**

**Congratulations to all 2020 CBMAs Crushie Winners!**

Please email [info@craftbeermarketingawards.com](mailto:info@craftbeermarketingawards.com) to request changes to your winners display below (this does not affect your trophy which is personalized by you in the shop. Winner's will receive an email with trophy shop access shortly).

### **Marketing Wild Cards / Most Creative Signage, POS, & Brewery Accessories**

#### **PLATINUM CRUSHIES**

Upshift Brewing Company

Moto Flights

Steve Behar, Brendan Behar, Ralph Vasquez, Kendall Kiesewetter

[upshiftbrewing.com](http://upshiftbrewing.com)

El Segundo, CA 90245

**GOLD CRUSHIES**

Ivanhoe Park Brewing Co.  
Flight Board  
ivanhoeparkbrewing.com  
Jason Kucharski, Six The Agency  
sixtheagency.com  
Orlando, FL 32803

North Fork Brewing Co.  
"Run the Juice" Signage  
northforkbrewingco.com  
Ricky Saetta, Estd1981  
estd1981.com  
Riverhead, NY 11901

Nostalgia Brewing Company  
Tinker Toy Flight Board  
nostalgiabrewing.com  
Shawn White  
Gahanna, OH 43230

**Best Can Design / 8oz (237ml), 12oz Can****PLATINUM CRUSHIES**

Snake River Brewing  
Cans That Inspire Exploration  
snakeriverbrewing.com  
Jesse Ryan, New Thought Digital Agency  
newthoughtdigital.com  
Jackson, WY 83001

**GOLD CRUSHIES**

Aslan Brewing Company  
Fish Have Feelings IPA  
aslanbrewing.com  
Andrew Allen  
Bellingham, WA 98225

Scuttlebutt Brewing  
Pineapple Hefeweizen  
scuttlebuttbrewing.com  
Blindtiger Design  
blindtigerdesign.com  
Everett, Washington

Second Street Brewery  
Agua Fria Pilsner

secondstreetbrewery.com  
Mariah Cameron Scee  
Santa Fe, New Mexico

Bear King Brewing Co  
"Legends" 12oz Beer Line  
bearkingbrewing.com  
Grant Guidry & Citrus Advertising  
citrusadv.com  
Marble Falls, TX 78654

Fort Point Beer Company  
Animal Tropical IPA  
fortpointbeer.com  
Sarah Chorey & Manual Creative  
manualcreative.com  
San Francisco, CA 94129

Port Orleans Brewing Co.  
Dorada Mexican-style Lager  
portorleans.com  
Chase Guillory  
New Orleans, LA 70115

Bale Breaker + Modern Times Beer  
Palm Springs Pils  
balebreaker.com  
moderntimesbeer.com  
Blindtiger Design  
blindtigerdesign.com  
Yakima, WA 98901  
Point Loma, San Diego

Hand of Fate Brewing Company  
Stacking Can Design  
handoffatebrewing.beer  
EBBING Branding + Design  
ebbingbranding.com  
Petersburg, IL 62675

Gnarly Barley Brewing  
Forest of Feelings IIPA  
gnarlybeer.com  
Kriston Pauley  
Hammond, LA 70403

Culmination Brewing Co.  
Phaedrus IPA  
culminationbrewing.com

Marcelo Fontana Moraes  
Portland, OR 97232

RavenBeer  
Best Logo Design / Unique  
ravenbeer.com  
Stephen Demczuk & Keviun Kallaugher (Kal)  
kaltoons.com  
Baltimore, MD 21237

Alaskan Brewing Co.  
Alaskan White  
alaskanbeer.com  
Blindtiger Design  
blindtigerdesign.com  
Juneau, AK

## **Best Bottle Design / 12oz, 12.7oz, 16.9oz (500ml) Bottle**

### **PLATINUM CRUSHIES**

Funky Buddha Brewery  
Mixology Series  
funkybuddhabrewery.com  
EBBING Branding + Design  
ebbingbranding.com  
Oakland Park, FL 33334

### **GOLD CRUSHIES**

1840 Brewing Company  
500ml Bottles  
1840brewing.com  
Kyle Vetter, RevPop Inc  
revpop.com  
Milwaukee, WI 53207

Third Window Brewing Co.  
Belgian Beer Portfolio  
thirdwindowbrewing.com  
Matt Taylor, Varnish Studio Inc  
varnishstudio.com  
Santa Barbara, CA 93101

Kona Brewing Company  
Big Wave Golden Ale  
konabrewingco.com  
Meesha Merat  
Kailua-Kona, HI 96740

Almanac Beer Co.  
Tropical Galaxy  
almanacbeer.com  
DKNG Studios, Nathan Goldman, Damian Fagan  
dkngstudios.com  
Alameda, California  
San Francisco, California

## **Best Packaging Design / Bottle**

### **PLATINUM CRUSHIES**

Gigantic Brewing Company  
Hellboy Collectors Box  
giganticbrewing.com  
Ben Love  
Portland, OR 97202

### **GOLD CRUSHIES**

The Bruery  
The Hoarders Society Extremely Limited Special  
thebruery.com  
Matt Taylor, Varnish Studio Inc  
varnishstudio.com  
Placentia, CA

Starr Hill Brewery  
Ramble On Juicy IPA  
starrhill.com  
BJ Swing  
Charlottesville, Virginia

Fat Bottom Brewing  
Obsidian Tempest Series  
fatbottombrewing.com  
Matt Chevront, Proof Branding  
proofbranding.com  
Nashville, TN 37209

## **Best Tap Handle Design / Unique**

### **PLATINUM CRUSHIES**

Buoy Beer Company  
Red Buoy Tap Handle  
buoybeer.com  
Jessyka Dart-Mclean  
Astoria, OR 97103

### **GOLD CRUSHIES**

Rogue Ales & Spirits  
Batsquatch Hazy IPA Tap Handle  
rogue.com  
Bliss Dake  
Newport, OR 97365

Bear King Brewing Co  
3D Bear Tap Handle  
bearkingbrewing.com  
Grant Guidry & Citrus Advertising  
citrusadv.com  
Marble Falls, TX 78654

10 Barrel Brewing  
Pub Beer Wizard Staff  
10barrel.com  
Hannah Barnett  
Denver, CO  
Portland, OR  
West Bend, OR  
East Bend, OR  
San Diego, CA

Maple Branch Craft Brewery  
Unique Tap Handle  
maplebranchbrew.com  
Allyssa Maples  
Fort Worth, TX 76107

## **Beer Marketing Wild Cards / Coolest Taproom**

### **PLATINUM CRUSHIES**

Buoy Beer Company  
Coolest Taproom  
buoybeer.com  
Jessyka Dart-Mclean

### **GOLD CRUSHIES**

Tröegs Independent Brewing  
Coolest Taproom  
troegs.com  
Andy DeBrunner  
Hershey, PA 17033

Little Brother Brewing  
Coolest Taproom  
littlebrotherbrew.com

Jeff Collie  
Greensboro, NC 27401

Severance Brewing Company  
Coolest Taproom  
severancebeer.com  
Scott Heckel  
Sioux Falls, SD 57104

## **Best Bottle Design / 22oz, 25.36oz (750ml) Bottle**

### **PLATINUM CRUSHIES**

Rogue Ales & Spirits  
Combat Wombat 22oz Bottle  
rogue.com  
Bliss Dake

### **GOLD CRUSHIES**

Reuben's Brews  
BBIS  
reubensbrews.com  
Aaron Easler, Top Hat  
builtbytophat.com  
Seattle, WA 98107

IMBIB Custom Brews  
Wild Saison  
imbib.beer  
Matt Johnson & Connor Goicoechea  
@connorgdesign  
Reno, NV 89502

Lamplighter Brewing Co.  
2019 Luminary Society  
lamplighterbrewing.com  
Emma Arnold  
Cambridge, MA 02139

## **Best Can Design / 32oz Can**

### **PLATINUM CRUSHIES**

lot 9 brewing co.  
Crowler  
lot9brew.com  
Rob Lembo, Triad Design Group  
triaddesign.com  
Bluffton, SC 29910



Denver Beer Co  
Chocolate Coconut Graham Cracker Porter  
denverbeerco.com  
Andrew Klein  
Denver, CO 80202

#### **GOLD CRUSHIES**

Luminous Brewhouse  
Dandelion Honey Rye  
luminousbrewhouse.com  
Cindy Caulfield, Snowdrift Design  
facebook.com/snowdriftdesign  
Sheridan, WY 82801

Full Fledged Brewing Company  
Crowler  
fullfledgedbeer.com  
Melissa Carlson, 818 - a tiny design empire  
Council Bluffs, IA 51501

### **Best Logo Design / Unique**

#### **PLATINUM CRUSHIES**

LUKI Brewery  
Logo  
lukibrew.com  
Kim Jones, 88 Design Group  
88designgroup.com  
Arvada, CO 80004

#### **GOLD CRUSHIES**

Blossom Barn Cidery  
Logo  
blossombarncidery.com  
Raychel Kolen, MUSE Marketing + Design  
musemarketingdesign.com  
Grants Pass, OR 97527-8623

Oozlefinch Craft Brewery  
Oozlefinch Beers & Blending Logo  
oozlefinchbeers.com  
Russel Tinsley  
Fort Monroe, VA 23651

Bear King Brewing Co  
Logo  
bearkingbrewing.com

Grant Guidry & Greg Thomas, Alex Roka  
helmsworkshop.com

## **Best Merchandise Design / Most Creative Line**

### **PLATINUM CRUSHIES**

Grandstand  
Merch Line Design & Display  
egrandstand.com  
Josh Christie, 88 Design Group  
88designgroup.com  
Lawrence, KS

### **GOLD CRUSHIES**

Root Down Brewing  
Roogi Sweater  
rootdownbrewing.com  
Todd Farrell

Rogue Ales & Spirits  
Dreamland American Lager Merch  
rogue.com  
Bliss Dake

10 Barrel Brewing  
Pray for Snow 2019  
10barrel.com  
Hannah Barnett

## **Best Original Video / Humor**

### **PLATINUM CRUSHIES**

Boulevard Brewing Co.  
"Unfiltration Manager"  
boulevard.com  
Natalie Gershon  
Kansas City, MO 64108

### **GOLD CRUSHIES**

pFriem Family Brewers  
"pFriem Falls - As Nature Would Have it"  
pfriembeer.com  
Michelle Humphrey & Sockeye  
sockeye.com  
Hood River, OR 97031

Falls City Brewing Co.

"CanMan: The Journey Home"

fallcitybeer.com

Brian U'Sellis & Clovehitch Productions

clovehitchproductions.com

Louisville, KY 40204

Against The Grain

"The Complete History of A Beer"

atgbrewery.com

Katie Molck, Sam Cruz & Clovehitch Productions

clovehitchproductions.com

Louisville, KY 40202

Hillebrand

"The Keg Pros"

Hillebrandbeer.com

Stefan Beaumont, Red Vault Productions

redvaultproductions.com

Houston, Texas 77034

## **Best Packaging Design / Can**

### **PLATINUM CRUSHIES**

Lupulin Brewing Company

Coffee Shop Assault Vehicle

lupulinbrewing.com

Marcus Paulsen

Big Lake, MN 55309

Wiley Roots Brewing Company

Imperial Somethin' Got Played In the Mail-Six Pack Board Game

wileyrootsbrewing.com

Scott Davidson

Greeley, CO 80631

### **GOLD CRUSHIES**

Second Street Brewery

2018 Skookum Limited Edition Package

secondstreetbrewery.com

Mariah Cameron Scee

Sun King Brewery

10-4 Good Buddy Collaboration 4-Pack

sunkingbrewing.com

Mike Atwood & William Denton Ray

whimsicalfunk.com

Indianapolis, IN 46202

Denver Beer Co  
#DrinkPink Princess Yum Yum Limited 6-Pack  
denverbeerco.com  
Andrew Klein

## **Best Tap Handle Design / Innovative**

### **PLATINUM CRUSHIES**

Founders Brewing Co.  
Barrel-Aged Tap Handles with Interchangeable Magnetic Plates  
foundersbrewing.com  
Sandy Anaokar  
Grand Rapids, MI 49503

### **GOLD CRUSHIES**

Twin Elephant Brewing Company  
Innovative Tap Handle Design  
twinelephant.com  
Tim Besecker  
Chatham, NJ 07928

## **Best Website Design / Best Design**

### **PLATINUM CRUSHIES**

Bridger Brewing Website  
bridgerbrewing.com  
Carie Birkmeier, Armstrong Marketing Solutions  
armstrongmarketingsolutions.com  
Bozeman, MT

Freetail Brewing  
freetailbrewing.com  
Dennis Ayotte & Anderson Marketing Group  
andadv.com  
San Antonio, Texas

### **GOLD CRUSHIES**

Reuben's Brews  
reubensbrews.com  
Aaron Easler, Top Hat  
builtbytophat.com

Dust Bowl Brewing Company  
dustbowlbrewing.com  
Randi Fernandes  
Marcia Herrmann Design Group  
mhdgroup.com  
Monterey, CA

## **Beer Marketing Wild Cards / Best Use of Retro Branding**

### **PLATINUM CRUSHIES**

Schlafly Beer  
Schlafly Beer's Lunar Lager Sampler 12 pack  
schlafly.com  
Sarah Frost & Tom Moore  
St. Louis, MO

### **GOLD CRUSHIES**

Root Down Brewing  
80's AESTHETICS  
rootdownbrewing.com  
Todd Farrell  
Phoenixville, PA 19460

Indeed Brewing Company  
Killer Queen Co-Brand  
indeedbrewing.com  
Kayte Eager  
Minneapolis, MN 55413

Fernson Brewing Co  
Plains Beer Pilsner  
fernson.com  
Mitch Torbert  
Sioux Falls, SD 57104

Terre Haute Brewing Company  
Citragenesis Hoppy Wheat Ale  
terrehautebrewingcompany.com  
Jason Foust & EGC Group  
Terre Haute, IN

## **Best Logo Design / Use of Icon or Mascot**

### **PLATINUM CRUSHIES**

Bavarian Gator Brewing  
Best Mascot Logo (Alligator)  
bavariangator.de  
EBBING Branding + Design  
ebbingbranding.com  
Marktredwitz, Germany

### **GOLD CRUSHIES**

Loma Brewing  
Best Mascot Logo (Cat)

lomabrew.com  
Blindtiger Design  
blindtigerdesign.com  
Los Gatos, CA 95030

Grist Brewing Company  
Best Mascot Logo (Bee)  
gristbrewingcompany.com  
Kaleb Hilton  
Highlands Ranch, CO 80129

Rocket Frog Brewing  
Best Mascot Logo (Frog)  
rocketfrogbeer.com  
Blindtiger Design  
blindtigerdesign.com  
Sterling, VA 20164

## **Best Merchandise Design / Innovative**

### **PLATINUM CRUSHIES**

Boulevard Brewing Co.  
Space Camper x Dark Phoenix with 20th Century Fox  
boulevard.com  
Natalie Gershon  
Kansas City, MO 64108

## **Best Original Video / Storytelling**

### **PLATINUM CRUSHIES**

Founders Brewing Co.  
"Chase Your What If"  
foundersbrewing.com  
Sandy Anaokar

### **GOLD CRUSHIES**

First Sip Brew Box  
"Fearless"  
firstsipbrewbox.com  
Dennis Guy

Champion Brewing Company  
"Our Story"  
championbrewingcompany.com  
Hunter Smith & Pando Creative  
pandocreativeco.com  
Richmond, VA 23219

DWS Printing  
"Face to Face, Coast to Coast"  
Episode 10: Ocean Lab Brewing & Campofresco  
dwsprinting.com  
Andy Staib & Big in Japan  
biginjapan.nyc  
Deer Park, NY

## **Best Tap Handle Design / Sustainable**

### **PLATINUM CRUSHIES**

Galveston Island Brewing  
Sustainable Tap Handle  
galvestonislandbrewing.com  
Charday VanOrstrand  
Galveston, TX 77554

Seismic Brewing Co.  
Sustainable Tap Handle  
seismicbrewingco.com  
Ben Weston, Hoptown Handles  
hoptownhandles.com  
Josh Emrich  
<http://emrich.co>  
Sebastopol, CA 95472

### **GOLD CRUSHIES**

Cascade Brewing  
Sustainable Tap Handle  
cascadebrewing.com  
Taylor Seidler, Hoptown Handles  
hoptownhandles.com  
Portland, OR 97214

## **Best Use of Social Media / Cause-related**

### **PLATINUM CRUSHIES**

Atlanta Brewing Co  
Marine Research & Conservation  
atlantabrewing.com  
Cameron Davis & Georgia Aquarium  
georgiaaquarium.org  
Atlanta, GA 30318

### **GOLD CRUSHIES**

Motorworks Brewing  
Adoptable Dog

motorworksbrewing.com  
Barry Elwonger & Shelter Manatee & Animal Network  
sheltermanatee.com  
animalnetworkinc.com  
Bradenton, FL 34205

Foothills Brewing  
Craft Happiness Project  
foothillsbrewing.com  
Ray Goodrich  
Winston-Salem, NC 27103

## **Website Design / Best Showcase of Beers**

### **PLATINUM CRUSHIES**

Reuben's Brews  
Best Showcase of Beers  
reubensbrews.com  
Aaron Easler, Top Hat  
builtbytophat.com

### **GOLD CRUSHIES**

Fat Bottom Brewing  
Best Showcase of Beers  
fatbottombrewing.com  
Matt Chevront, Proof Branding  
proofbranding.com

## **Beer Marketing Wild Cards / Best Brewery Rebrand**

### **PLATINUM CRUSHIES**

Roak Brewing Co.  
Punk-Rock Uniqueness Rebrand  
roakbrewing.com  
EBBING Branding + Design  
ebbingbranding.com  
Royal Oak, MI 48067

### **GOLD CRUSHIES**

Bolero Snort Brewery  
Bovine Inspired Rebrand  
bolerosnort.com  
Robert Olson Jr  
Carlstadt, NJ 07072

Pittsburgh Brewing Company  
IC Light Rebrand  
pittsburghbrewing.com



Aaron Easler, Top Hat  
builtbytophat.com  
Pittsburgh, PA

Dust Bowl Brewing Company  
Brand Refresh  
dustbowlbrewing.com  
Randi Fernandes  
Blindtiger Design  
blindtigerdesign.com

Green Flash Brewing  
Rebrand  
greenflashbrew.com  
EBBING Branding + Design  
ebbingbranding.com  
& Mighty Few  
mightyfew.com  
San Diego, CA 92121

Grand Teton Brewing  
Brewery Rebrand  
grandtetonbrewing.com  
Blindtiger Design  
blindtigerdesign.com  
Victor, ID 83455

Culmination Brewing Co.  
Brewery Rebrand  
culminationbrewing.com  
Marcelo Fontana Moraes

## **Best Logo Design / Typography**

### **PLATINUM CRUSHIES**

Atlanta Brewing Co  
Brewery Logo  
atlantabrewing.com  
Cameron Davis & CODO Design  
cododesign.com

### **GOLD CRUSHIES**

lot 9 brewing co.  
Brewery Logo  
lot9brew.com  
Rob Lembo, Triad Design Group  
triaddesign.com

Pittsburgh Brewing Company  
IC Light Logo  
pittsburghbrewing.com  
Aaron Easler, Top Hat  
builtbytophat.com

Bear King Brewing Co  
Brewery Logo  
bearkingbrewing.com  
Grant Guidry & Citrus Advertising  
citrusadv.com

## **Best Merchandise Design / Sustainable**

### **PLATINUM CRUSHIES**

10 Barrel Brewing  
10barrel.com  
Artist Series Sustainable Merchandise  
Hannah Barnett

## **Best Original Video / Cause-related**

### **PLATINUM CRUSHIES**

Tröegs Independent Brewing  
Trail Day Dry-Hopped Pale Ale  
troegs.com  
Andy DeBrunner

### **GOLD CRUSHIES**

Denver Beer Co  
CO2 Recapture Program  
denverbeerco.com  
Andrew Klein

Dry County Brewing Partners  
Lyft Partnership  
drycountybrewco.com  
Trey Sinclair  
Kennesaw, GA 30144

Beer Talk Radio  
Queen of Beers  
beertalkradio.net  
Jenny Eon  
Las Vegas NV

## **Best Use of Social Media / Beer Influencer of the Year!**

### **PLATINUM CRUSHIES**

Sam Webster  
Beer Influencer  
@beerasart

### **GOLD CRUSHIES**

Jennifer Alexander, The Bearded Lady  
Beer Influencer & Content Creator  
@jenniferthebeardedlady  
thebeardedladyblog.com

LIBeerGuide  
Publisher & Beer Influencer  
Spreading the Gospel of Great Beer on Long Island  
libeerguide.com  
Bernie Kilkelly  
Long Island, NY

The Viking Alchemist Meadery  
Mead Influencer  
@vikingalchemist  
vikingalchemist.com  
Eric Berrios  
Marietta, GA 30067

## **Website Design / Best Use of Video & Photography**

### **PLATINUM CRUSHIES**

Calidad Beer  
calidadbeer.com  
Josh Zad & Herman Scheer  
herman-scheer.com  
Los Angeles, CA

### **GOLD CRUSHIES**

Pittsburgh Brewing Company  
Iron City Beer  
pittsburghbrewing.com  
Aaron Easler, Top Hat  
builtbytophat.com

## **Best Can Design / 16oz, 19.2oz Can**

### **PLATINUM CRUSHIES**

Against The Grain  
A Beer

atgbrewery.com  
Sam Cruz, Katie Molck, Robby Davis

**GOLD CRUSHIES**

Almanac Beer Co.  
Groovetastic Brut IPA  
almanacbeer.com  
DKNG Studios, Nathan Goldman, Damian Fagan  
dkngstudios.com

Rogue Ales & Spirits  
Combat Wombat  
rogue.com  
Bliss Dake

HopFly Brewing  
The Jalapeno  
hopflybrewing.com  
Aaron Easler, Top Hat  
builtbytophat.com  
Rocky Mount, NC 27804

Night Shift Brewing & Mast Landing Brewing  
The Price is Wrong, Stout with Pinot Noir Grapes  
Charlie Robinson, Cutlip  
cutlipcreative.com  
Everett, MA 02149  
Westbrook, ME 04092

Pondaseta Brewing Co.  
Pyrite Experimental NEIPA  
pondaseta.com  
Kaleb West & David Tran, Jonathan Harrison, Async7  
async7.com  
Amarillo, TX 79119

Metazoa Brewing Co.  
Metazoa Hoppopotamus IPA collaboration with Pivot Marketing  
metazoabrewing.com  
Lauren Frederick, Pivot Marketing  
pivotmarketing.com

Metazoa Brewing Co.  
Metazoa Can Series  
metazoabrewing.com  
Melissa Rowe, Pivot Marketing  
pivotmarketing.com  
Indianapolis, IN 46202

North Fork Brewing Co  
Butternut the Hutt  
Nofobrewco.com  
Peter Barraud

Reuben's Brews  
Patio Party  
reubensbrews.com  
Aaron Easler, Top Hat  
builtbytophat.com

Barrel House & Night Shift Brewing  
Captain Brunch, Blonde Ale with Night Shift Coffee, Cinnamon, & Maple Syrup  
Charlie Robinson, Cutlip  
cutlipcreative.com  
Paso Robles, CA

Big Sexy Brewing  
Call of Lupulhu DIPA  
bigsexybrewing.com  
James Thompson & Emily Martin  
emilywinfieldmartin.com  
Britnee Sapp Craft Graphics  
facebook.com/britnee.sapp.designs  
Sacramento, CA 95828

## **PEOPLE'S CHOICE**

### **Best 16oz Can Can Design**

#### **ONYX CRUSHIES**

New Realm Brewing Co.  
Tyrannosaurus Flex Hazy DIPA  
newrealmbrewing.com  
Erik Leach  
Virginia Beach, VA 23454

## **PEOPLE'S CHOICE**

### **Best Cause-related Original Video**

#### **ONYX CRUSHIES**

Sound to Summit Brewing & Haywire Brewing & SnoTown Brewery  
sound2summit.com  
facebook.com/haywirebrewingco  
facebook.com/SnoTownBrewery  
Julianne Diddle  
Snohomish, WA 98290

Snohomish, WA 98290  
Snohomish, WA 98290

Zipline Brewing Co.  
"Take It To The Bin"  
ziplinebrewing.com  
Craig Reier  
Lincoln, NE 68522

## **PEOPLE'S CHOICE**

### **Best Can Packaging Design**

**ONYX CRUSHIES**  
Second Street Brewery  
2018 Skookum Limited Edition Package  
secondstreetbrewery.com  
Mariah Cameron Scee

## **PEOPLE'S CHOICE**

### **Most #FOMO Instagram Account**

**ONYX CRUSHIES**  
DuClaw Brewing Company  
@duclawbrewingco  
duclaw.com  
Madeline Caldwell, Rachel Bradley  
Rosedale, MD 21237

###

**VISIT**  
[CraftBeerMarketingAwards.com](https://www.CraftBeerMarketingAwards.com)

### **About the "Crushie"**

The official trophy of the CBMAs is [the "Crushie."](#) This series of awards includes the Platinum, Gold, and "People's Choice" editions of the "Crushie." (Winners of "People's Choice" awards get a special Onyx "Crushie.") The "Crushie" trophies were designed and manufactured by the same Manhattan-based designer awards firm that created the prestigious Emmy Award and the MTV "Moon Man" statue. The "Crushie" award is sculptured to depict a heavily tattooed arm crushing a beer can as a representation of how breweries are "crushing it" with their unique and creative beer marketing and branding.

For more info, [CBMA website](#).

### **Awards Background Information**

The [Craft Beer Marketing Awards](#) (CBMA) is the first USA-based award series to focus on excellence in marketing and packaging efforts. The CBMAs were developed by marketers Jim McCune and Jackie DiBella, with the purpose to recognize and award the very best marketing in the brewing industry across the nation. Breweries, their agencies, designers, and marketing partners were invited to enter their top work. The 2020 CBMAs includes 30 categories that recognize all aspects of beer marketing.

With over 7,300 breweries (and growing) across the country, it's getting increasingly harder to stand out from the other six packs on the over-crowded store shelf. Aside from having to produce a delicious and unique line of brews, the design and marketing of each beer has also become critical to a brewery's popularity and success.

Yes, branding in the craft beverage industry is what truly brings the beer to life. Today, brewers can use strong visual identity, storytelling, word-of-mouth, and digital media to achieve never-before seen growth that has leveled the playing field between big and small beer brands. The packaging and overall branding of a beer is the most effective means of influencing purchase at that decision-making moment. The creators of the CBMAs felt the time had come to recognize the talent behind the innovative planning, design and packaging that makes the craft beer culture so rich and unique.

The Craft Beer Marketing Awards feature categories that celebrate the very best of beer marketing, as well as the teams and individuals behind them. All categories are judged by an influential and respected panel of over 100 beer, marketing, and design experts from across the country. Check out the full panel of judges [here](#). The judging process of the CBMAs is a robust, credible, and transparent digital scoring.

The 2020 CBMAs consist of 32 categories that cover all aspects of brew marketing – from labels to logos and tap handles to taprooms. Entry is open to anyone involved in marketing within the brewing industry.

Some of the award categories include:

- Best Can Design
- Best Tap Handle Design
- Best Original Video
- Best Merchandise Design
- Best Use of Social Media
- Best Website Design
- Beer Marketing Wild-Cards, like Coolest Taproom

To see the full list of categories, [click here](#). For additional information, visit [craftbeermarketingawards.com](http://craftbeermarketingawards.com).

### **ABOUT CRAFT BEER MARKETING AWARDS**

The Craft Beer Marketing Awards was established in 2019 to give recognition to the best of the best in the marketing realm of the brewing industry. With categories that range from the best can design to taproom and best website design to social media influencer of the year, there's an opportunity to showcase the best work in every area of marketing in the brewing industry. For more information, visit [craftbeermarketingawards.com](http://craftbeermarketingawards.com).

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