

Jim Koch, Founder and Brewer of Samuel Adams, started out as a homebrewer, brewing the first batch of Samuel Adams Boston Lager in his kitchen more than thirty-eight years ago. Today we honor Jim’s passion for his product; recognize the struggle that today’s emerging craft brewers face; and reaffirm our commitment to growing the craft beer industry.

Since 1996, the Samuel Adams Longshot American Homebrew Contest has helped bring three homebrewers’ dreams to life every year by brewing their beers and making them available across the US.

Eleven years ago, Jim created another opportunity for early-stage brewers, the Samuel Adams Brewing the American Dream Brewing & Business Experienceship. Brewing the American Dream is Samuel Adams core philanthropic initiative that helps food, beverage and brewing entrepreneurs connect with the essential ingredients to start, strengthen and grow their small businesses.

**Announcing the 2023-2024 Samuel Adams Brewing & Business Experienceship**

In addition to the small business capital and coaching offered through Samuel Adams Brewing the American Dream, craft brewers can apply for the Samuel Adams Brewing & Business Experienceship.

The Brewing & Business Experienceship is a competitive opportunity for one craft brewer annually to receive educational and enrichment experiences that positively impact their success. The Experienceship will be tailored to the selected brewery’s business needs. Opportunities may include:

* Travel to New York City for the Crafting Dreams Beer Bash in June/July celebrating the Experienceship finalists. Airfare and lodging for two individuals included.
* One-on-one business advice from various functional areas of The Boston Beer Company. Functional areas include ingredients brewing, procurement, quality assurance, social media, graphic design, accounting/finance, legal, marketing, sales & distribution, among others.
* Travel to Boston for one week of extended mentoring from Samuel Adams experts, including founder Jim Koch. Airfare and lodging for two individuals included.
* A collaboration beer that will potentially be released in limited distribution in the craft brewer’s region and potentially in other markets.

**Eligibility/Rules/Criteria –**

* Must have legal residence in the United States of America
* Must be an independent craft brewer as defined by the Brewers Association

o Definition Link; [https://www.brewersassociation.org/statistics-and-data/craft-](https://www.brewersassociation.org/statistics-and-data/craft-brewer-definition/) [brewer-definition/](https://www.brewersassociation.org/statistics-and-data/craft-brewer-definition/)

* Must be 21+
* Must own a licensed and operating brewery, brewpub, or taproom
* The Experienceship will be made available to one winner on an annual basis
* Must have the ability to package and ship 4 cases of beer in 12 oz containers (can or bottle) for sampling at the Beer Bash in New York. Total amount needed: 96 bottles or cans. Shipping costs will be covered.

The finalists will be chosen based on the predicted impact the experience they are seeking will have on their long-term business success and financial independence, as evaluated by Samuel Adams experts. Finalists will attend the Crafting Dreams Beer Bash, where audience members will vote toward who is ultimately selected as the 2023-2024 winner. The winner will be notified by email and a preceding phone call no later than 2 weeks after the festival.

**To apply for the Brewing the American Dream Brewing Experienceship, please complete the application at bit.ly/BTADExperienceship**

Any application form received that is not properly or completely filled in will not be considered.

**Please note that if chosen as the Experienceship recipient and a collaboration beer is produced with The Boston Beer Company, BBC will need you to release your rights for the recipe produced in collaboration. Please note that the potential collaboration beer will be distributed through Boston Beer Company distributors.**

**Applications are due by 5:00pm EST on 4/10/2023**[**.**](about:blank) **Please reach out to** [**hellobtad@samueladams.com**](mailto:hellobtad@samueladams.com) **with any questions!**