



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-four 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.

Eight years ago, Jim created another opportunity for early stage brewers, the Samuel Adams Brewing the American Dream Craft Brewer 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. The Experienceship is designed for brewers who have received a small business loan through our Brewing the American Dream Program and are making the leap from homebrewing to microbrewing.

Announcing the 2020-2021 Samuel Adams Brewing & Business Experienceship

In addition to the small business capital and coaching and mentoring offered through Samuel Adams Brewing the American Dream, craft brewers who have taken a loan 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. Potential opportunities may include:

- Extended mentoring from various functional areas of The Boston Beer Company. Functional areas can include ingredients brewing, procurement, quality assurance, social media, graphic design, accounting/finance, legal, marketing, sales & distribution among others. This includes One trip to Boston to visit with the Samuel Adams team in person.
- A collaboration beer that will potentially be released in limited distribution in the craft brewer's region and potentially in other markets.
- Travel to the Great American Beer Festival 2021, provided the event occurs.
 - Airfare, lodging, and tickets for two individuals to attend the festival.

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
 - Definition Link; <https://www.brewersassociation.org/statistics-and-data/craft-brewer-definition/>
- Must be 21+
- Must be a licensed and operating brewery, brewpub, or taproom
- The Experienceship will be made available to one winner on an annual basis

Sam Adams Brewing the American Dream
Brewing and Business Experienceship Program 2020-2021

The winner 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 the judges. Applications will be judged by a panel of professionals in the craft beer industry. Winner will be notified by email and a preceding phone call no later than 3 weeks after the close of the application.

To apply for a Brewing the American Dream Brewing & Business Experienceship, please complete the application on www.brewingtheamericandream.com. 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 11:59 p.m. on 2/21/2021 www.brewingtheamericandream.com.
Please reach out to BrewingtheAmericanDream@bostonbeer.com with any questions!**