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## **CLEVELAND BREWERY PASSPORT RETURNS FOR FIFTH YEAR**

2024 edition of passport features 43 locations to visit

**CLEVELAND** (Jan. 25, 2024) – Destination Cleveland's 2024 <u>Cleveland Brewery Passport</u> is now available for residents and visitors. The digital passport features 43 breweries, including three newly opened breweries, and a prize format that allows beer lovers to customize their rewards. Users can receive a prize for starting and finishing the passport; they can also collect points on their first visit to each brewery to trade in for additional prizes along the way.

The 2024 passport includes a handful of new additions to the local brewing scene – Midnight Owl Brewing Company, Pompatus Brewing Company and Tricky Tortoise Brewing Company – as well as new locations for Collision Bend Brewing (Euclid) and Schnitz Ale Brewing (Strongsville). All breweries on the passport are located within 30 miles of Downtown Cleveland. Participating breweries for the 2024 program are:

- 8<sup>th</sup> Day Brewing Company
- Avon Brewing Company\*
- Bascule Brewery and Public House
- Blue Monkey Brewing Company
- Bookhouse Brewing
- Boss Dog Brewing Co.
- Bottlehouse Brewery and Meadery\*
- Brick and Barrel
- Broadview Brewing Company
- Bummin' Beaver Brewery
- Butcher and the Brewer
- Collision Bend Brewing Company\*
- Cornerstone Brewing Company
- Crooked Pecker Brewery
- ESP Brewing Company
- Fat Heads Brewery\*
- Forest City Brewery
- Four Paws / Red Wagon Brewing
- Ghost Tree Brewing Co.
- Goldhorn Brewery
- Great Lakes Brewing Company
- Hansa Brewery

- Hofbräuhaus Cleveland
- Hop Brothers Brewing
- Immigrant Son Brewery
- Market Garden Brewery\*
- Masthead Brewing Co.
- Mentor Brewing Company
- Midnight Owl Brewing Company
- Noble Beast Brewing Co.
- Pompatus Brewing Company
- Pulpo Beer Company\*
- Railroad Brewing Company
- Rocky River Brewing Co.
- Saucy Brew Works\*
- Schnitz Ale Brewery\*
- Sibling Revelry Brewing
- Southern Tier Brewery Cleveland
- Terrestrial Brewing Company
- The Brew Kettle\*
- The Jolly Scholar
- Tricky Tortoise Brewing Company (Opening Spring 2024)
- Working Class Brewery

\*Breweries may offer multiple locations for check-in at their discretion; review passport descriptions for eligible locations

"The Cleveland Brewery Passport continues to be a popular experience for locals and visitors. The 2023 edition attracted more than 4,300 active users throughout the year – a 26% increase in users from the previous year – and included participants from 28 states and 7 foreign countries," said Hannah Belsito, chief experience officer at Destination Cleveland. "We're excited to continue to support our local brewing scene and offer guided exploration of the growing craft beer community in Cleveland with the fifth edition of this popular program."

During the 2024 Cleveland Brewery Passport program, participants will be rewarded for their first and final checkins and will earn points from their other check-ins to redeem for more prizes along the way:

- **First check-in:** Users will receive an official 2024 Cleveland Brewery Passport sticker at the first brewery they check in to using the 2024 passport.
- **Final check-in:** After making a purchase and checking in at all 43 breweries on the passport, users will be mailed a commemorative 2024 Cleveland Brewery Passport pin. Users who complete the passport will also be entered in an end-of-year drawing to win one of five grand prizes, featuring Cleveland swag and gift cards to each participating brewery.
- Earn points, claim prizes: Users will earn points for their first check-in at each brewery to exchange for prizes. New prizes this year include a t-shirt featuring the Brewery Passport logo, a credit card-shaped bottle opener and a can-shaped beer glass. Each new brewery visit earns 100 points (one check-in per brewery). Select breweries are also offering special discounts for passport users; redeeming those deals will earn users 25 bonus points. A full list of prizes and point values is available here.

Prizes will be available for pickup at the Cleveland Visitors Center at 334 Euclid Ave., Tuesday-Saturday, 10 a.m. - 6 p.m. All passport check-ins must be completed by 11:59 pm on Dec. 31, 2024, and all prizes must be picked up by Jan. 31, 2025. If a brewery location closes during the program year, a check-in at that location will not be required to complete the passport.

## How It Works

The 2024 Cleveland Brewery Passport is completely virtual and available at <u>ThisisCleveland.com/beerpassport</u>. After registering, residents and visitors earn points on their passport when they purchase a drink, food or merchandise at a participating brewery. Upon purchase, staff at each brewery will provide users with a unique four-digit code to complete their check-in and earn their points.

Criteria for brewery involvement in the Cleveland Brewery Passport are:

- All breweries must have an A1C permit and have an active brewing system on premise.
- All breweries must have their beer available throughout the course of their time on the passport.
- All breweries must be physically located within 30 miles of Public Square and not in the territory of another brewery passport (Summit Brew Path, Medina County Brewery Passport, etc.).

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**ABOUT DESTINATION CLEVELAND:** Destination Cleveland is Cleveland's destination marketing and management organization. The private, non-profit organization's mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion. In 2022, visitation increased 12% over the year prior to 17.9 million visits. For more information, visit <u>www.thisiscleveland.com</u>.