



**AWARDS &
ACCOLADES**

yelp

**#1 BREWERY IN
CALIFORNIA**

**BEST BREWERY
OF 2024**

SAN DIEGO
MAGAZINE

**RAIN
PILSNER**

**FIRST PLACE PILSNER
2023 SAN DIEGO BEER NEWS AWARDS
FIRST PLACE PILSNER
2022 SAN DIEGO BEER NEWS AWARDS**

**RATED 95/100 BY CRAFT BEER & BREWING MAGAZINE
NAMED #8 OF THE TOP 50 BEERS OF 2023
WINE ENTHUSIAST
RATED 96/100 BY WINE ENTHUSIAST
SILVER MEDAL WINNER
2023 SAN DIEGO INTERNATIONAL BEER COMPETITION**

**DIAMOND DUST
MURKY IPA**

**TROPICAL MIST
CITRUS BLONDE**

**RATED 94/100 BY WINE ENTHUSIAST
NAMED #41 OF THE TOP 50 BEERS OF 2022
WINE ENTHUSIAST**



MARKETING EFFORTS + REACH



ONLINE BEER LOCATOR

Updated monthly to drive traffic to stores, restaurants, and bars carrying fresh Pure Project beer



OWNED SOCIAL MEDIA

100K+ followers across accounts with active posting calendar to drive awareness of brands as well as locations that carry Pure Project beer



PAID SOCIAL ADVERTISING

Consistently running geo-targeted brand awareness ads within distribution footprint



EMAIL + SMS MARKETING

35K+ subscribers receiving weekly beer release content, brand updates, and account awareness



PRESS HITS

Ongoing media outreach and beer sampling resulting in multiple press hits and features every month

2024 COVERAGE, AND COUNTING...

Green Matters – 14 of the Most Sustainable Beer Brands
Dope AF Food & Drinks – 16 Best Breweries in San Diego
Craft Brewing Business – Beers to Know: Pure Project's Rain Craft Beer & Brewing – Diamond Dust Review
San Diego Magazine – SD's Best Brewery of 2024: Pure Project
Craft Brewing Business – Celebrating These Sustainable Craft Breweries During Earth Week
CBS8 – Pure Project Partners with Patagonia Provisions for a New Kernza Lager
Alt 949 – Last Call with Pure Project's Winslow Sawyer
Brewbound – Pure Project Partners With Patagonia Provisions to Introduce a Lager Brewed with Organic Kernza
Carlsbad Village Association – Record-Breaking First Community Cleanup of 2024
Hop Culture – The 9 Craft Beer Trends to Watch in 2024
Uproxx – Great American Barleywines to Drink this Winter

beer
for
good

WE DONATE 1% OF ALL SALES (NOT JUST PROFITS) TO NONPROFITS THAT WORK TIRELESSLY TO PROTECT THE NATURAL PLACES WE LOVE. SO WITH PURE, YOU KNOW YOU'RE GETTING A BETTER PLANET IN A PINT GLASS.



WWW.PUREBREWING.ORG

GET STARTED

