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For more information:
KEVIN WIATROWSKI
Regional Media Relations
Visit Tampa Bay
Office: (813) 218-3894
Cell: (813) 395-4043
Fax: (813) 218-3394
Twitter: @kwiatrowskiVTB

Visit Tampa Bay raises a glass to Tampa Bay’s craft beers

“Bay Crafted” summer marketing campaign puts local brewers in the spotlight

Tampa Bay’s booming craft beer industry has made the region Florida’s hub for craft brewing and earned it a place on the national stage for the quality of its independent brews.

Visit Tampa Bay celebrates the area’s love of craft beer this month with “Bay Crafted,” a summer marketing campaign that highlights the dozens of breweries that call Tampa Bay home, and – in the words of their own customers – the factors that have earned Tampa Bay the No. 2 spot nationally on USA Today’s ranking of the [best beer communities](#) in the country.

Visit Tampa Bay’s “Bay Crafted” campaign was recently featured on [ABC Action News](#).

The campaign’s key feature is a video featuring brewers and customers from Cigar City Brewing Co., Coppertail Brewing Co., Angry Chair Brewing Co., Southern Brewing Co., Mermaid Tavern, and Tampa Bay

Brewing Co. all talking about what makes Tampa Bay's craft beer scene something to be discovered. The [video is available](#) on Visit Tampa Bay's YouTube channel and through social media ([#baycrafted](#)).

"We're proud to see Tampa Bay's craft brewers making a name for themselves and the region among their beer-loving peers," said Santiago Corrada, president and CEO of Visit Tampa Bay. "Their work has its roots in Tampa Bay's vibrant culture and unique heritage. At a time when travelers are looking for an authentic local experience, what could be more authentically Tampa Bay than our local craft beers?"

Visit Tampa Bay is promoting the region's growing craft beer business as part of this year's in-state summer marketing campaign, which includes a [highly interactive website](#) designed to guide visitors through Tampa Bay's myriad craft beer options. The campaign, supported locally by craft beer distributors Pepin Distributing Inc. and JJ Taylor Distributing Florida Inc., also includes advertising and events in the Orlando and Miami areas – all to drive home the message encapsulated by Coppertail brewmaster Casey Hughes: "I live in paradise and make beer. It's the best job ever."

Visit Tampa Bay representatives will showcase the video at this year's [Beer Bloggers & Writers Conference](#) in Asheville, N.C., July 17-19. The video, produced by St. Petersburg-based Treehouse Studio LLC, will be an early taste of what the group can expect when the conference comes to Tampa Bay in 2016.

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About Visit Tampa Bay

Visit Tampa Bay encourages adventurous travelers to unlock our destination's trove of unique treasures. We are a not-for-profit corporation that works with more than 750 partners to tell the world the story of our home – the hip, urban heart of the Gulf Coast of Florida.