

FOR IMMEDIATE RELEASE: CONTACT: Amy LeFebre, Truscott Rossman August 4, 2023 616-450-4292, <u>alefebre@truscottrossman.com</u>

Grand Rapids Named Nation's Best Beer City for the Third Year in a Row

Grand Rapids, Mich. - Grand Rapids was recognized as Best Beer City in the U.S. according to a national reader's choice award. This is the third consecutive year that the city ranked #1 in *USA Today*'s 10Best Readers' Choice travel award for best beer city.

"Cheers to our area brewers who, once again, earned Grand Rapids top honors in a head-to-head competition with the greatest beer cities in the country," said Experience Grand Rapids President & CEO, Doug Small. "This is a strong testament to our community's breweries who consistently pour their passion and extraordinary craftsmanship into the work they do for our local community and visitors."

Readers from across the country voted Grand Rapids #1 among 20 finalists that had been selected by a panel of beer experts. Philadelphia, Indianapolis, San Diego, Asheville, Milwaukee, Tampa, Chicago, Atlanta and Minneapolis rounded out the top 10. *USA Today* announced the awards at noon today.

To celebrate, Experience Grand Rapids is inviting craft beer lovers to become a Beer City
Brewsader® on an upcoming visit to the destination. Members check in using the Beer City
Brewsader app when they visit any of more than 40 participating Grand Rapids area breweries.
After eight check-ins, beer fans become official Brewsaders and earn a collectable t-shirt and beer enthusiast bragging rights. Members can earn their way to becoming an 'Ultimate Brewsader' for access to special offers from select breweries throughout the area.

"We're encouraging every craft beer lover to celebrate with Beer City Brewsaders from around the world and experience why we've been ranked the nation's Best Beer City for three years in a row," said Small.

Since EXGR launched Beer City Brewsaders in 2016, the group has grown to be an international club with over 22,000 members hailing from all 50 states and 13 other countries.

Individuals can learn more, see a list of participating breweries and find a link to the Beer City Brewsader app at www.ExperienceGR.com/Brewsader. And for information on brewery tours, the Beer City Ale Trail, hotel beer packages and more, visit the EXGR Beer City, USA page.

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About Experience Grand Rapids

Established in 1927, Experience Grand Rapids (EXGR) leads the marketing of Grand Rapids/Kent County as a premier convention & visitor destination providing a significant positive impact to the West Michigan economy. Previously named the Grand Rapids/Kent County Convention & Visitors Bureau, EXGR represents the second largest city in Michigan with over one million residents.

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