



new jersey craft beer[®]

newjerseycraftbeer.com



**the source for all things craft
beer in new jersey**

the mission

The NJCB Membership Club is THE way to explore, enjoy and save on the best craft beer experience that New Jersey has to offer.

With nonstop articles and social media aggregation focused on locating craft beer, NJCB has everything a beer enthusiast wants in the Garden State.

Best of all, this is a free service to the NJCB Business Partners.

watch our introduction video



the source

- 30+ events are posted to the site weekly
 - Beer dinners, homebrew happenings
 - Festival info, jobs, growler menus
 - & everything else related to beer
- All major Social Media outlets
- NJ Brewery & Brewpub resource
- NJCB App
- NJCB Membership Club

and much more! 

the club

members receive

- Discounts at 675+ places on
 - beer (on and off premises), food & merchandise.
 - festivals, events, bus trips & hotel stays.
 - breweries, brewpubs and online retailers

and more.....



economical impact

Our Members spend money on beer in New Jersey

Year	Members	Visits to bars & restaurants, beer stores, etc	Spent on premise per visit	spent at beer stores	spent at breweries & brewpubs	Yearly total spent per Member	Amount spent in New Jersey by Members
2011	180	1	20	30	15	\$1,085	\$195,300
2012	1000	2	40	30	20	\$4,210	\$4,210,000
2013	1994	2	40	30	35	\$4,225	\$8,424,650
2014	2674	2	40	30	40	\$4,230	\$11,311,020
2015	3740	2	40	40	25	\$4,225	\$15,801,500
2016	4508	2	45	40	25	\$4,745	\$21,390,460
2017	5762	2	47	40	25	\$4,953	\$28,539,186
2018	6034	4	40	20	20	\$8,360	\$50,444,240
2019	5787	4	40	20	20	\$8,360	\$48,379,320

6000~ people will spend **\$50**~ million with our **675+** partners

last updated May 2019



member stats

69% male & **31%** female

average Member is **25-45** years old

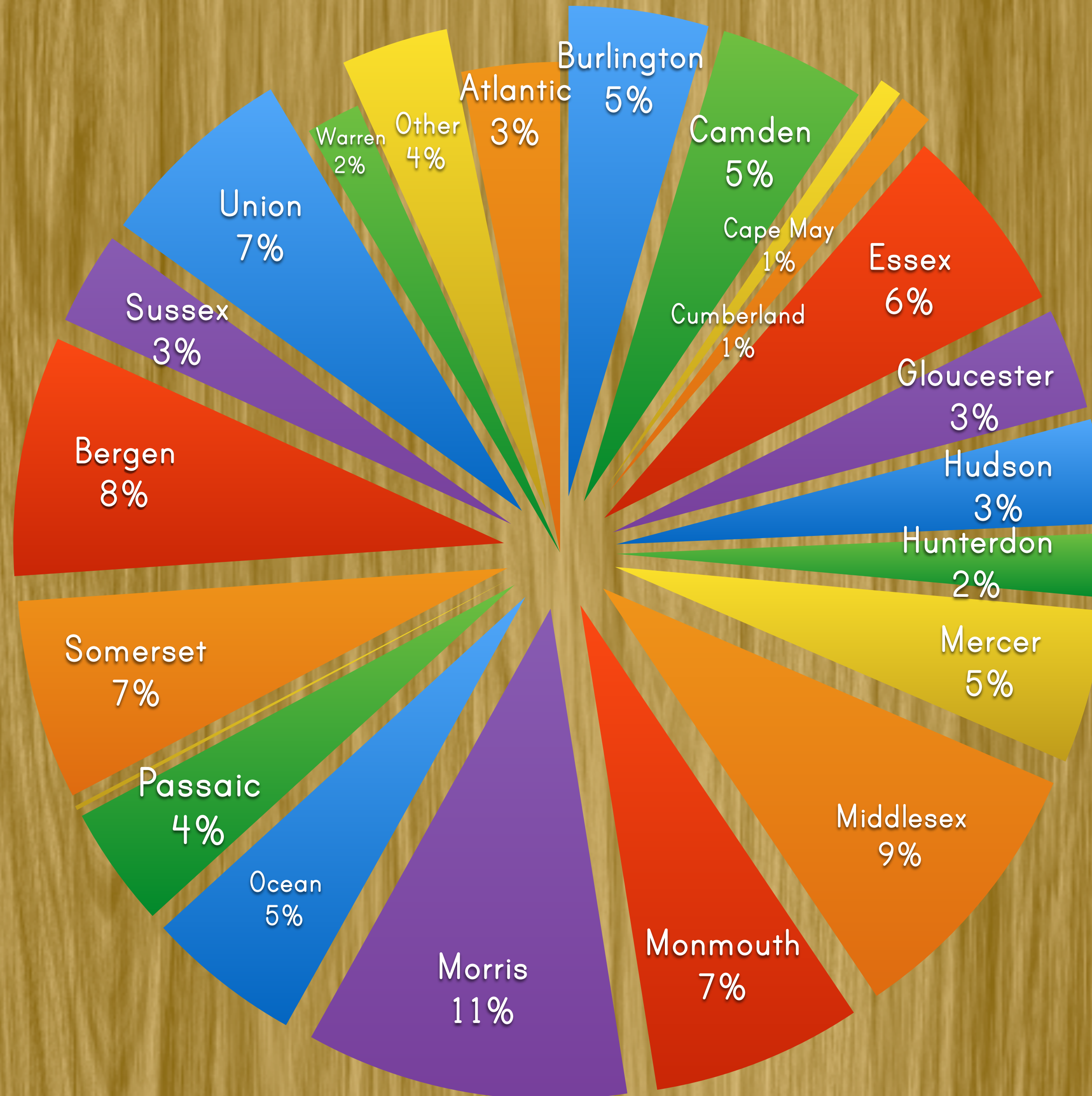
average income per Member is **\$60k**

675+ Business Partners

launched **2010**



where they live



why it works

- Beer is a social lubricant.
- NJCB is a solution for finding out about beer
- Partners don't pay for advertising (but we do offer that service)
- Members go out and explore
- Members spend money and save money
- Members drink locally
- Members love being in the Club

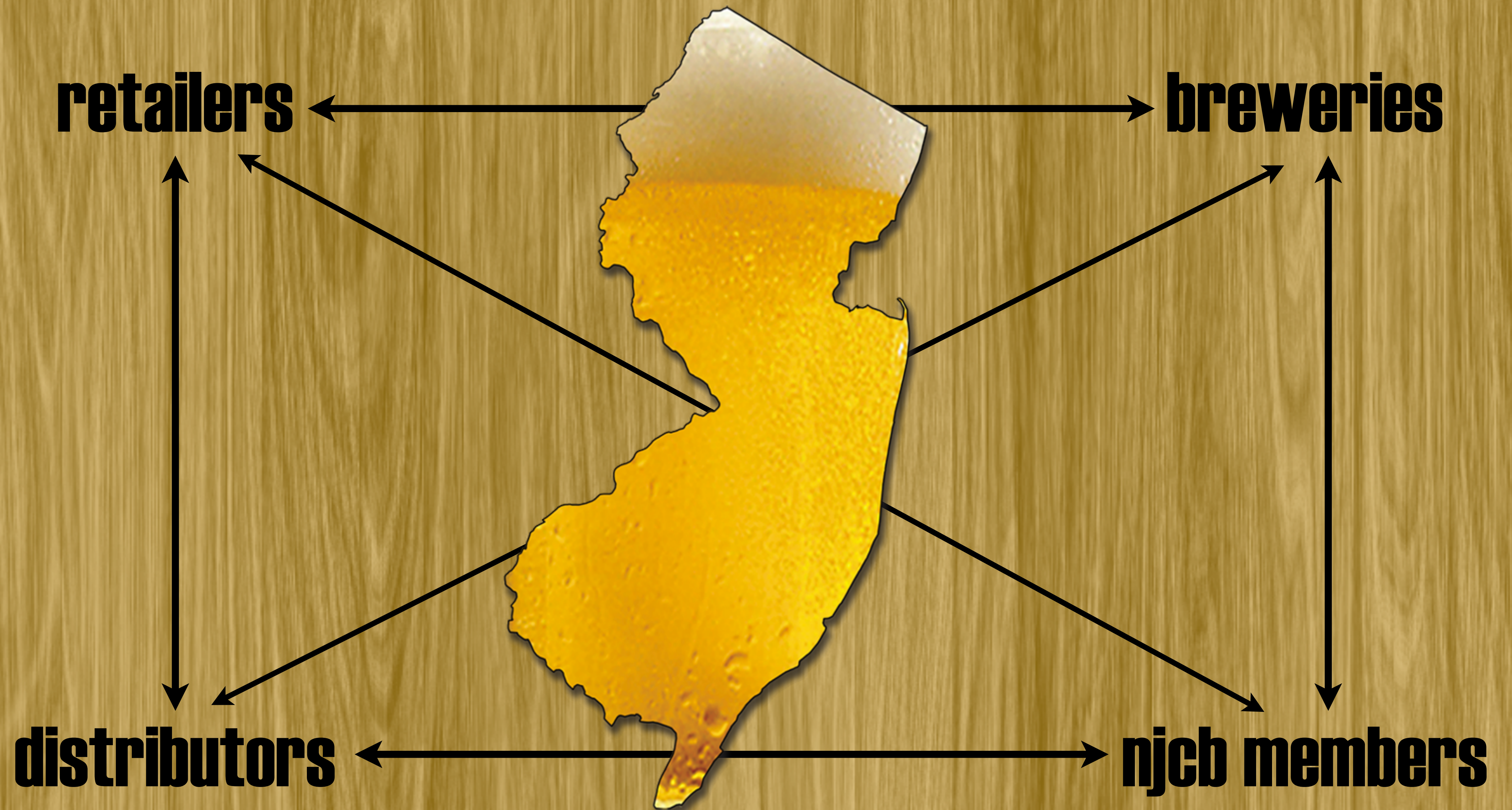


how it works

- You provide the discount to Members
- You choose the discount you are going to offer
- You submit content to NJCB to alert Members
- You adhere to our simple rules and regulations
- NJCB does the rest including
 - All business transactions on NJCB Memberships
 - Members only site, social network, Facebook Group and events
 - Promote and advertise the Club and the exploration of Business Partners
 - Provide the Business Partners with a portal with info including training materials.

[Click to see the authorization and approval from the NJ ABC about the legality of the Club](#)





freemium services for business partners

We offer a variety of ways to get your content to the thirsty public through the Club with nonstop beer articles on the website, Facebook, Twitter, RSS feed aggregation, the NJCB App, Instagram, the NJCB Show, Daily Beermail blasts and more!

More on <http://njcb.co/NJCBPartnerVideo>

More on our [simple rules and regulations](#).



content is the key

Emailing content with ample time prior to an event is the only way to guarantee it will be posted in a timely manner.

7+ days lead time is encouraged

Additionally, properly tagging on Facebook, Twitter and Instagram will help to spread the information as well.

Visit <http://newjerseycraftbeer.com/submit>



premium services

We can also build you a custom campaign and help with anything else beer related you may need including:

Planning & Management of beer events, festivals, in-store tastings, dinners, private parties/tastings, corporate events, fundraiser tastings, soft opening staging, beer/food menu planning/pairing, Team NJCB events at your location and more.

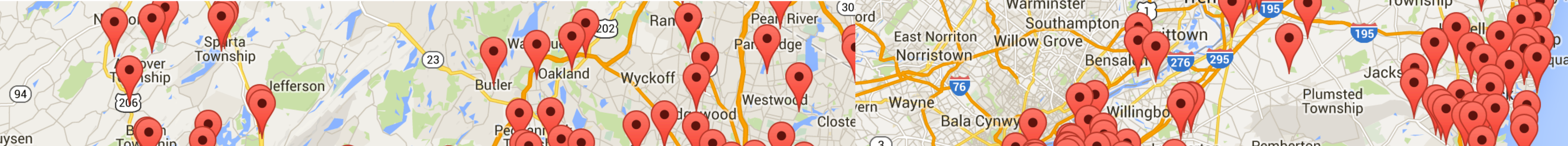
Beer Consulting for your staff or other groups using the Cicerone Certified Beer Server methods.

Advertising through paid ads, social media campaigns and app push notifications.



	Street Address	Town	State
Chickie's and P	371 South Franklin Ave	Belleville	NJ
Cornell	402 Pompton Ave	Cedar Grove	NJ
(not applicable during happy hour)	395 Bloomfield Ave	Caldwell	NJ
Beer Mondays and Tuesdays	229 Centre Street	Nutley	NJ
beer specials	24 Kulick Road	Fairfield	NJ
craft beer	5 Old Bloomfield Ave	Pine Brook	NJ
craft beer specials	51 Edison Place	Newark	NJ
the entire bill	116 Walnut Street	Montclair	NJ
craft beer specials	345 Bloomfield Avenue	Montclair	NJ
f entire bill excluding Happy Hour Mon-Fri between 5pm and	13 Herman Street	Glen Ridge	NJ
	41 John F Kennedy Parkway	Short Hills	NJ
	726 Washington Ave	Belleville	NJ
	223 Bloomfield Ave.	Nutley	NJ
	1275 Bloomfield Ave.	Fairfield	NJ
	Building 7 Unit 40C	Millburn	NJ
	55 Main Street	Montclair	NJ
	1 Lackawanna Plaza	Caldwell	NJ
	478 Bloomfield Avenue		NJ





News

Stay up to date with the latest New Jersey craft beer **news and events** from the **New Jersey Craft Beer calendar**.



Club

Join the Club and save at over 500 different places on craft beer, food, merchandise and more. Join now from our **store**.



Find

Find a local NJCB Business Partner near you using the **NJCB Membership Map** or **search using any address**.



Explore

Explore **breweries, brewpubs**, bars, beer stores, restaurants and more with nonstop daily craft beer **news and events** from around New Jersey.



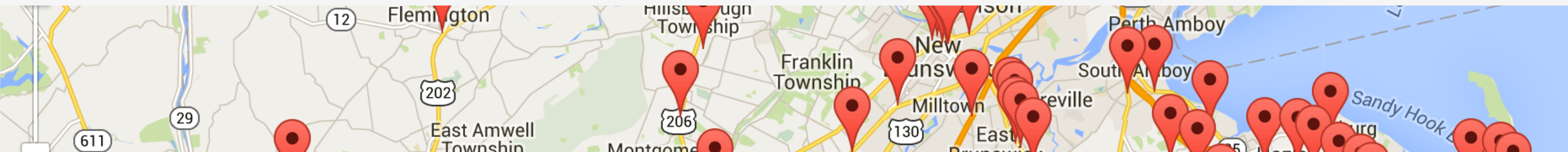
Social

Connect with other craft beer fans and enthusiasts from around New Jersey on **Twitter, Facebook, Instagram, Google Plus** and more. Use **#NJCB** and **#NJCBMember** to follow along.



Extend

Subscribe to **Daily Beermail** and receive updates just in time for happy hour every day and **download our app**



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Twitter & Instagram @NJCraftBeer & facebook.com/NJCraftBeer

[and to talk to more of the Team, visit this link](#)

