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FOR IMMEDIATE RELEASE

NC Craft Brewers Guild Unveils NC BrewShots Film Series, Showcasing North Carolina's Craft Beer Culture

Raleigh, NC – February 8, 2024 – The NC Craft Brewers Guild (NCCBG) announces its new [NC BrewShots film series](#), showcasing the vibrant craft brewing scene across North Carolina. Season 1 debuted on January 17th, with episode 1 featuring Deep River Brewing Company located in Clayton, NC. Check out the seven-minute film, sponsored by Visit Johnston County and the JoCo Beer, Wine, and Shine Trail, available now on the [NCCBG website](#).

NC BrewShots, created in partnership with the producer of Flavor NC, dives into the heart of North Carolina's craft beer culture, spotlighting independent breweries and their contributions to local economies and tourism. The premiere episode of BrewShots has made waves across NCCBG's social media channels, garnering over 8,300 impressions and a combined watch time of over 32 hours. These impressive engagement metrics highlight the series' resonance with beer enthusiasts and community members alike, underscoring the pivotal role that breweries play within their neighborhoods.

"The BrewShots series exemplifies the essence of North Carolina's brewing landscape – a dynamic blend of creativity, craftsmanship, and community spirit," remarked Shannon Taylor Wilder, Communications and Events Manager of the NC Craft Brewers Guild. "We are excited to unveil this series to audiences, offering an immersive glimpse into the diverse tapestry of our state's brewing culture."

Additional episodes in season 1 of NC BrewShots will shine a spotlight on Raleigh's popular Trophy Brewing and Crank Arm Brewing. Scheduled for release later this month and in March respectively, these episodes promise an intimate glimpse into Raleigh's craft beer scene.

Looking ahead, Seasons 2 through 4 of BrewShots, slated for production in 2024, will showcase NCCBG member breweries in Pender County, Greenville-Pitt County, and Greensboro, NC. Plans are already underway for additional seasons in 2025, reaffirming NCCBG's commitment to spotlighting the innovation and connection of North Carolina's craft breweries and the communities in which they thrive.

All BrewShots episodes, past and forthcoming, will be available for streaming on the [NCCBG YouTube channel](#), inviting enthusiasts and newcomers alike to embark on a journey through North Carolina's thriving craft beer scene.

About NC Craft Brewers Guild: The NC Craft Brewers Guild is a nonprofit organization supporting North Carolina's craft brewing industry through advocacy, education, and community engagement. With a membership comprising breweries, industry partners, and beer enthusiasts, NCCBG is dedicated to promoting and preserving the state's brewing heritage. For more information visit our website ncbeer.org.