



For immediate release

For additional information contact:
Rich Greene, Executive Director
NC Craft Brewers Guild
richard@ncbeer.org | c. 314.406.0898

Shannon Taylor Joins the Team at the NC Craft Brewers Guild

Raleigh, NC -- On Monday, April 12th, the NC Craft Brewers Guild welcomes Shannon Taylor as our new Events & Allied Programs Manager. Shannon joins the Guild with experience & expertise in both event management and marketing. A North Carolina native, and graduate of East Carolina University, Shannon most recently held the position of Marketing & Events Director at Raleigh Brewing Company, where she coordinated events, implemented marketing plans, social media and new product promotion.

In her new role, Ms. Taylor will be responsible for the planning, management and execution of the Guild's programs and events, including:

- BrewSmart: one-day educational event held three times a year
- NC State Fair Public House: the sole beer/wine venue at the State Fair
- NC Craft Brewers Conference (NCCBC): annual 3-day conference + trade expo
- NC Brewers Cup Competition: largest single-state beer competition in the Southeast

Additionally, Ms. Taylor will serve as a membership liaison for Allied members of the Guild, and lead coordination of event sponsorships and fulfillment.

Guild Director, Rich Greene, said, "Shannon brings a wealth of experience and an infectious joie de vie to the Guild. We are excited to have Shannon join and the team, and look forward to her talents helping us build an even stronger organization."



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The North Carolina Craft Brewers Guild (NCCBG) is a 501c6 not-for-profit advocacy group supporting the independent craft brewers of our state through advocacy and education. North Carolina has over 350 independent craft breweries and brewpubs, each one serving as a local gathering spot for their communities. Our breweries have become part of the fabric of your towns and cities. North Carolina is truly the State of Southern Beer™.