



COLORADO STARTUP **BREWS**

2019

BREWER PROSPECTUS

September 13th, 2019 | 5:30PM to 8:30PM
McNichols Civic Center Building



WHAT IS COLORADO STARTUP BREWS?

Back for its fifth year, Colorado Startup Brews is **THE** craft beer competition and celebration of some of the things that make Colorado great: entrepreneurship, craft beer, and community. The annual members' conference is presented by the Colorado Startup Brews Association (CSBA), a community of technology and non-profit professionals who have a mutual passion for bringing people together for a good cause over craft beer.

Startups and companies of all sizes are welcome. All participants must share an entrepreneurial mindset for helping our community. If this interests you, we urge you to join in for [Colorado Startup Brews 2019!](#)

PRESENTED BY:

OMBUD

DEAR JACK
FUNDATION



WHY BREW?

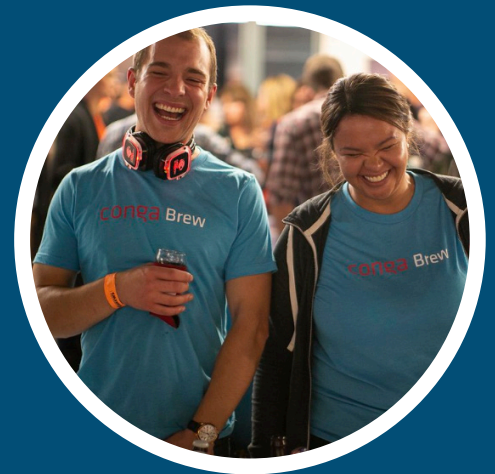
Team Bonding. This is the perfect opportunity to bring your team together. Colorado Startup Brews provides an opportunity for multiple departments to work together on an awesome project: brewing a tasty libation. Everyone can contribute, from voting on beer names, selecting the beer style and recipe to creating an amazing and appealing label design.

Growing your Team. With over 1,000 technology and startup professionals participating, Colorado Startup Brews is a great way to showcase your culture to like-minded candidates. Make sure to bring business cards, t-shirts, schwag - you name it - and prepare to network with some awesome people.

Bolster our Ecosystem. This event brings together several Colorado companies across the state. By participating as a startup brewer, your firm is positioned as a strong member of the Colorado tech community. [Our ecosystem is what makes Colorado one of the top states to make a living.](#)

Branding. Whether you are new to the startup scene or a more tenured company, Colorado Startup Brews is a great way to get your firm's name out there. Top winners in the brewing or label competition get even more exposure!

Commitment to Giving. 100% of the proceeds from this event are donated to the Dear Jack Foundation. The Dear Jack Foundation helps adolescent and young adults in their fight against cancer. Be part of something bigger than your firm by supporting the Colorado startup community and an organization that is changing people's lives for the better.



WHAT PAST BREWERS ARE SAYING



“Colorado Startup Brews is a great way to enjoy an evening of beer while building your brand. Each year we meet great people and get to tell them about our company and the beer we brewed... I highly recommend CSB to anyone that loves beer, wants to get their company in front of hundreds of people, and enjoys helping awesome charities.”

Brian Pontarelli
CEO, FusionAuth

“[Colorado] Start Up Brews was by far the most fun event the BWBacon team participated in last year! From brewing and bottling to sizzling up bacon alongside our brew at the event, we had a hog-wild blast!”

Mindy Murphy
Senior Account Manager/ Business Development, BWBacon



“CO Startup Brews was an amazing experience for everyone at Evolve... The event itself is always a blast - a great way to celebrate the Denver startup scene, promote your company, drink some unique homebrew - and it’s all for an amazing cause!”

Danny Hajek
Manager of The Travel Advisor Team, Evolve Vacation Rental

“Thinkful enjoyed participating in CO Startup Brews last year and we plan on making it a tradition... This was a great way to support the Denver startup scene, promote our company, and learn about the brewing process all while supporting a worthy cause!”

Kelly Kawa
Program Manager, Thinkful



“CSB combines philanthropy, team bonding, and beer; what more could you ask for! From the brewing process to the actual event, this is something my company looks forward to every year.”

Lindsey Holliday
Sr. Manager of Demand Generation, Wowza

KEY DATES

BREWER'S SOCIAL

Tuesday, June 25th, 2019 | 5:00 - 7:00PM | [Industry Rooftop](#)

In an effort for teams to get to know each other better, we will be hosting an informal gathering for brewers and prospective brewers. Stop by the Brewers Social to share food and beer with other startup teams! Event organizers will be on hand to answer CSB and brewing questions. Invite your friends!

BREWER CUTOFF DATE

Monday, July 22nd, 2019 | 11:59PM | [Colorado Startup Brews Website](#)

This is the last day teams can sign up to brew for the event. Most beer needs to be brewed 4-6 weeks in advance in order to have plenty of fermentation time. This date ensures that each brewer has enough time to create a tasty libation.

BREWERS INFORMATION SESSION

Thursday, August 1st, 2019 | 5:30 - 6:30PM | [Ombud HQ](#)

This required event will be an informational session on what to expect at the CSB event and Awards Dinner. We will cover event logistics, the Brewer Event Checklist, and answer any outstanding brewing questions.

ENTRY DELIVERY

August 26th, 2019 at 9AM - September 3rd, 2019 at 5PM | [Ombud HQ](#)

The judging portion of Colorado Startup Brews is scheduled for September 7th, 2019. To be considered for brewing or label awards, submissions must be delivered to Ombud between Monday, August 26th and Tuesday, September 3rd. Please contact team@costartupbrews.com if you are not able to deliver your submissions during regular business hours. Competing teams do not attend the judging sessions.

AWARDS DINNER

Thursday, September 12th, 2019 | 5:30 - 8:30PM | Location TBD

The CSB Awards Dinner is a VIP celebration that will recognize the winners of the judged beer and label competitions. This event will feature 2019 Awards, a private concert, a startup panel, dinner, and libations.

WHAT SHOULD I BREW?

BEGINNER-FRIENDLY BEER STYLES

All these brews require 4-5 week for bottling and prep:

Saison

- Recipes: You can find recipes [here](#)
- BJCP Category: 25B

American Amber Ale

- Recipes: You can find recipes [here](#)
- BJCP Category: 19A

American Pale Ale

- Recipes: You can find recipes [here](#)
- BJCP Category: 18B

American Porter

- Recipes: You can find recipes [here](#)
- BJCP Category: 20A

Hefeweizen (Weissbier)

- Recipes: You can find recipes [here](#)
- BJCP Category: 10A

TRENDING BEER STYLES OF 2019

Hazy IPAs - [Hazy IPAs](#) (aka New England-style IPAs) were all the rage last year and that style is still holding strong. Hazy IPAs have a 'hazier' look, have a very fruit and citrus forward flavor and typically less bitter than your traditional West Coast IPA.

Brut IPAs - Another non-traditional IPA that is gaining traction in 2019 are [Brut IPAs](#). These are hopped in a similar fashion to New England IPA, but without sweetness are bone dry. This style got its name due to the brut Champagne character of the beer.

American Wild Ale - An American Wild Ale is not a new beer, but it is an [emerging style that is still defining itself](#). An [American Wild Ale](#) is produced with a form of a wild yeast or some other kind of uncontrolled or atypical microflora. Brewers are taking to American Wild Ales and steering away from your traditional sour styles. Keep a lookout for these on the market.

Wine-Beer Hybrids - Beer? Wine? Why not both! Brewers are taking notes from winemakers when it comes to their brews. Dogfish Head Brewing, an innovator in the craft beer space, released [Mixed Media](#) last year with 51% of the fermentable sugars coming from grain and 49% coming from grapes. We anticipate this trend will continue to grow.

BREWING RESOURCES

If you need to get brew supplies or would like help brewing your beer, here are a few resources we recommend:

- **CO-BREW:** This is the only homebrew supply store, small-scale brewery, and brew on premises experience you'll find in Denver. If you have never brewed before and don't want to invest in a whole set of brewing equipment, we recommend you brew here. They have all the supplies and knowledge to make you a worthy contender. Brewing slots fill fast, [claim your spot today!](#)
- **Zuni Street Brewing:** This Brewery offers brewing workshops and would allow you or your team to brew your beer in-house. They have a busy taproom, so we recommend getting on their calendar ASAP. [Schedule here.](#)
- **Altitude Homebrew Supplies:** If you are already a homebrew expert and just need some supplies, this spot is good for you. The team is incredibly helpful and they are conveniently located in the RiNo neighborhood.