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Hannah Crum, President
Kombucha Brewers International
424-245-5867
info@kombuchabrewers.org

Kombucha Brewers International Introduces New ‘Brew Pub Membership’

Los Angeles, CA: Kombucha Brewers International (KBI) launches a new membership category exclusively for Brew Pubs. In order to apply to become a Brew Pub member, applicants must have an operational kombucha brewery currently serving flavors on tap to retail customers. Traditional, licensed beer breweries that also brew kombucha, whether alcoholic or non alcoholic, may also qualify for membership.

KBI recognizes the need for this new membership category due to interest from potential members who do not fit easily into the existing designations. This new category demonstrates the continued growth, creativity and diversity within the kombucha industry as well as the increased consumer demand for its availability in a wider array of retail settings. KBI President Hannah Crum says, regarding the launch, “Bringing Brew Pubs into the organization enriches our membership. Having a different type of brewer sharing their experiences and advice allows for a wider perspective on the industry, and increases solidarity amongst those making craft beverages.”

While these on-tap, location-based kombucha sellers may seem quite different from those who bottle and distribute, their needs are similar and can be met with many of KBI’s existing resources. Nevertheless, as more members join, KBI plans to monitor and address any specialized needs that may arise. Indeed, this presents a new opportunity for brewers to access KBI’s expertise and support: whether new to kombucha brewing or not, members will be assisted in making the best product possible and avoiding the pitfalls involved with perfecting the fermentation of this unique beverage.

Brew Pub membership uses the same tiered price structure as the existing member categories. It brings the number of KBI membership pathways to five, alongside the Brewer, Brewery In Process, Adjunct, and Affiliate/Supplier membership plans. Now is the perfect time to join KBI, as current membership rates will increase on October 1st 2016.

Kombucha Brewers International (KBI) is the international, non-profit trade association for the kombucha brewing industry. To learn more about the kombucha industry, or for more information on membership, please contact KBI President Hannah Crum at info@kombuchabrewers.org or visit kombuchabrewers.org.