



## ***KOMBUCHA Act Advocacy Toolkit***

### ***Social Media Copy***

*Below are some general copy points promoting The KOMBUCHA Act and sharing our petition. Include them in your posts or use them for inspiration!*

*Link to petition:*

<https://www.petition2congress.com/ctas/support-act-to-protect-consumer-access-to-authentic>

- Our kombucha is made from tradition, brimming with wild cultures, raw & alive. Sign our petition to #protectrawkombucha to help make sure it stays that way! Link in bio.
- Right now, there's a Prohibition-era law threatening live kombucha. Support our business and protect the fermented beverages you love by signing our petition to #protectrawkombucha. Link in bio.
- If you're looking for a way to support small business, we have a favor to ask: a bill is in Congress right now to ensure that our business can keep brewing our kombucha live and unpasteurized. Sign our petition to #protectrawkombucha - takes two minutes. Link in bio.
- Psst! Sign the petition to make sure our raw, unpasteurized kombucha stays on shelves and in your belly. Pass it on. (Link in bio to learn more.) #protectrawkombucha #hr2124 #s892
- Love **(name of your business)**? We're joining indie breweries around the country and asking you to help us pass the KOMBUCHA Act to protect raw, living kombucha. Sign the petition and tell lawmakers traditional foods matter. Link in bio. #protectrawkombucha #hr2124 #s892
- Heads up, kombucha lovers! There's a bill in Congress to ensure that our kombucha remains the same traditional, raw kombucha you love. Sign the petition to support us and other small brewers across the country! Link in bio. #protectrawkombucha #hr2124 #s892
- Kombucha needs your help! Click the link in our bio to send a quick

email to Congress your lawmakers urging them to support the #KOMBUCHAAct. We only have a few months to get this legislation enacted this year. Please support us and other local kombucha brewers today! #protectrawkombucha #hr2124 #s892

- Do you want to continue drinking our raw, hand-crafted kombucha? We're joining other indie brewers across the country in support of a bill that protects our ability to brew wild fermented, living kombucha. Please help us by signing a petition asking your lawmakers to pass the #KOMBUCHAAct. Link in bio.
- My \*favorite\* kombucha is this limited edition (flavor) kombucha by @ (business). What's yours? Sign our petition to protect small brewers-- link in bio to learn more. #protectrawkombucha #KOMBUCHAAct #hr2124 #s892

#### **OPTIONAL: OFFERING INCENTIVES**

- Sign the petition to keep our craft kombucha raw and unfiltered and get \$1 off your next purchase at any of our farmers' market booths. Takes two minutes, link in bio. #protectrawkombucha #hr2124 #s892
- Did you know that there is a bill in Congress to make sure your \*favorite\* kombucha brewer (👉) can keep making the pure, craft kombucha you love? Come visit us at the farmers' market this \_\_\_\_\_ to learn more.

(PS Sign our petition to #protectrawkombucha and get \$1 off any purchase! Link in bio.)

***Powered by Kombucha Brewers International. Become a member to unite with kombucha brewers everywhere.***