



JUNE 23 BRAND ROLL OUT – SOCIAL POST

Join us in announcing the official launch of Michigan Crafted on your social media channels! Download the anthem video and use the suggested copy to promote your Michigan Crafted business.

SAMPLE POST COPY 1:

[Enter your business name] is proud to be a Michigan Crafted business. We [enter information about your business or what Michigan Crafted means to you].

Because in Michigan, we've got something crafted for every taste. Find out more at MiCrafted.com.

#MichiganCrafted #CraftBeverage

Example:

At Best Beer, we've been making award-winning beers for over 30 years. We're proud to join other beverage makers across the state to celebrate Michigan's rich crafting history!

Because in Michigan, we've got something crafted for every taste. Find out more at MiCrafted.com.

SAMPLE POST COPY 2:

In Michigan, we know how to celebrate every part of our unique state, so it's no surprise that we've got something crafted for every taste.

Like [enter your business name]. We [enter information about your business].

Find out more about Michigan craft beverages and tours at MiCrafted.com.

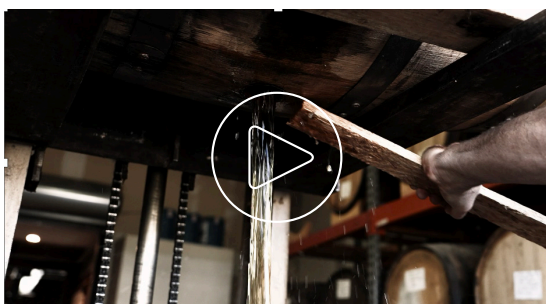
#MichiganCrafted #CraftBeverage

Example:

In Michigan, we know how to celebrate every part of our unique state, so it's no surprise that we've got something crafted for every taste.

Like Best Beer. We have been crafting award-winning beers for over 30 years.

Find out more about Michigan craft beverages and tours at MiCrafted.com.



DOWNLOAD THE VIDEO
[Michigan Crafted Anthem Video](#)