



THE MICHIGAN CRAFTED DIFFERENCE

When it comes to producing craft beverages, no place does it quite like Michigan. And the world needs to know... which is where you come in. As an ambassador for Michigan Crafted, this high-level brand messaging overview will equip you to talk about the people, places and products that combine to make Michigan an unparalleled craft beverage destination.

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THE MICHIGAN ADVANTAGE

From our signature mitten shape to our diverse agriculture, Michigan is known for its uniqueness. Our craft beverage production is the same, combining factors that make it unlike anywhere else.

IN MICHIGAN:

- Agriculture is abundant, as we are the second-most agriculturally diverse state in the nation.
- We're surrounded by 20% of the planet's fresh water.
- Growing conditions are optimal, thanks to our geographic location along the 45th parallel.
- There are more than 3,375 acres of vineyards, hundreds of acres of barley and hops and 38,000 acres of apple trees.

MADE IN THE MITTEN

Michigan has a rich and vibrant history of entrepreneurial innovation across industries, and craft beverage makers are no different.

IN MICHIGAN:

- Crafters are driven to constantly innovate and provide top-notch beverages.
- Our beverages boast national and international awards.
- Producers partner with local growers to source high-quality ingredients.
- Independent business owners contribute to their local economies, spending local and supporting and shaping the landscape of their neighborhood.

DESTINATION: MICHIGAN

It's no secret that exploring Michigan goes hand in hand with enjoying craft beverage culture.

IN MICHIGAN:

- There's a little something for everyone to enjoy, from touring a vineyard and tasting at a brewery to apple picking at a cidery or date night at a distillery.
- Unique products come from unique places, with offerings in big cities, rural havens and lakeside destinations.
- There are no lack of day trips, memorable vacations and exciting adventures to pursue (many of which are family friendly!).
- Craft beverages are an immersive experience that delight the mind, body and soul.

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