

CRAFTED for Action™

5th Annual

CRAFT BEVERAGE CONFERENCE



2025 Impact Report

EXECUTIVE SUMMARY

Atlanta Experience Recap



149
ATL
RSVPs



55%
Increase
vs 2024

Atlanta Attendee Profile



76%
from
GA

**CA, TN,
VA, DC**
also in
attendance.

Industries Represented



Beer
32%



Wine
13%



Spirits
8%

19%

identify as
“**Explorers**”
who enjoy
drinking &
learning
about craft
beverages.

47% ages 35 - 44; 54% identify as women; 60% African American

Virtual Experience Recap



65
Virtual
RSVPs

9
Virtual
Panels

52%
BIPOC
Panelists

57%
Women
Panelists

OVERVIEW

The 2025 Crafted for Action Craft Beverage Conference wrapped another successful year of immersive learning, networking, and celebration in Atlanta and online. Hosted at Wild Heaven Beer in the city's historic West End neighborhood, this year's event marked the conference's **fifth anniversary** and its most expansive programming yet—including the debut of a full wine track, a first in the event's history.

Over five days during the Juneteenth holiday week (June 18 - 22), Crafted for Action brought together a vibrant mix of beverage professionals, enthusiasts, educators, and entrepreneurs. The virtual experience provided two days of online programming for those not able to attend in Atlanta on June 19 - 20. The conference remains **rooted in its mission to center craft, community, and culture**—creating a platform where diverse voices lead the conversation about the future of the beverage industry.

Wild Heaven Beer served as the official venue sponsor with additional activations hosted at Hop City, BoxCar, and Monday Night Garage at the popular Lee + White food and beverage complex. Off site venues like Twisted Soul Cookhouse and Patchwork City Farms provided additional opportunities to explore Atlanta.

In addition to panels, tastings, and networking events, the conference featured a high-energy pitch competition for the **Crafted Fellows** program where a \$8,500 microgrant was awarded to a deserving business.

This report summarizes the impact of this year's conference and includes summaries of the overall conference, attendee demographics, and survey feedback. The analysis helps the Crafted for Action team better understand our impact, opportunities, and serves as a foundation for future programming decisions.

For more information and future announcements, visit www.craftedforaction.com or email info@craftedforaction.com.

DEMOGRAPHICS

Atlanta Conference

Understanding who attends the Crafted for Action Conference is key to shaping inclusive, relevant, and impactful programming. The following section provides an overview of attendee demographics based on data collected during registration, including age, gender, race, industry connection, and geographic distribution. This information offers valuable insight into the diverse community the conference serves and helps guide future outreach and engagement efforts.

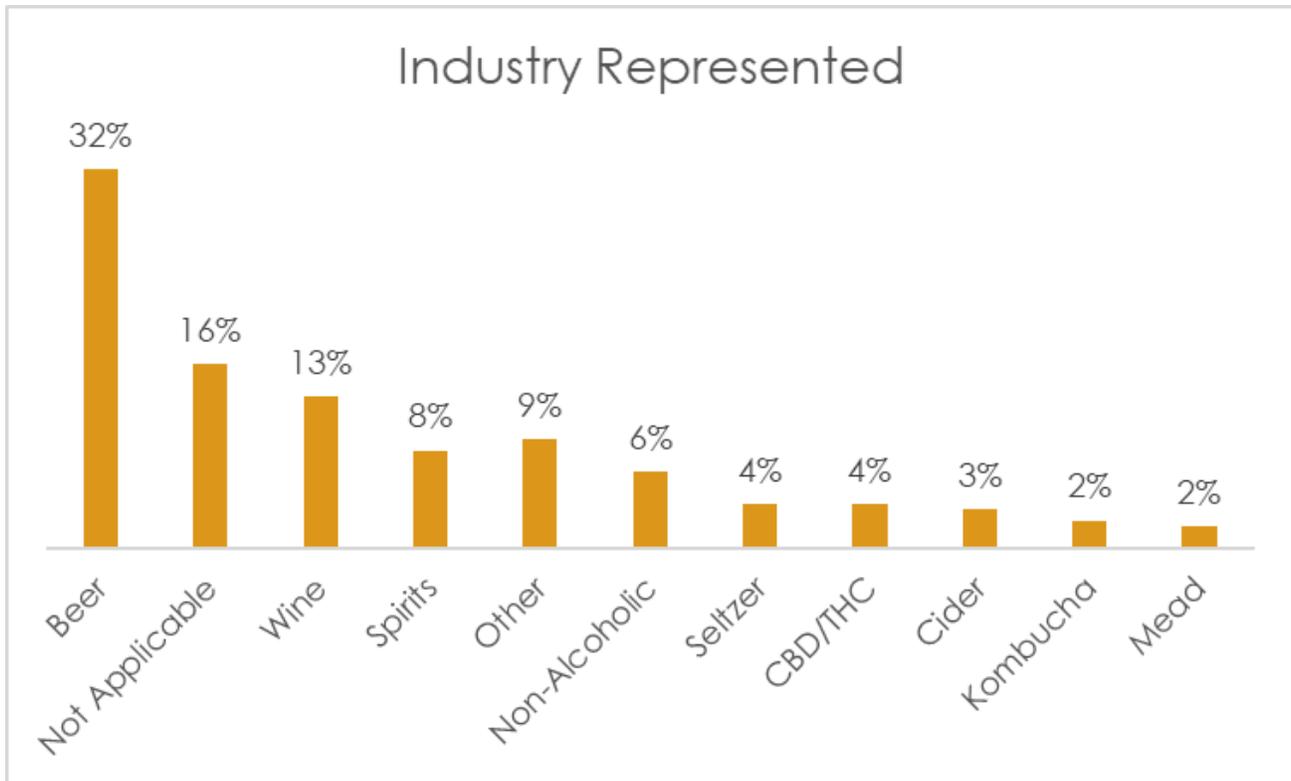
The 2025 Crafted for Action Conference welcomed 149 attendees, marking a 55% increase in participation compared to 2024.



The geographic distribution of conference attendees shows that Georgia accounted for the vast majority, with 76% of attendees residing in the state—primarily concentrated in the Atlanta metro area. This strong local presence underscores the conference's community-centered roots and influence within Georgia's craft beverage scene.

Beyond Georgia, the conference drew participants from across the U.S., including California (5%), Tennessee (3%), Virginia (3%), and Washington (2%), with smaller representation from over a dozen additional states. The wide range of ZIP codes—from dense urban hubs to suburban and rural areas—demonstrates the expanding national appeal of Crafted for Action and its ability to convene a geographically diverse group of industry professionals and beverage enthusiasts.

Attendees were asked several demographic questions during the registration process. The first question asked registrants to select the **beverage industry they represent**.

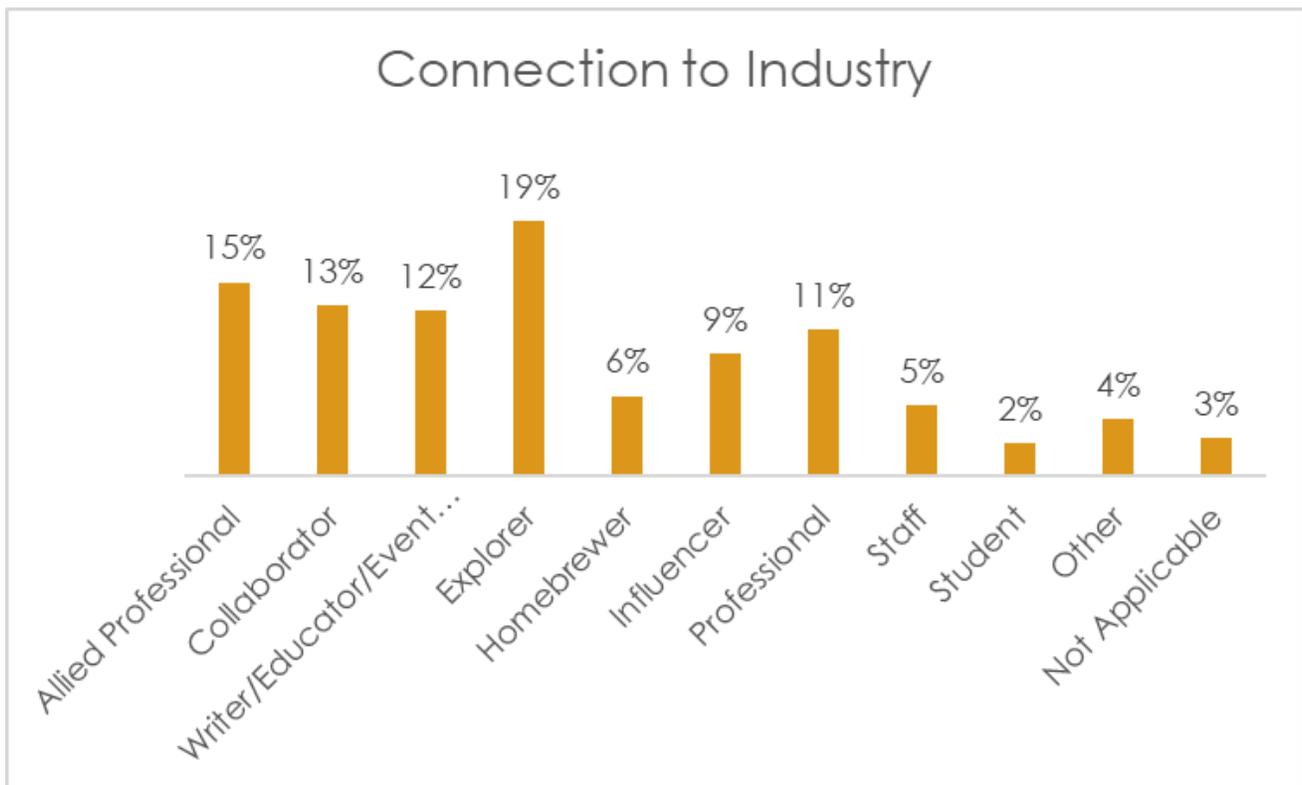


The event attracted a diverse and dynamic group of participants, with the beer industry taking the lead among represented sectors. Nearly one third (32%) of attendees identified their primary affiliation with the beer industry, while wine (13%) and spirits (8%) also had a notable presence. Other categories, including non-alcoholic beverages, seltzer, CBD/THC, cider, kombucha, and mead, reflect the broadening landscape of the craft beverage scene.

A significant 16% of attendees did not specify an industry. Additionally, 9% selected "Other" and identified specific segments, including farming/agriculture and culinary. These findings could indicate a general interest and emerging involvement in the beverage space from adjacent but related industries.

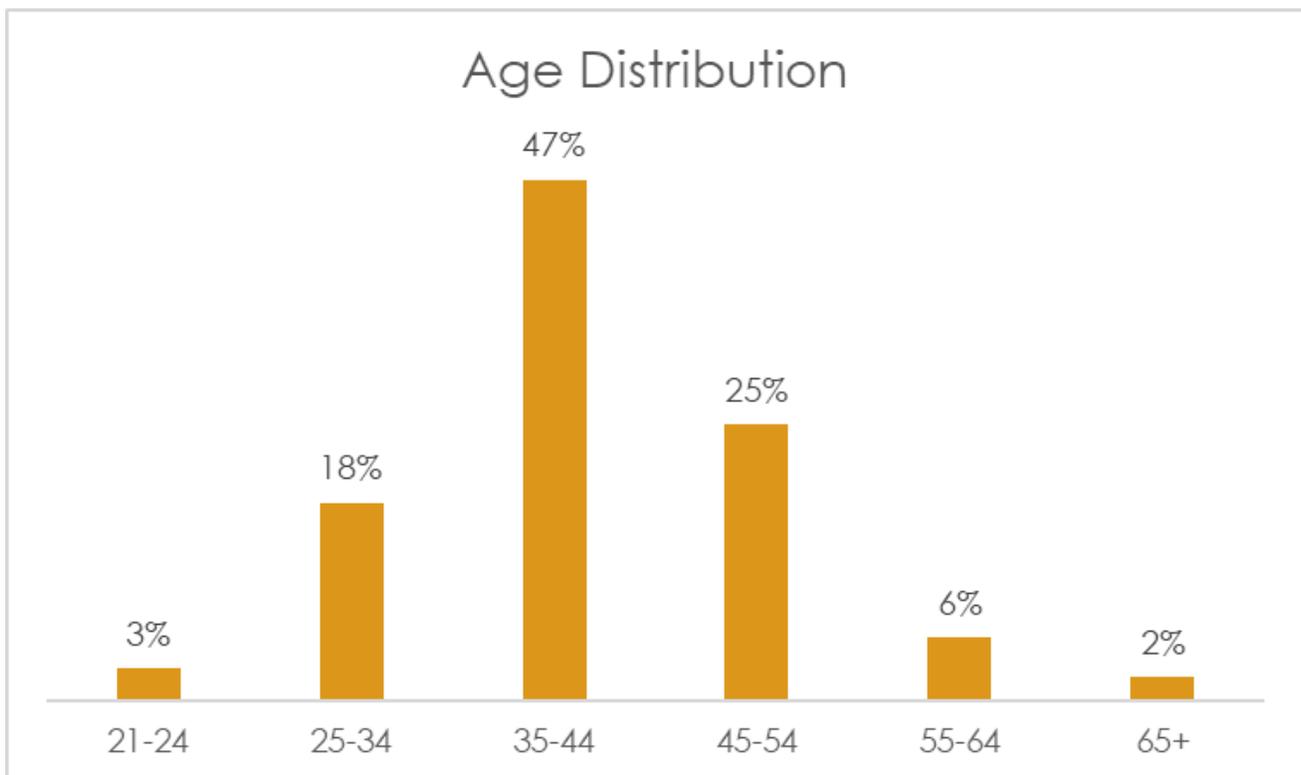
Attendees were asked about their specific **connection to the industry** and were given the following response options:

- Allied Professional: I work in an industry that supports craft beverages.
- Collaborator: I'm not a professional brewer/distiller but I enjoy collaborating on projects with existing brewers/distillers.
- Writer/Educator/Event Curator: I share the good news of craft beverages with others.
- Explorer: I enjoy drinking/learning about/exploring craft beverages.
- Homebrewer: I brew at home.
- Influencer: I enjoy using my influence/status to encourage others to try craft beverages.
- Professional: I create craft beverages in a professional capacity in an operating facility.
- Staff: I work in a taproom/on a marketing team/management office/on the sales team.
- Student: I am enrolled in a technical program, am studying for a certification or am studying to become a judge in the beverage industry
- Other
- N/A



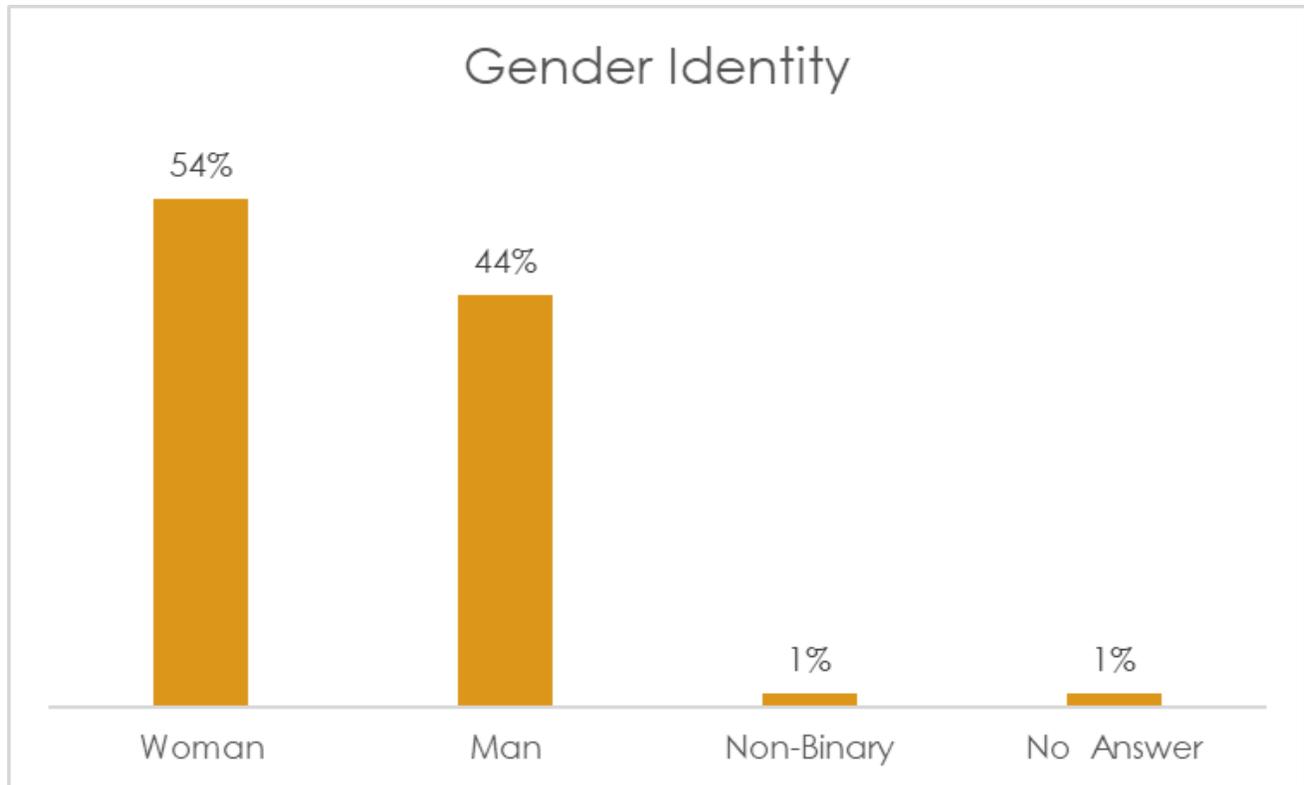
Explorers made up 19%, followed closely by allied professionals (15%), collaborators (13%), writers/educators/event curators (12%), and influencers (9%). These statistics reinforce the fact that a core demographic of the Crafted for Action community is comprised of individuals who are attracted to the craft beverage lifestyle. Still, professionals (11%), homebrewers (6%) and staff (5%), further showcase the diverse range of involvement. Students and others comprised a smaller, yet important, segment.

The **age distribution** of attendees reveals that the 35–44 age group made up the largest portion of participants, accounting for 47% of the total. This was followed by the 45–54 group at 25%, and the 25–34 range at 18%, suggesting that the core audience of the conference falls between the ages of 25 and 54. Younger attendees aged 21–24 represented just 3%, while older participants aged 55–64 and 65+ made up 6% and 2%, respectively. This age diversity contributes to a rich exchange of ideas and perspectives.



Gender identity was asked, given the following response options:

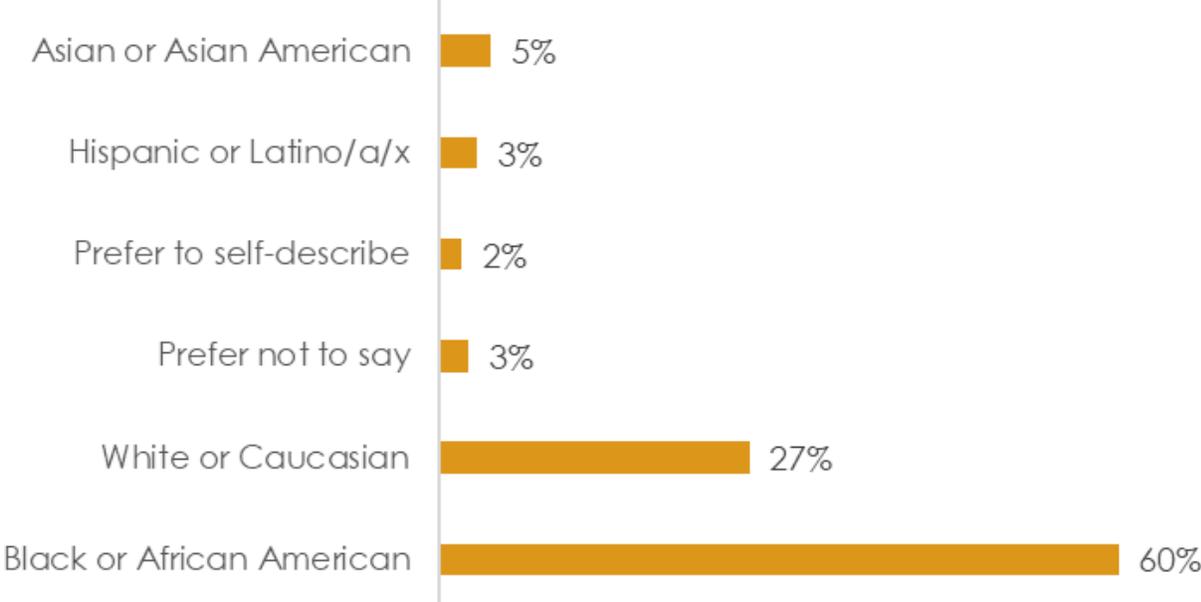
- Woman
- Man
- Non-binary
- Gender nonconforming
- Prefer to self-describe
- Prefer not to answer



Gender representation leaned slightly toward women, who comprised 54% of attendees, compared to 44% who identified as men. Non-binary individuals those not wishing to disclose their gender made up 1%. This gender balance suggests increasing inclusivity in what has traditionally been a male-dominated space.

Finally, **racial and ethnic background** questions were asked. Racial and ethnic diversity was a defining feature of the attendee base. A majority (60%) identified as Black or African American, while 27% identified as White or Caucasian. Additional representation included Asian or Asian American (5%), Hispanic or Latino/a/x (3%), those who preferred not to say (3%), and those who preferred to self-describe (2%).

Race & Ethnicity



These figures underscore a community that is both representative and intentional about centering marginalized voices in the craft beverage industry.



Virtual Conference

To increase accessibility while still valuing quality content, the 2025 Crafted for Action Conference offered its **virtual component** on a pay-as-you-wish basis. This flexible pricing model allowed attendees to engage in a separate track of programming at a price that fit their budget, helping to eliminate financial barriers without diminishing the value of the content. It also aligned with our core mission of inclusivity and equity, ensuring that cost was not a limiting factor for participation.

Demographic questions were not asked of virtual conference registrants, however the information below was collected from panelists.

Virtual Experience Recap

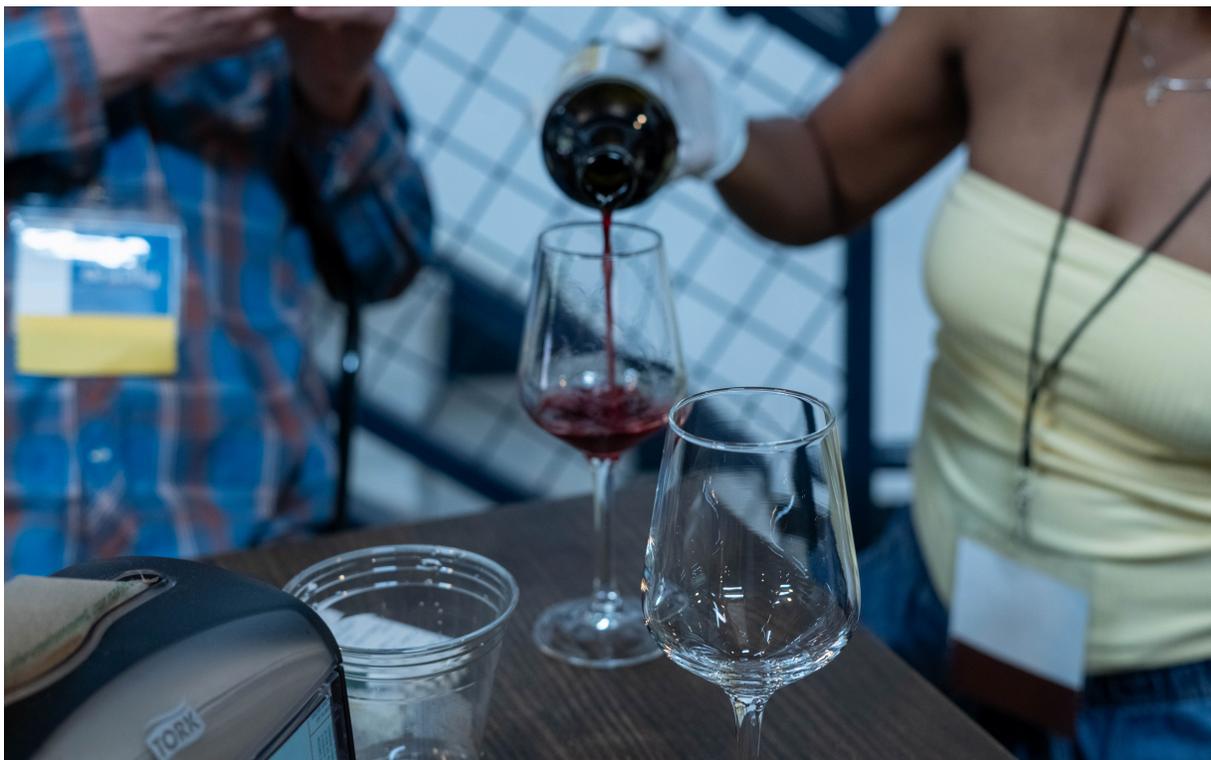


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CRAFTED FELLOWS

The Crafted Fellows Program is a 501(c)(3) **nonprofit accelerator** program that supports and empowers **BIPOC owned beverage industry businesses** by offering strategic support during the Crafted for Action Craft Beer Conference and beyond. This one-of-a-kind program creates space for a small group of entrepreneurs to connect with and learn from one another while offering opportunities for professional development, network building, and mentoring.

Introducing the 2025 - 2026 Cohort!

We're thrilled to introduce the 2025-2026 Crafted Fellows group. This incredible cohort of entrepreneurs is shaping the future of craft beverages, bringing innovation, culture, and purpose to the industry.



BeyLoved Pairings
Joanne Mumbey
St. Petersburg, FL



Divine Libations
Christal Floyd
Atlanta, GA



Ofori Brothers
Kumi
Jersey City, NJ



Sela K
Kimber Warren
Atlanta, GA

Crafted Fellows Impact to Date



18
BIPOC
Ventures
Supported

\$22K
Awarded
in
Microgrants

\$15K
In-Kind
Support
Secured

And the Winner Is...

We heard some incredible pitches from all four Crafted Fellows during this year's annual **Pitch Competition**—a lively and inspiring event that gave each Fellow the opportunity to showcase their business to a room full of engaged conference attendees. Each entrepreneur brought grit, determination, and vision to the stage, demonstrating the creativity and passion fueling their ventures.

After thoughtful deliberation by our judges, we were thrilled to announce **Ofori Brothers as the winner of the \$8,500 microgrant**, proudly sponsored by Abstrax with additional support from Boston Beer Company, Red's Beer Garden, and Allagash Brewing. Congratulations to all the Fellows for delivering such strong, thoughtful presentations and for helping shape the future of craft beverage entrepreneurship.

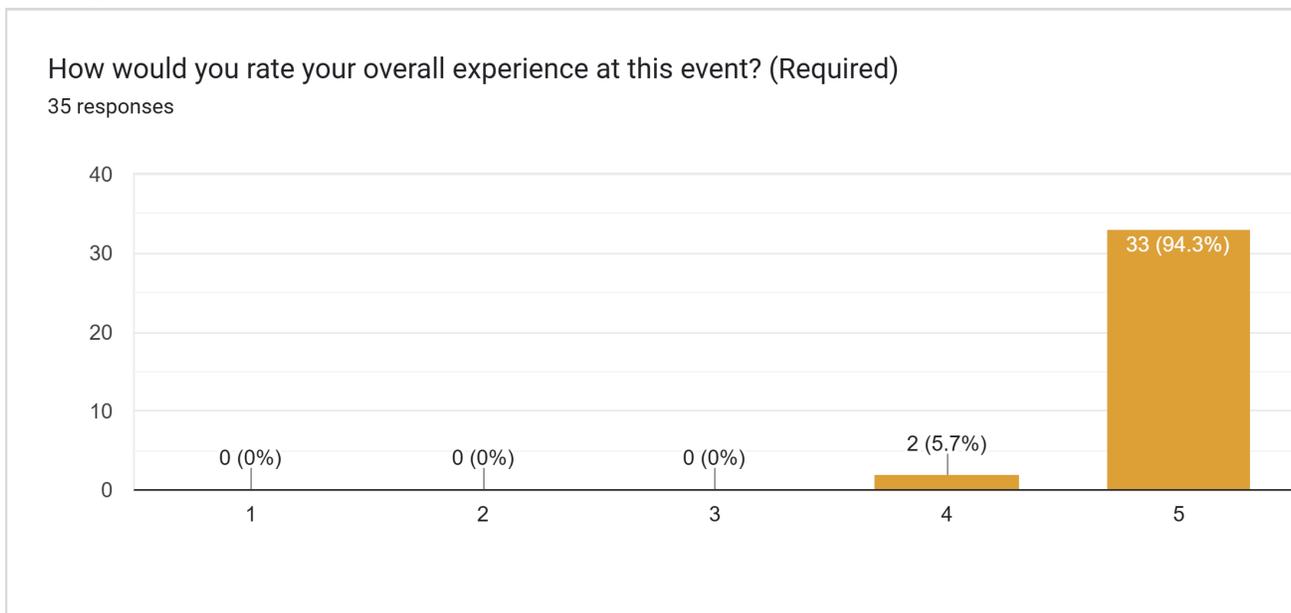


FEEDBACK SURVEY

The Results Are In.

A feedback survey was distributed via email, Instagram and text message to all event attendees after the conference. A total of 35 responses were received representing a 24% response rate. The following sections briefly summarize the input submitted.

The first question asked for an overall rating of the conference out of five stars. The majority (over 94%) gave the conference a five-star rating.



When asked **what people enjoyed most** about the conference, attendees overwhelmingly praised the 2025 Crafted for Action Conference for its **strong sense of community, collaboration, and connection**. Many highlighted the opportunity to **meet and learn** from like-minded beverage professionals in a **welcoming, inclusive space**.

The variety and quality of programming, especially **the expanded wine track, spirits sessions, and engaging panels**, were frequently cited as standouts. Participants appreciated the balance of education and fun, with special shoutouts for the Atlanta Beer History Dinner, Brews and Beats, bottle shares, and interactive activations like winemaking and day camp.

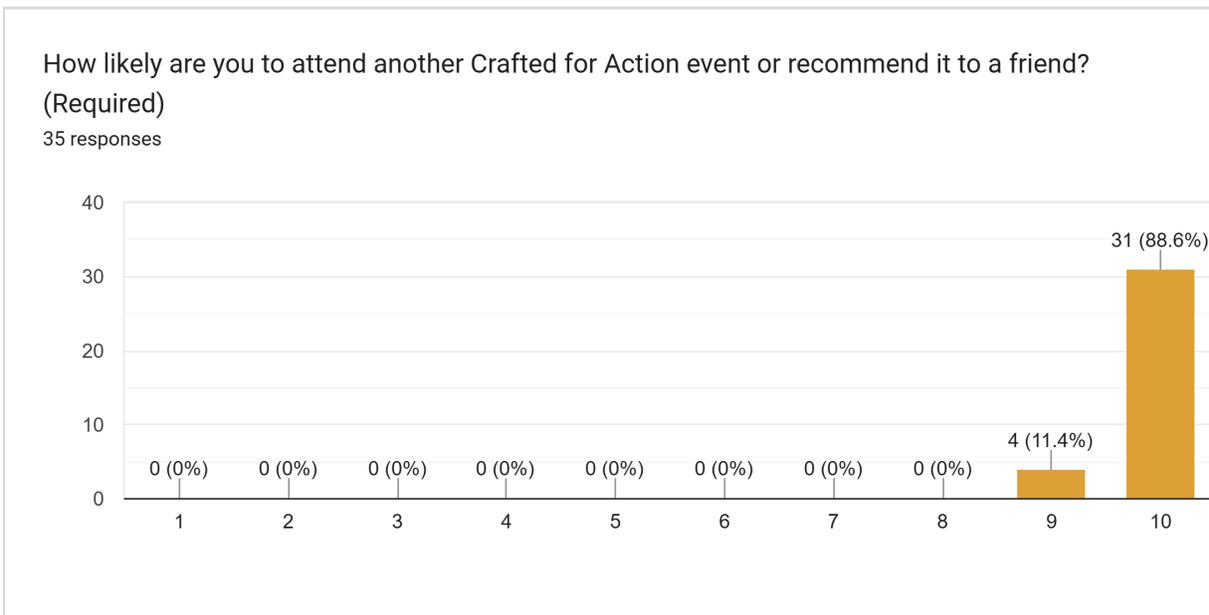
The **new venue at Wild Heaven Beer** also received high marks for being accessible, spacious, and community-oriented. Overall, feedback centered around the thoughtful organization, the authentic conversations, and the rich mix of networking, learning, and celebration that made the experience unforgettable.



According to survey feedback, the following improvements should be considered for 2026:

- Share attendance and sales updates early for presenters
- Provide presentation space layouts ahead of time
- Simplify registration and clarify ticket/event details
- Cap special event prices or include them in VIP packages
- Spread sessions and tastings across multiple days
- Refine pitch competition eligibility for fairness
- Record panels and improve social event interactivity
- Add digital maps and networking apps
- Provide shuttle service to off-site events
- Continue wellness activities, move yoga to Sunday
- Provide dump buckets at beer shares
- Boost local promotion with radio/media outreach

Attendee satisfaction with the Crafted for Action experience remains exceptionally high, with **88.6% of respondents rating a perfect 10** when asked how likely they are to attend another event or recommend it to a friend. This strong show of enthusiasm and loyalty highlights the continued relevance, impact, and community value of the conference. The overwhelmingly positive response underscores Crafted for Action's role as a must-attend event in the craft beverage space and reinforces its effectiveness in creating inclusive, engaging, and meaningful experiences.



When asked **what type of sessions, activities, or topics survey respondents would like to see at future events**, they expressed interest in more entrepreneurial and business-focused sessions, including topics like accessing capital, marketing strategies, small business resources, and mentorship programs. There's strong support for continuing community and education themes with a balance of formats.

Suggestions include **more spirit and alternative beverage-focused sessions**, craft beverage basics for newcomers, and interactive hands-on classes such as beer making, food pairings, and nutrition related to beverages. Attendees also want moderated peer discussions on business needs, **professional development** for brewery staff, and sessions highlighting Black-owned brands and **industry history**, like women in beer.

Fun social activities like game nights, talent shows, and beer-themed games (e.g., beer pong) were also recommended. Overall, maintaining a mix of educational, interactive, and social events that draw diverse participants is a priority.



WHAT'S NEXT?

Crafted for Action is growing beyond a single annual event into a full-service experience and impact platform.

- We're expanding our reach by managing conferences for new clients.
- We'll be curating events throughout the year in partnership with beverage organizations and local brewery partners.
- Planning is already underway for the 2026 Crafted for Action Conference.

Stay tuned as we build bigger, bolder, and more connected experiences that empower and uplift the craft beverage community year-round.

Cheers!

