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**Make Mine a Maryland: New Initiative Celebrates Local Craft  
Beverages and Community Connection**



**ANNAPOLIS, Md.** (Oct. 6, 2025) — Maryland’s breweries, wineries, and distilleries are raising their glasses together under one powerful rallying cry: “Make Mine a Maryland.”

Launched by the [Maryland Wineries Association](#), [Brewers Association of Maryland](#) and the [Maryland Distillers Guild](#), with support from [Cultivate + Craft](#), this new statewide movement invites consumers to support local businesses by choosing Maryland-made beer, wine and spirits whenever they imbibe.

From crisp IPAs and small-batch rye whiskey to vineyard tastings with sweeping views, Maryland offers more than 300 locally crafted beverage experiences across the state. Make Mine a Maryland celebrates this diversity while uniting makers and consumers under a shared promise: every pour supports local businesses, strengthens communities and fuels Maryland pride.

“This isn’t just a campaign — it’s a movement,” said Kelly Dudeck, Co-Founder of Cultivate + Craft and Executive Director of the Brewers Association of Maryland. “When Marylanders order by name, whether at a taproom, tasting room or bar, they’re saying they believe in the quality and creativity of what’s made here. They’re also supporting small businesses that anchor our communities.”

The movement officially launches this fall with merchandise available at major events, including the Fell’s Point Fun Festival (October 11–12) and Maryland 5 Star at Fair Hill (October 16-19). A statewide media campaign will amplify the call-to-action, encouraging Marylanders age 21 and older to visit the landing page, join the movement and share their support on social media with #MakeMineAMaryland.

The positive economic impact of Maryland’s craft beverage industry is already significant, with room to grow:

- Beer: 134 breweries contribute [approximately \\$925 million in annual economic activity](#) and support nearly 10,000 jobs.
- Wine: 80 producers fuel [\\$4.28 billion in statewide economic activity](#), support more than 25,000 jobs and draw more than 365,000 wine-related tourist visits each year.
- Spirits: Maryland’s spirits sector [supports 30,100 jobs and generates \\$3.4 billion in economic activity](#) across production, sales and hospitality.

These craft producers aren’t just making beverages; they’re creating gathering places where stories are shared, milestones are toasted and Maryland’s culture is celebrated.

“From the Chesapeake Bay to the mountains, our makers pour pride into every glass,” said Jon Zerivitz, Senior Marketing Strategist at Cultivate + Craft. “This movement is about uniting that spirit and giving Marylanders and visitors a way to say loud and clear: Make Mine a Maryland.”

Consumers are encouraged to join the “Make Mine a Maryland” movement, learn more and explore Maryland’s craft beverage destinations at [makemineamaryland.com](http://makemineamaryland.com). Follow @makemineamaryland on [Instagram](#) and [Facebook](#) for updates, events, contests, giveaways and more.

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**About the Brewers Association of Maryland:**

The Brewers Association of Maryland, founded in 1999, is the non-profit trade association of Maryland brewing companies. The mission of BAM is to grow, promote, and protect the Maryland craft beer industry. Representing more than 100 licensed, operating Maryland breweries, the Brewers Association of Maryland is committed to producing memorable beer experiences for craft beer consumers. Events produced and promoted by the Brewers Association of Maryland are fundraisers and directly benefit our craft brewing industry.

**About the Maryland Distillers Guild:**

The Maryland Distillers Guild represents the state's growing community of craft distillers, from small farm-based producers to established brands. Through advocacy, education, and events, the Guild works to strengthen Maryland's distilling industry, showcase the quality and creativity of local spirits, and promote Maryland as a destination for craft spirit enthusiasts.

**About the Maryland Wineries Association:**

Established to promote and support Maryland's wine industry, the Maryland Wineries Association serves as a resource for wineries, vineyards, and wine enthusiasts. Through advocacy, education, and events, MWA fosters a vibrant wine community across the state. For more information, visit [www.marylandwine.com](http://www.marylandwine.com).