

CBMTRA DAY OF ACTION MESSAGING GUIDANCE

On Tuesday, December 1st, we will be coming together as an industry for LAST CALL: CBMTRA Day of Action to urge Congress to #StopCraftTaxIncreases.

This is *urgently important* as the current federal excise tax (FET) for beverage alcohol producers will EXPIRE on December 31st, 2020, meaning that craft beverage alcohol producers will face a devastating tax increase in 2021. Without Congressional action to #StopCraftTaxIncreases before the end of the year, then many craft beverage alcohol producers may not be able to keep their doors open in 2021.

On December 1st, we need your help to mobilize everyone you know to contact their members of Congress and tell them that craft beverage alcohol producers need tax relief in 2021.

Below you will find general messaging for your organization's respective audience, consumers, and suppliers, as well as some sample social media posts.

On December 1st, please join us by activating your audiences with the below e-mails and social media messaging. *You may need to edit the below notes slightly to best fit your audience – please feel free to do so.*

There is strength in numbers and if we all act together, we can get Congress' attention and urge them to #StopCraftTaxIncreases.

****NOTE: PLEASE DO NOT activate your audiences or circulate the [Day of Action Landing Page](#) until Tuesday, December 1st!****

Please feel free to send "Save the Dates" to your audience, but do not activate the campaign until Tuesday, December 1st.

Email to Consumers/General Audience from Craft Businesses

Last year, Congress passed a one-year extension of the Craft Beverage Modernization and Tax Reform Act (CBMTRA). CBMTRA is important to our business as it extends a federal excise tax reduction for craft beverage alcohol producers like us.

This allows [name of business] to make critical investments back into our business like:

- Buying more grain from farmers
- Purchasing more equipment from manufacturers
- Providing new job opportunities
- Giving back to our community
- Continuing to make great products for consumers like you to responsibly enjoy!

However, this one-year extension expires on December 31st, 2020. If Congress doesn't act before then, craft beverage alcohol producers across the nation will face tax increases. We are already hurting economically due to COVID-19 and a tax increase would be devastating to many businesses like ours.

We need your help in urging Congress to #StopCraftTaxIncreases this year!

How can you help?

[TAKE ACTION HERE](#) and tell your Members of Congress how CBMTRA will impact our business.

We would so appreciate your help in advocating for our business!

Email to Suppliers

Last year, Congress passed a one-year extension of the Craft Beverage Modernization and Tax Reform Act (CBMTRA). CBMTRA is important to our business as it extends a federal excise tax reduction for craft beverage alcohol producers like us.

This allows [name of business] to make critical investments back into our business like:

- Buying more grain from farmers
- Purchasing more barrels
- Purchasing more labels
- Purchasing more equipment from manufacturers

However, this one-year extension expires on December 31st, 2020. If Congress doesn't act before then, craft beverage alcohol producers across the nation will face tax increases. We are already hurting economically due to COVID-19 and a tax increase would be devastating to many businesses like ours.

As our suppliers, we would really appreciate your help in urging Congress to #StopCraftTaxIncreases this year!

How can you help?

[TAKE ACTION HERE](#) and tell your Members of Congress how CBMTRA will impact our business.

We would so appreciate your help in advocating for our business!

Sample Social Media

- *LAST CALL! We need YOUR help to urge Congress to #StopCraftTaxIncreases. If Congress doesn't pass CBMTRA BEFORE the end of the year then craft beverage alcohol producers will face a devastating tax increase. TAKE ACTION HERE: <https://p2a.co/cbZswMu> (w/ social media graphic)*
- *LAST CALL! On December 31, the current federal excise tax (FET) rates for beverage alcohol producers will EXPIRE if Congress doesn't pass CBMTRA. Urge Congress to ACT NOW and #StopCraftTaxIncreases: <https://p2a.co/cbZswMu> (w/ social media graphic)*