


CRAFTED

for

Action 

CRA... R CONFERENCE

# 2024 ANNUAL REPORT.

CRAFTED

for

Action ™

# Crafted for Action: Curating Inclusive Craft Beer Experiences.

We specialize in creating unique and immersive events tailored to the craft beverage industry. From tours and tasting festivals to industry conferences and exclusive brand launches, we design safe, inclusive and welcoming experiences that connect beverage professionals, enthusiasts, and brands.

We celebrate the artistry, innovation, and dedication behind all craft fermented beverages. We believe in fostering meaningful connections and amplifying diverse voices through thoughtful programming, education, and storytelling. Rooted in **CRAFT**, we honor creators' skill and passion; driven by **COMMUNITY**, we inspire collaboration, equity, and growth; and grounded in **CULTURE**, we spotlight heritage, tradition, and expression.



# 2024 IMPACT:

## Annual Conference

The 2024 Conference was held in Atlanta, GA from June 19 - 23 and offered educational experiences for the full spectrum of craft beverage lovers. New to 2024: a wine focus that included panels and interactive workshops.

### Virtual Experience



**102**  
Virtual  
RSVPs



*56% identify as underrepresented*

**11**  
Virtual  
Panels

**58%**  
BIPOC  
Panelists

**63%**  
Women  
Panelists

### Atlanta Experience



**96**  
ATL  
RSVPs



*56% identify as underrepresented*

**16**  
ATL  
Panels

**73%**  
BIPOC  
Panelists

**53%**  
Women  
Panelists



# 2024 IMPACT:

## Crafted Fellows Program

Crafted Fellows is an annual 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.



**CrazySexyCraft**  
Beer Education & Experiences



**Deuce & a Quarter**  
BrewPub Concept



**Excited to Feast**  
Beer Education & Experiences

**6** BIPOC Ventures

**\$8.5K**  
Grant Awarded



**Krave**  
Ready to Drink Cocktail Brand



**Rizoma Liquid Creations**  
Brewery Concept



**StellaTripp Brewing**  
Brewery Concept

**\$5.3K**  
In-Kind Secured

**1:1** Mentor Match



# 2024 IMPACT:

## BrewGether Community Service Project

Crafted for Action partnered with BrewGether, an organization on a mission to highlight the synergy between urban agriculture and the craft beer industry. In 2024, BrewGether organized a local community farm clean up and an engaging panel discussion featuring local farmers.

**25**  
Volunteers



**50**  
Volunteer  
Hours



**\$1.6K**  
Total Impact  
Value



# Engaging in the Beverage Community.

Engaging with the community allows Crafted for Action to foster meaningful connections, amplify diverse voices, and create inclusive opportunities that drive innovation and growth within the craft beverage industry.

## Speaking Opportunities

- Tracy Nicole “Self Care Sunday” speaker (March 2024)
- Pink Boots Society of Birmingham “Women of Craft Beer” panelist (March 2024)
- Barrel & Flow “DEI From the Inside Out” panelist (Aug 2024)
- People’s Beer Festival “DE&I Action Plan” speaker (Oct 2024)



## Events

- 3rd Anniversary Celebration
- 4th Annual Crafted for Action Conference
- Barrel & Flow Welcome Party
- Outdoor Gear & Beer Lula Lake Hike
- Outdoor Gear & Beer Paddle Trip
- Outdoor Gear & Beer Unplugged Retreat



# LET'S TALK.



We're always looking for new partners who are committed to creating new pathways for all in the beverage industry. Let's talk!

**Jen Price, Founder**

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