

**ASHEVILLE, N.C.** — With 310 breweries from the mountains to the coast, Gov. Roy Cooper has proclaimed April as [NC Beer Month](#). The proclamation, signed today [Thursday, March 21] at Highland Brewing in Asheville for posting at [governor.nc.gov/news/procs](http://governor.nc.gov/news/procs), cites the value of the craft brewing industry across North Carolina's economy as cause for celebration.

Throughout NC Beer Month, which is sponsored by the [N.C. Craft Brewers Guild](#) and [Visit North Carolina](#) with the [NC Beer Guys](#), special events and travel deals will connect beer lovers with brews that draw on the state's agriculture tradition, chefs and pitmasters who know how to pair their fare with beer, and lodging packages in destinations worth exploring. Those with accounts on [Untappd.com](http://Untappd.com) will be able to unlock an NC Beer Month badge and earn a chance for trips to Wilmington and Rocky Mount, which have emerged as new destinations for beer lovers.

"North Carolina's breweries speak to what today's travelers are looking for," said Wit Tuttell, executive director of Visit North Carolina. "They want experiences that are authentic, that are particular to the destination. Whether visiting a brewery in a tiny town or following an urban ale trail, travelers absorb elements of local color, character and heritage. From the very first sip, our beers create lasting impressions."

The governor's proclamation reflects North Carolina's status as the "State of Southern Beer," known for award-winning brews, innovation, and connections to the state's agricultural heritage. With threefold growth in the number of breweries over the past five years, the industry's contribution to the state economy has risen. North Carolina craft beer has an annual economic impact of more than \$2 billion and supports 12,000 jobs, according to the Craft Brewers Guild.

Breweries will jump-start NC Beer month with late March events including Cask on Fools at [Crank Arm Brewing](#) in Raleigh and a party at [Morgan Ridge Railwalk Brewery & Eatery](#) in Salisbury. Once April begins, travelers can find their way to Hickory's long-running [Hickory Hops](#), Raleigh's [Brewgaloo](#), Charlotte's [Moo & Brew Fest](#) and other large big events that showcase a range of North Carolina beercraft. In Greensboro, brewers partner with the Greensboro Science Center for the [Brews and Bubbles](#) taste-and-learn experience.

Small towns create their own NC Beer Month signatures. Edenton combines beer and history with its [Taverns and Trolley Beer Tour](#), and neighboring Elizabeth City adds a competitive element with [Bocce, Beer & Bites](#), one of three Beer Month events in the "[Harbor of Hospitality](#)." Explore Elkin and resident Skull Camp Brewing collaborate on a [murder mystery dinner](#), and Sylva showcases Smoky Mountain beer spirit with its annual [Brew Hop](#).

As a coda to NC Beer Month, Charlotte will inaugurate the [Untappd Beer Festival \(Level 1\)](#) on May 4 at Bank of America Stadium. So far, more than 120 breweries have signed on the event, which reflects new Carolina Panthers owner David Tepper's intent to expand use of the stadium outside the sports realm.

Untappd has been an NC Beer Month presence for years. For 2019, the "drink socially" platform's NC Beer Month badge links holders to sweepstakes prized with getaways to Wilmington and Rocky Mount. A few details:

- Wilmington: In five years, the Port City and its island beaches have gone from one brewery to 17, many of them included in the sweepstakes prize. The two-night stay features a Port City Brew Bus tour and gift cards from other taprooms plus a sunset cruise aboard Wilmington Water Tours, Battleship North Carolina and BattleHouseLM for laser tag.
- Rocky Mount: [Rocky Mount Mills](#), a historic cotton mill on the Tar River, has been reborn as an innovation hub with brewery incubators, dining, shops and outdoor spaces made for beer

moments. The destination is completed by a soon-to-open tiny house hotel, River & Twine, which is featured in the Rocky Mount Mills VIP Weekend prize. Also included in the two-night stay: a homebrewing class with the executive brewmaster, a paddling excursion, dinner for two at Tap 1918, and tours and tastings at five resident breweries.

Keep up with events and experiences throughout April at [NCBeerMonth.com](http://NCBeerMonth.com).

**About the North Carolina Craft Brewers Guild:**

The North Carolina Craft Brewers Guild is a not-for-profit industry trade organization whose mission is to advance the interests of the craft breweries of North Carolina and to promote North Carolina craft beer. North Carolina has the largest number of craft breweries in the American South, with more than 200 breweries and brewpubs. For more info, visit [www.ncbeer.org](http://www.ncbeer.org).

**About Visit North Carolina:**

Visit North Carolina is part of the Economic Development partnership of North Carolina (EDPNC). Established in 2014, the EDPNC is a 501(c)(3) nonprofit corporation that oversees the state's efforts in business and job recruitment and retention, international trade, and tourism, film and sports development. The mission of Visit North Carolina is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production. For more information on planning a trip to North Carolina, go to [VisitNC.com](http://VisitNC.com).

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