



Colorado Liquid Arts Awarded Grant for Statewide Passport Program

For Immediate Release

Contact:

Ellen Husch

info@CoCiderGuild.org

(Denver, CO) The Colorado Liquid Arts are excited to announce that they have received a matching marketing grant from the Colorado Tourism Office to begin a statewide, online Passport Program in 2021. The Liquid Arts, made up of the Colorado Cider Guild, The Colorado Brewers Guild, the Colorado Distillers Guild and the Colorado Association for Viticulture & Enology (CAVE), have created a digital passport for consumers to use and redeem discounted tastings and other offers at Colorado breweries, wineries, distilleries and cideries throughout the state. Members of these organizations will have the opportunity to be included in the passport and all related marketing.

“The great thing about this collaboration is that no matter what you like to drink, you can take advantage of the Passport program, because all of the Colorado Liquid Arts sections are involved. There’s something for everyone,” says Brad Page, Board President of the Colorado Cider Guild.

“We are thrilled to be involved in this collaborative marketing effort with our partner associations,” says Cassidee Shull, Executive Director of CAVE. “This Passport offers a unique opportunity for consumers to explore our Colorado tasting rooms while supporting these small businesses.”

More information regarding participating in the program will be forthcoming. The anticipated launch of the Passport is April of 2021.

The Colorado Liquid Arts are made up of four manufacturing organizations that represent the brewers, wineries, distillers and cideries across Colorado. These 501c(6) trade organizations, known as Colorado Liquid Arts, exists within their respective industries to promote education and research, lobby on behalf of their members and market their industries. To learn more about these organizations, please visit:

[Colorado Cider Guild](#)

[Colorado Distillers Guild](#)

[Colorado Association for Viticulture & Enology](#)

[Colorado Brewers Guild](#)

####