



Discover Puerto Rico showcases opportunities for the craft beer industry as part of tourism promotion efforts

Craft brewery leaders meet with DMO to pave the way for collaborations to attract tourism

Caguas, Puerto Rico, June 28, 2022 – Discover Puerto Rico today held a meeting with leaders of the Island's craft beer industry to exchange ideas and forge relationships for future collaborations that promote and market the offerings of this industrial sector as an attraction for visitors.

The event was held at FOK Brewery in Caguas with the participation of roughly twenty-two owners, managers, and executives of over a dozen local craft breweries, many of them with integrated facilities that include both production and tasting experiences for visitors.

"We want to explore and promote the opportunities that exist to integrate the growing space of local craft beers to the promotion of Puerto Rico as a tourist destination. This sector has great economic potential, and we want to elevate it to attract visitors, especially craft beer connoisseurs. Puerto Rico is known for its rum production, and we now want to elevate this growing industry," said Glorianna Yamin, Marketing Director of Discover Puerto Rico.

During the event, a discussion was held led by Luis Fernández, president of Ocean Lab Brewing; María del Mar Ortiz, head of Marketing at FOK Brewery; Luis Arocho, Brewmaster of FOK Brewery, and Norma Lizardi, assistant director of Tourism at the Municipality of Caguas.

The panelists reaffirmed this industry's ability to attract tourists. Participants also emphasized that the promotion must remain central to the notion that each craft beer producer has unique offerings and attractions because of the flavors, location, and amenities unique to each brewery.

The dialogue highlighted opportunities attractive to the brewers: special promotions, the celebration of local beer festivals, the creation and marketing of a local beer route, and the establishment of alliances with restaurants. Also, they recommended other measures outside of tourism. This included mechanisms to lower costs, facilitate permitting processes, and boost distribution.

The event had participants representing companies like Ocean Lab Brewing, Boqueron Brewing, Craft Beer Generation, Cervezas Colorican, The Aviator's Brewery, Brew! Experimental Workshop, Ballester Hermanos, Miramar Brewing, Cold Blood Brewery, Reina Mora Brewing, El Grifo, and Broadway Gastro Bar.

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