

Sample Social Media Copy for Carolina Malt Customers

Key Objective:

We've set ourselves a goal to showcase malt's essential role as the backbone of beer; to "Make Malt Famous." We want your consumers to know that when they enjoy your brews, they're getting the freshest and cleanest product, supporting local agriculture and local economy, alleviating highway congestion, and contributing to a cleaner world. To help spread the word, we've crafted some social media prompts for you to use and join us in talking about malt.

Official hashtag: #carolinamalt

Use this hashtag when promoting your brews and/or tag our company (@carolinamalthouse) and we'll share your content too!

Below are some general copy scripts you can include in your social posts for our craft malt awareness campaign. Use these for inspiration and modify as you see fit. Don't forget to tag us so we can spread the love!

Every sip of our beer starts with malt from our friends at @carolinamalthouse. We take pride in supporting local agriculture and delivering quality from farm to pint. Raise a glass to #CarolinaMalt and enjoy the taste of local craftsmanship!

Did you know barley may be the oldest and most widely adapted crop known to man? After Prohibition destroyed the rich tapestry of local beer flavors that America's diverse agroecosystems once produced, it's taken most of a century for local malt houses to return. We enjoy producing a truly unique agricultural product using the excellent Carolina barleys malted by @carolinamalthouse. Look for #CarolinaMalt to find national and global award-winning beers made with the world's best wheat and barley!

Aside from the fresh, clean flavor, we enjoy knowing that our malt traveled only ___ miles from the field to our tap room, instead of thousands of miles if we bought from any other supplier. 100% locally grown malt is still only a few years old but we hope it catches on! Reducing highway congestion, atmospheric carbon dioxide, and transportation costs feels good! @carolinamalthouse #CarolinaMalt

Did you know that malt is the key ingredient that makes beer... beer? It gives your favorite beers their color, alcohol, body, and signature beer flavor. Our partnership with @carolinamalthouse brings locally sourced malt within 30 miles of Cleveland, NC, straight to your glass. Every sip supports local farmers and delivers a unique taste profile.

Every couple of years the news cycles around to mentioning that most mass-produced food still contains what some people (like the WHO and various European governments) say is too much pesticide and plastic. One of our favorite annual activities is visiting the farmers who grow the barley that makes our beer at the @CarolinaMaltHouse Brewers' Field Day and reaffirming our mutual commitment making the freshest, cleanest beer.

Malt is much more than just a fermentable sugar source; it's the foundation of beer's flavor. Our craft brews, made with malt from @carolinamalthouse, showcase how local ingredients can create distinctive, memorable flavors. Next time you're in our taproom, taste the difference that genuinely unique ingredients can make!

The journey of great beer starts with great malt. We source ours from @carolinamalthouse, from Cleveland, NC. This close partnership ensures freshness and quality, while supporting local farmers. Discover how local malt creates unique flavors and supports our community.

Ever wondered what gives our beer its unique character? It's all in the malt! Thanks to @carolinamalthouse, our beers are brewed with locally sourced malt that adds depth and richness. Taste the difference with #CarolinaMalt!

Malt provides the essential sugars needed for fermentation, but it also offers a world of flavors— from biscuity and sweet to roasted and nutty. Our beers, brewed with locally sourced malt from @carolinamalthouse, highlight the diverse taste profiles that quality malt can bring.

Brewing with malt sourced within 30 miles means more than great taste—it means supporting our local farmers. Cheers to supporting local, always.

That rich, smooth flavor you love? It starts with the quality malt we source locally. Brewed with love, shared with pride. #CarolinaMalt