

DENVER MICROBREW TOUR

Services Guide



www.denvermicrobrewtour.com



WELCOME TO DENVER MICROBREW TOUR!

Welcome to the ultimate beer lover's experience! The Denver Microbrew Tour is your ticket to an unforgettable journey through the vibrant and thriving craft beer scene of the Mile High City.

Join us on this immersive tour as we explore the hidden gems, local favorites, and award-winning craft beers that make Denver a beer lover's dream destination. Whether you're a seasoned connoisseur or a curious enthusiast, come raise a glass with us and discover the art, science, and passion behind Denver's exceptional microbrews on one of our private group tours.

Our Beer Mission

As Colorado natives, and beer snobs ourselves, we're obsessed with the fact that Denver has an amazing microbrew scene.

Our mission is simple yet powerful: to showcase Denver's breweries and reveal why this city is a beer lover's paradise. Whether you're a local or a tourist, our unique and cost-effective walking tours offer a memorable experience that goes beyond the ordinary.

Led by passionate guides who share their insider knowledge, you'll learn how beer can be both approachable and fascinating, with a flavor to suit every palate. Join us on this journey of joy, adventure, and camaraderie as we explore Denver's craft beer culture, make new friends, and create lasting memories together.

Cheers to an experience that elevates your beer knowledge and immerses you in the true essence of Denver's microbreweries!



Our goal?

Create unforgettable and approachable craft beer experiences in Denver.

Why Work with Us

Booking with the Denver Microbrew Tour is a decision you won't regret. As the leading authority on Denver's microbreweries, we offer an unparalleled experience that combines the best of beer, culture, and adventure. Our expert guides are passionate about craft beer and have extensive knowledge of the local brewing scene, ensuring that you'll receive insider insights and access to exclusive tastings.

We take care of all the details, from arranging brewery visits to arranging transportation for your group if needed, so you can relax and fully immerse yourself in the flavors and stories behind each pint.

Whether you're a beer enthusiast, a group of friends looking for a unique outing, or a visitor wanting to discover the heart and soul of Denver, our tours offer a fun, educational, and unforgettable experience. Come join us on a journey that will delight your senses and leave you with a newfound appreciation for Denver's microbreweries.



Here's what they're saying:

"Best guided tour experience!"

Best guided tour experience! Of course, the sampling of various brews and graffiti art were important to making the tour memorable, but the consensus in our group was that our guide, Hunter, made it all the more so. He clearly is knowledgeable about all facets of the business and art of brewing and has a genuine passion for it. Hunter provided the valuable context not only for the local brewing scene, but also for the neighborhood (RINO) and the art and its creators. I learned a lot--which is the best kind of experience.

"I wasn't expecting the Microbrew tour to be the highlight of our trip to Denver, but it was!!"

For a weekend in Denver, I wasn't expecting the Microbrew tour to be the highlight of the trip, but it was! The combination of knowledge, wit, and personality that Paul provided us was a great pairing with the delicious beers. We tried traditional (IPAs, Lagers, Hefs, sours) and "i'd-never-try-that" beers that left great memories for the whole group. I'd recommend this to anyone wanting a behind-the-scenes look at the microbrew scene of Denver!



PRIVATE TOURS

Perfect for Bachelor/Bachelorette Parties
or Corporate Outings



LoDo Tour

(Lower Downtown)

Our Lodo Tour

Our Lodo Craft Beer Tour will take you to some of the best breweries in Denver's downtown area, where you will get to taste 10+ perfectly crafted beers while exploring the city on foot. You'll walk through Denver's original red light district, see Denver's replica of the St. Mark's Basilica from Venice, hear about Denver's outrageous grave robbers, and other seamy Denver history!

TOUR SUMMARY:

- Visit 4 breweries or taprooms in LoDo, Denver's original downtown.
- Taste 10+ beers along the way.
- Learn scandalous Denver history tidbits
- Get a free souvenir tasting glass.
- Enjoy a guided 1 mile stroll through the area between breweries.
- Learn how to taste beer like a beer snob
- Visit the LoDo district of Denver, which is:
 - where the city started in 1858
 - featured in the New York Times' "[36 Hours in Denver](#)"
 - listed on Conde Nast Traveler's "[16 Best Things to Do in Denver](#)"
- See why Denver really is the [Napa Valley of Beer](#).



RiNo Tour

(River North)

Our RiNo Tour

Our RiNo tour is perfect for art, music, and beer lovers! RiNo is the most brewery-dense neighborhood in the world with more than 20 breweries within a 1 mile radius! On this tour, you'll visit a brewery started by former punk-rockers, taste beer at the brewery where the nation's second most popular sour-ale, Sippin' Pretty, was first brewed, sip a German-style pilsner from one of the top craft lager makers in America, and enjoy some "uniquely crushable" brews from a true Colorado brewery.

TOUR SUMMARY:

- Visit 4 breweries (+ possibly 1 cidery) in RiNo, Denver's hottest neighborhood.
- Taste 10+ beers or ciders along the way.
- Enjoy a guided 1 mile stroll through the area between breweries.
- Get a free souvenir tasting glass.
- Learn how to taste beer like a beer snob.
- Visit the RiNo district of Denver, which is
- called "the most exciting neighborhood in the city" by [GQ](#)
- featured in the [New York Times' 2021 'What to do this Summer: Denver'](#)
- named one of the top 10 neighborhoods to visit in the U.S. by [Lonely Planet](#).
- Explore the street art in RiNo, and learn about the artists who create it.



TOUR PACKAGE OPTIONS

1

Tour Only

This package includes all items listed above in the tour section. Please note private tours can only be booked with a minimum of 6 people, but groups this small are encouraged to book a public tour.

Package Price: \$65/person

2

Tour + Light Appetizers

This package includes all items listed above in the tour section + light appetizers for your group. Please note this is only available for tours less than 20 people and requires a minimum of 6 people.

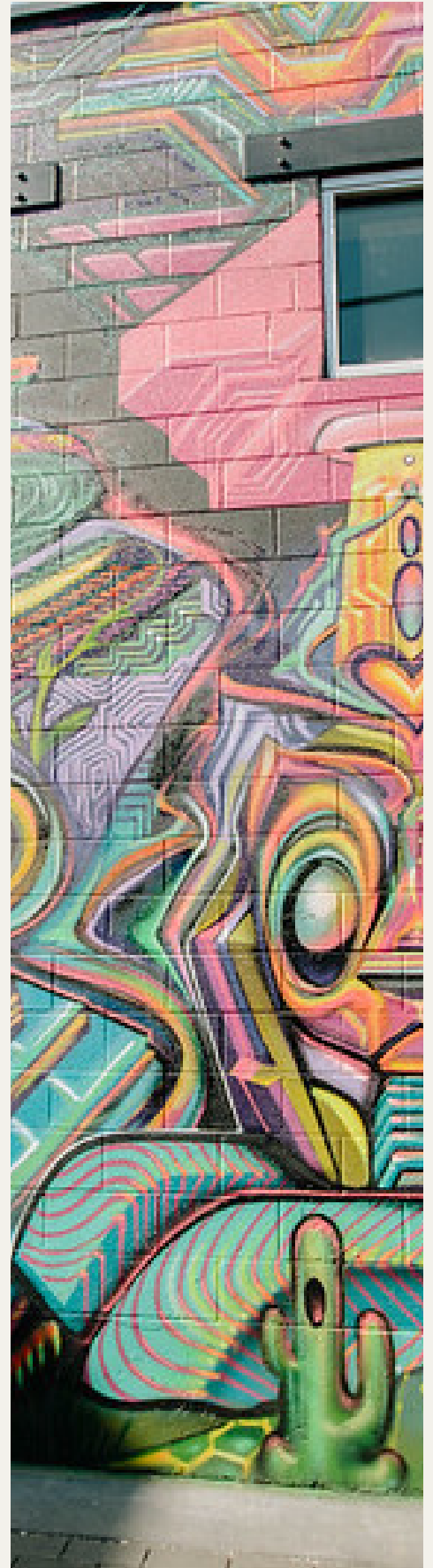
Package Price: \$75/person

3

Tour + Heavy Appetizers

This package includes all items listed above in the tour section + heavy appetizers or a light meal for your group. Please note this requires a minimum of 6 people.

Package Price: \$85/person



ADDITIONAL PACKAGE OPTIONS FOR CORPORATE PRIVATE TOURS



4

Tour + Heavy Appetizers & Full Lunch

This package includes all items listed above in the tour section + heavy appetizers and a full lunch for your group. Please note this requires a minimum of 6 people.

Package Price: \$129/person

5

Tour + Heavy Appetizers & Full Dinner

This package includes all items listed above in the tour section + heavy appetizers and a full dinner for your group. Please note this requires a minimum of 6 people.

Package Price: \$139/person

TOUR ADD-ONS

1

Denver MicroBrew Tour T-Shirt

Denver Microbrew Tour's 2022 T-shirt design, complete with a Colorado Flag on front filled with items related to our LoDo Craft Beer Tour and RiNo Beer and Graffiti Tour. The perfect way to remember a great afternoon-tasting beer!

\$25/Shirt



2

Gourmet Cheese Pairing Kit

Add a little charcuterie to your experience! This includes 4 cheeses from our favorite local cheese shop. Please note this is only available for our RiNo tours and needs a minimum of 1 week lead time.

\$30/Cheese kit



3

Gourmet Cookie Pairing Kit

Add a little sweet to your experience! This includes 4 big gourmet cookies from local baker, The Flour Shop. We will do 1 beer/cookie pairing for each tour stop. Please note this is only available for our RiNo tours and needs a minimum of 1 week lead time.

\$25/Kit



Private Tour FAQ's

How many breweries does the tour visit?

The tour visits a total of 4 breweries and includes samples at each. You'll get at least 10 samples of beer along the way (sometimes more). [See the stops we visit](#)

Should I tip my tour guide at the end of the tour?

Our tour guides work hard to ensure that you have a great time on the tour, and if you've had a great time, tips are greatly appreciated!

How long does it take?

About 2 hours 30 minutes.

Should I bring anything with me?

It is a good idea to bring along a water bottle to use to cleanse the palate between beer tastings, and oyster crackers or pretzels are good to munch on, especially towards the end of the tour. Check the day's forecast in case sunscreen or an umbrella might be helpful.

What if the weather is bad?

Tours will go on, rain or shine. In the winter, if the weather is REALLY bad and it is necessary that the tour be cancelled, attempts will be made to contact you in advance, and your money will be refunded.



VIRTUAL BEER TASTING

Perfect for team bonding, corporate "drink and learns", birthday gifts, and more!



About The Experience

Virtual Beer Tasting

An Interactive Event

In this 60-90 minute interactive team-building activity, your Virtual Beer Tasting guide will walk you and your coworkers through everything you need to know to become a beer expert. You'll learn about craft beer from a professional guide and see how beer is made at a local Denver brewery.

This is a hands-on experience; guests will be encouraged to share their thoughts about each beer, and ask questions at any point as they come up!

What's Included:

Our #1 goal for our Virtual Beer Tastings is to create a fun and interactive experience for you and your attendees. To accomplish that, all of our events include a great amount of beer knowledge from one of our team's beer experts but also leave time for your group to ask questions, learn more and interact with each other.

- We'll walk your team through the first steps to learning more about beer, including:
 - How to taste beer like a beer snob
 - How beer is made, including a virtual tour of a local brewery in Denver
 - Detailed education of beer style differences, and the ingredients that make beer what it is
- Interactive Elements
 - We use a suite of software tools that help us drive additional engagement throughout the event, which allows us to offer:
 - Fun and interactive beer trivia (including a small prize for the winner!)
 - Live audience polling
 - Live photo sharing

VIRTUAL PACKAGE OPTIONS

1

The Sampler Package: Beer Only

This package is for beer only and includes 4 craft beers per participant in addition to our always-included interactive experience. Beers will be shipped directly to participants. Please note the shipping limitations above for certain states.

Price: \$85/person



2

The Hands-On Learning Package: Beer + Beer Tasting Toolkit

This package includes 4 craft beers per participant and our beer-tasting toolkit for hands-on learning and that added pizzazz, as well as our always-included interactive experience.

The Beer Tasting Toolkit includes:

- Souvenir Tasting Glass
- 3 varieties of malted barley
- Fresh hops
- Beer aroma wheel
- Beer tasting notes

Beers will be shipped directly to participants. Please note the shipping limitations above for certain states.

Price: \$105/person

VIRTUAL PACKAGE OPTIONS

3 **The Premium Experience Package: Beer + Beer Tasting Toolkit + Gourmet Popcorn**

This package includes 4 craft beers per participant, our beer-tasting toolkit for hands-on learning, AND gourmet popcorn shipped to every participant for a scrumptious pairing with our beers.

The Beer Tasting Toolkit includes:

- Souvenir Tasting Glass
- 3 varieties of malted barley
- Fresh hops
- Beer aroma wheel
- Beer tasting notes

Gourmet Popcorn Includes:

- A variety of popcorn flavors that will be paired with each beer during your virtual tasting.

Beers will be shipped directly to participants. Please note the shipping limitations above for certain states.

Price: \$135/person



VIRTUAL BEER TASTING UPGRADES OR DOWNGRADES

1

Upgrade to a 6-Pack of Beer

Want to give your group participants a REALLY great time?

You can upgrade any of our 3 packages above to a 6-pack instead of a 4-pack for an additional \$10 per participant.

We can discuss on the consult call which option would be best for your group!

The Sampler Package (Beer Only) would be \$95/person.

The Hands-On Learning Package would be \$115/person.

The Premium Experience Package would be \$145/person.

2

Downgrade to a 3-pack per person:

Want to go a little more basic?

You can downgrade any of our 3 packages above to a 3-pack instead of a 4-pack for \$5 less per participant.

We can discuss on the consult call which option would be best for your group!

The Sampler Package (Beer Only) would be \$80/person.

The Hands-On Learning Package would be \$100/person.

The Premium Experience Package would be \$130/person.

Here's what they're saying about this virtual experience:

"A really cool and fun concept!"

Thank you Steve! And thanks again for a fun workshop yesterday. It's a really cool and fun concept you have, and I'm so glad our team got to participate. Learning about the process was really neat for us as process engineers. Not to mention it's great to learn how to properly taste beer and now I have the proper language to describe the beers I like. Great stuff Steve! Take care.

"All I can say is WOW!"

All I can say is WOW! Everything was terrific. John was totally surprised and everyone received their kits well before the date. Thank you so much for helping to make this birthday such a special event for my husband. He's still talking about it.

"It was the perfect blend of beer info and tasting tips as well as time for all of us to connect socially."

From start to finish, Denver Microbrew's virtual beer tasting (led by Steve) was organized, informative, and fun. Virtually, Steve met with me ahead of time for a demo, and he carefully selected and sent the beers and accompaniments to all of the guests well ahead of time. The virtual event was expertly run, as it was the perfect blend of beer info and tasting tips as well as time for all of us to connect socially. Steve answered all of our questions, gave us time to enjoy the beers, and then handed over the meeting so that we could continue drinking and laughing late into the night...Highly recommended!!

Virtual Tasting FAQ's

What types of Virtual Beer Tastings have you hosted in the past?

We've hosted groups of all types, including (but not limited to):

- Corporate lead-generation events / webinars
- Corporate team building events
- Happy hours for large virtual conferences
- Birthday celebrations for friends across the country

What is the minimum and maximum number of attendees you can accommodate for the Virtual Beer Tastings?

We have hosted groups as small as 3 people, and up to 200.

Where can you ship beer to?

United States

- We can ship beer to everywhere in the United States EXCEPT the following states and territories: Alaska, Arkansas, Kentucky, Hawaii, Mississippi, Utah.
- We also cannot ship to US territories, PO boxes, or A/PO addresses.

International

- While we cannot ship from the United States to international locations, we have solutions for getting beer tastings to many international locations, and would love to work with you to create a solution for your group.

Ready to Get the Party Started?

Here's what to do next:

01

INQUIRE ON OUR WEBSITE

Fill out the contact form on our site and from the drop-down menu select whether you're interested in a private tour or virtual tasting.

02

BOOK A DISCOVERY CALL

We'll reach out with our pricing brochure and a link to schedule an info call where we'll gather all the info we need to provide you with a custom proposal.

03

SIGN THE CONTRACT + PAY YOUR RETAINER

We'll send over a proposal with your contract, invoice, and only payment portal and if all looks good, you can secure your spot right then and there!

04

HAVE YOUR TOUR/TASTING!

Following booking, we'll get the process going on our end to book the tours, and guides, and if virtual, get the kits packaged and shipped to you!



COMMUNICATION

CONTACT DETAILS

Phone: [303-578-9548](tel:303-578-9548)
info@denvermicrobrewtour.com

OFFICE HOURS

M - F 9:00am - 5:00pm MST

WEBSITE

www.denvermicrobrewtour.com

SOCIAL MEDIA

@denvermicrobrewtour



We hope to hear from you soon!

Thanks so much for reading through our services guide. We love what we do and love a good time doing it. We would love to host you on one of our private tours, or virtual tasting events and hope to hear from you soon!

If you want to jump straight into an info call, you can book a consult with the button below, or head straight to our contact form to receive more info and book a call from there.

[SCHEDULE AN INFO CALL](#)

[INQUIRE FOR PRIVATE TOURS](#)

[INQUIRE FOR VIRTUAL TASTINGS](#)

