

HOW ALLAGASH BREWING COMPANY'S FOUNDER TURNED AN UNKNOWN BEER INTO ONE OF THE TOP 50 CRAFT BREWERY BRANDS IN THE US

Credit for concepts to Rob Tod, owner of Allagash Brewing Company



BE YOURSELF AND STAY FOCUSED ON YOUR BRAND'S VISION

When Allagash produced its first beer — a cloudy spiced brew made from traditional Belgian yeast — people didn't know what to think about it. But Rob didn't let that deter him from moving forward with his vision to offer a beer unlike others on the market.

FOSTER INNOVATION BY ENCOURAGING EMPLOYEES TO COLLABORATE AND SHARE IDEAS

Innovation is at the core of how Rob built the brewery, and it's also infused in how he runs the business and comes up with new ideas, with a focus on collaboration.



COLLABORATE WITH YOUR PEERS AND YOUR NETWORK

Collaboration at Allagash extends to the wider brewing community, which has grown to become both a part of Maine's branding and a community that Rob never saw coming.

CONTRIBUTE TO THE COMMUNITY AND BE SUSTAINABLE

As a certified B Corp, Allagash's community support extends to a commitment to sustainability. Before COVID-19, its philanthropy department was giving about \$375,000 a year to the local community, such as by donating 10 cents to Sebago Clean Waters for every barrel of beer Allagash makes.



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