



Code of Ethics

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Our Core Values

Since 2007, the Massachusetts Brewers Guild (MBG) has promoted craft beer and protected the interests of craft brewers in Massachusetts. We have created the following Code of Ethics to advance our industry's aims, support our membership's commitment to respect and integrity, and create positive social change in our communities.

All members of the MBG are expected to abide by this Code of Ethics, and use it as a tool for guiding continued education and development within their own brewery or organization. This obligation extends to owners, employees, associates, and other affiliated personnel within a member brewery's organization. This document is to be used as a guide for establishing our collective best practices and for promoting the highest standards of professionalism in our industry.

This Code of Ethics also comes with a companion guide, which provides tools, resources, and links to articles and local enforcement agencies with the goal to empower member breweries with the information that they need to be successful and compliant.

This includes access to Speakfully, an anonymous third party reporting system that will give employees an opportunity to report toxic work culture, harassment or give overall general feedback about their overall workplace. This service is a benefit of every member brewery's membership. Speakfully gives employees a safe, supportive and anonymous way to speak up, and empowers employers with data and qualitative feedback to take action before it's too late.

- **Professionalism:** Act with integrity and respect toward all people - in our industry and in our communities. Treat all with dignity and honoring the duty we share as ambassadors of craft beer in Massachusetts.
- **Safe Environments:** We commit to making our workplaces and public spaces - including their digital extensions - safe places for our customers, co-workers, and communities. We commit to creating spaces free of discrimination, harassment, and fear. We commit to prioritizing employee safety and to keeping our communities safe through responsible alcohol marketing and sales.
- **Creating Opportunities:** We welcome all people of legal age to enjoy the beer we brew in the businesses we create. We work to elevate voices not currently heard in the craft brewing landscape, and provide opportunities for professional advancement to people who have previously been excluded from, or marginalized by, our industry.
- **Leadership:** We recognize our duty to support, sustain, and work alongside Massachusetts breweries of all sizes and business models. We champion innovation, accountability, and quality. We aspire to serve as an example for professional associations across the nation.
- **Education:** We support one another through mentorship, and knowledge sharing opportunities so that our industry will continue to learn and grow. Our goal through these efforts, is to help each other be better brewers, community partners and employers.
- **Compliance with Alcohol Regulations:** Brewing and alcohol sales are subject to many laws and regulations. Member breweries will make efforts to understand and comply with all local, state and federal requirements. Member breweries should keep informed of any new laws/regulations, as well as any amendments to current laws/regulations. Reference the MBG's Code of Ethics Companion Guide for resources and guidance.

Policies & Expectations

Guild members will make reasonable efforts to . . .

Non-Discrimination, Harassment & Bias

- treat all people with respect, acting as positive ambassadors of our industry and the Massachusetts Brewers Guild
- not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status or family status
- follow all local, state, and federal anti-discrimination laws
- not engage in harassment or provocation of any type, in any form of conduct or communication
- avoid marketing and advertising practices that impugn, stereotype, or otherwise malign any group of people
- create and enforce a zero tolerance policy against discrimination, harassment, and racism in their organizations

Accessibility

- adhere to all local, state, and federal guidelines for maintaining spaces that are accessible and usable for all people
- never exclude a customer based on physical or mental abilities
- provide appropriate occupational accommodations and resources for employees of all backgrounds and abilities

Safety

- develop and adhere to all physical safety protocols in the workplace
- provide support and make available services for employees who may feel unsafe at work through the actions of coworkers or customers
- use only verifiably safe equipment, practices and ingredients throughout their production, packaging and dispensing processes
- ensure that all alcohol sales and consumption (when applicable) are conducted in safe, responsible and lawful ways

Hiring Integrity

- ensure fair and non-discriminatory hiring practices
- provide human resources support for employees
- not retaliate, threaten or silence employee grievances
- act in good faith when serving as candidate references

Additional Best Practices



- work to uncover their own implicit biases, explore how bias shapes their personal and professional choices, and work to overcome their effects by engaging in continuing education and programming
- acknowledge and elevate the voices and experiences of people who are underrepresented and systematically oppressed in our state, country, and society
- seek input and opportunities for collaboration with marginalized groups, and be mindful of the harmful effects of cultural appropriation, especially when profiting off others' cultures.

- strive to make physical and virtual spaces accessible, welcoming and useful to all, regardless of ability, origin, or personal identity. This should include, but is not limited to, website and online presence.
- offer training for staff to better serve and work with persons with disabilities
- pursue inclusive marketing and advertising practices and avoid creating boundaries for any 21+ person who wants to enjoy Massachusetts craft beer.

- use the most up-to-date industry resources for ensuring safety best practices
- monitor and work to continuously improve physical plant safety, staff safety training, accident reporting, chemical usage, personal protective equipment (PPE), customer safety

- utilize Speakfully or other systems to address and resolve employee grievances based on anonymity and confidentiality, while maintaining personal accountability
- make an effort to recruit and employ candidates from underrepresented identity groups
- create a diverse and inclusive workforce that mirrors the local community

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Additional Best Practices



Product Integrity

- develop and maintain quality control programs throughout production and beyond
- accurately represent beer data on all packaging and labeling
- never knowingly release products with potential health concerns
- acquire and maintain appropriate local, state, and federal licenses for food production, food and beverage service, and alcohol sales operations
- follow state and federal labeling guidelines and required ingredient disclosures
- comply with state and federal rules concerning ingredient disclosure.

- produce and serve the highest quality product possible
- offer advanced training for themselves and their staff as industry practices evolve
- put policies in place to ensure the consumer always receives the highest quality product, including out-of-code policies, proper rotation, and quality packaging systems

Business / Financial / Data Integrity

- acquire and maintain all appropriate business licenses as required by local, state, and federal laws/regulations
- follow state and federal law regarding accounting practices and tax reporting
- avoid cost-coordination, price fixing, and wage fixing
- treat industry members, vendors, customers, and business partners with respect and professionalism in all business dealings, collaborations, and communications - online and offline
- maintain the privacy and confidentiality of all customer information in accordance with state and federal law
- act in good faith when serving as a business reference

- consider additional accounting and financial practices to develop transparency and workforce or community engagement (such as open-book accounting, employee ownership, co-op ownership structure, non-profit or B-Corp status)
- adhere to the most protective regulations regarding consumer privacy and data collection

Public Policy

- disclose potential conflicts of interest in any and all business dealings - defined as a situation where an individual has competing interests or loyalties because of their interests or loyalties to more than one party involved
- engage in all alcohol-related business activities both inside and outside of their own brewery in a legal and ethical way.
- not engage in public political action that is in direct opposition to the collective aims of the MBG
- speak professionally and respectfully when working with legislators or members of the press about issues concerning the MBG or craft beer in Massachusetts

- work to resolve all potential disputes within the venue of the MBG, not in the public sphere
- act in a way that promotes the collective good of the Massachusetts craft beer industry
- engage in respectful, civil discourse when discussing political or policy issues. Should a dispute arise, members should strive to resolve it in private
- members are encouraged to actively participate in MBG committees, events, and leadership opportunities to make sure their voice is heard and to shape the guild's position on public policy matters