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Explore Montana a Whole New Way

HELENA, MT, MAY 31, 2018—The Montana Tavern Association (MTA) is excited to announce a new mobile app called SWIG406. “SWIG406 is all about local beverages at local bars”, said MTA president Dax Cetraro. “It’s a way to explore Montana, visiting and experiencing some of Montana’s original ‘Main Street’ small businesses first hand.”

SWIG406 is a mobile phone app that provides subscribers a free Montana crafted beverage at participating bars and restaurants. It was an idea that came from a bar owner in rural Montana. “I thought, how can I give people a reason to experience my business, my town?” explained Tanya Harper, owner of the Pioneer Bar in Cut Bank. “Everyone is on their phone, so I brought the idea of mobile phone app to the MTA and now taverns and restaurants across the state are participating.”

Here’s how it works: you download SWIG406 for free from the App Store or Google Play, then you have the option to subscribe to it for a \$5 monthly fee. For that subscription, you can travel to more than 75 participating establishments throughout the state and get a free Montana-crafted beverage, brewed or distilled. If you aren’t a fan of microbrews or you are loyal to your own brand, ask the bartender. SWIG406 purchasers are eligible to get at least one free drink per year at each participating tavern, although some bars may make a free drink available more often. As you travel into an area, the taverns closest to you will show up at the top of your screen in the app.

Within SWIG406, there is a list of all participating establishments. Each one has their own profile that you can view to find their address, hours, pictures and specials. “It’s a bit misleading to say that these are all taverns,”

elaborated MTA Executive Director Margaret Herriges, “because so many of Montana’s taverns are also restaurants. If you look in the events area on each screen, you will see that many of them also talk about their menus.” Additionally, SWIG406 provides the ability to mark a location as a favorite, check out their social media pages and request a ride if you’ve “swigged” a few.

Plus, you can give SWIG406 as a gift. Cetraro, a license holder who manages three establishments within SWIG406 explained, “If it’s a friend’s birthday, you can send them a one-month, two-month, all the way up to a 12-month subscription of SWIG406. It makes a great present. It’s the kind of present I like to receive!”

The app has the support of many of the craft drink producers. “We are excited that the Montana Tavern Association has initiated this effort to support Montana made products,” said KettleHouse Founder Tim O’Leary. “We see beer drinkers everywhere supporting locally made beers. It makes great sense for the MTA to help point customers towards our Montana brands.” A Montana distiller in Ennis agrees, “We are excited about SWIG406 and its potential to bring more awareness to Montana small spirits manufacturers,” enthused Robin Blazer of Willie’s Distillery, Inc.

“What’s great about getting to try a free Montana-crafted beer, for example, is it gives you the freedom to try a beer you might never have tried otherwise,” said Herriges. “If I don’t like it, big deal, it was free. If I do like it, I’m much more likely to order it again and look for it in my local grocery store, too. It allows me to explore Montana a whole new way, through the craft beverages made right here in our fabulous state.”

SWIG406 launches May 31st and is available to download on the App Store and Google Play. “You can download the app for free and see all the great information about the local watering holes across Montana” said Cetraro, “but if you want to redeem for the free drinks, you simply do an in-app subscription for \$5 a month.”

SWIG406 is truly about supporting Montana: the Montana small businesses who serve the drinks, the manufacturers who create the drinks and the backbone of Montana, the farmers who grow the grains that make these fine beverages possible.

For more information about SWIG406 go to SWIG406.com.

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The Montana Tavern Association is a trade association for retail beverage license holders. Founded in 1937, the MTA serves the mission to enhance and protect the hospitality industry.