Beer Sales

2017 Craft Brewing Industry Growth Update

• 25.4 million barrels (bbl)
• Up 5% by volume over 2016
• Up 8% by dollars over 2016

2017 Craft Brewing Share

• The craft brewers achieved volume share of 12.7% of the U.S. beer market.

Domestic Craft Brewer Sales

2017: 24,868,276 bbl
2016: 24,104,852 bbl
2015: 23,900,663 bbl

Export Craft Brewer Sales

2017: 482,309 bbl
2016: 465,617 bbl
2015: 446,151 bbl

How Big is the U.S. Beer Market?

Overall U.S. Beer Market in 2017

• Down 1% by volume
• Approximately $111.4 billion
• Selling 196,278,490 barrels of beer

Measurements

• 1 barrel (bbl) = 31 U.S. gallons
• 31 U.S. gallons = 2 half-barrels
• 2 half-barrels (15.5 gallon) kegs = 13.78 cases (of 24 12-ounce bottles)

Number of Breweries

that operated in 2017

<table>
<thead>
<tr>
<th>Type of Brewery</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brewpubs</td>
<td>2,252</td>
</tr>
<tr>
<td>Microbreweries</td>
<td>3,812</td>
</tr>
<tr>
<td>Regional Craft Breweries</td>
<td>202</td>
</tr>
<tr>
<td>Total U.S. Craft Breweries</td>
<td>6,266</td>
</tr>
<tr>
<td>Large Non-Craft Breweries</td>
<td>71</td>
</tr>
<tr>
<td>Other Breweries</td>
<td>35</td>
</tr>
<tr>
<td>Total U.S. Breweries</td>
<td>6,372</td>
</tr>
</tbody>
</table>

(as of 12/31/2017)