



2018 Stewardship Report



Dear Valued Brewers Association Member:

2018 was another milestone year for the craft brewing community. With more than 7,000 small and independent breweries in operation and a brewery within 10 miles of 85 percent of all Americans, the Brewers Association accomplished much on your behalf throughout the year to strengthen the brewing community and provide tools to succeed in a competitive environment. In 2018, the BA focused on:



FUELING INDEPENDENCE

Our second national awareness campaign in as many years, That's Independence You're Tasting promoted small and independent breweries to a broader audience. The campaign, the largest in the association's history, was centered around two 30-second advertisements broadcast on a variety of media, including cable, satellite, and broadcast television; social media; and Pandora radio. With the advertisements realizing more than 170 million impressions, the BA is proud to be able to do for all of our members what would be extremely difficult for them to do individually. To date, more than 4,000 brewing companies, representing more than 85 percent of the craft beer brewed in the U.S., have adopted the independent craft brewer seal. Together we are united in independence.

Craft Brewer Defined. An American craft brewer is a small and independent brewer.

Small. Annual production of 6 million barrels of beer or less (approximately 3 percent of U.S. annual sales). Beer production is attributed to a brewer according to rules of alternating proprietorships.

Independent. Less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by a beverage alcohol industry member that is not itself a craft brewer.

Brewer. Has a TTB Brewer's Notice and makes beer.



ENSURING A HEALTHY SUPPLY CHAIN

To further the development of a robust and sustainable raw materials supply chain, the Brewers Association's Research and Service Grants program awarded \$430,000 to 17 research projects in 2018. Since the inception of the grant program in 2015, the BA has provided more than \$1.7 million in funding for 77 projects—addressing public barley and hop variety development, hop disease, and hop aroma—as well as supported affiliated national and state-level grower organizations. The BA also continued to work with the United States Department of Agriculture to revitalize public hop breeding.

PROMOTING BREWING EXCELLENCE

To provide guidance for operating a successful, safe, and sustainable business and to equip our members for excellence in brewing, the BA continued to deepen its educational resources through hands-on instructional workshops, best practices publications, online webinars, and a robust in-the-field ambassador program.



These resources address safety, sustainability, supply chain, quality, draught beer quality, and engineering topics; relay industry guidelines and metrics; and help bridge the gap in technical acumen.



FOSTERING COMMUNITY

Diversity and inclusion are opportunities for businesses to lead and succeed. In 2018, the BA welcomed Dr. J. Nikol Jackson-Beckham as its first diversity ambassador. Similar to other ambassador roles at the BA, Dr. J traveled around the country to state guilds and other craft brewing events to speak on best practices for diversifying both customer bases and staff, and to listen to current challenges in this area. Five new best practice resources are now available for member download on BrewersAssociation.org.

RECOGNIZING INNOVATION

The Brewers Association board of directors completed the next step in the evolution of the craft brewer definition at its fourth-quarter meeting in Scottsdale, Ariz. The process to review and update the definition started in summer 2018 with a survey to determine what products members are brewing or may brew in the future, followed by a request for input on a proposed change. This fourth evolution of the definition is more

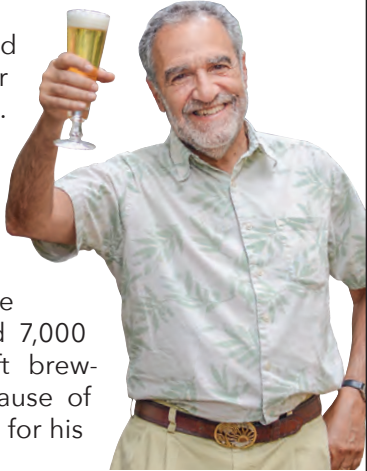
inclusive, recognizes the innovation and evolution of the brewing community, and adds more breweries to the craft data set.

FORTIFYING OUR VOICE

Also at its final meeting of 2018, the BA board of directors approved the creation of a new membership class to recognize the growth and importance of taprooms with representation and a voice at the table. In addition, the board approved the formation of a political action committee to strengthen our position in Washington, D.C. Look for more information to come in 2019.

HONORING CHARLIE

2018 was also bittersweet as we bid farewell to Charlie Papazian, our guiding light for the past 40 years. His influence on the homebrewing and craft brewing community is immeasurable. Who could have predicted that a simple wooden spoon, ingenuity, and passion would spawn a community of more than 1.1 million homebrewers and 7,000 small and independent U.S. craft breweries? We are all here today because of Charlie and we are beyond grateful for his many contributions.



Amid all this activity and development, the Brewers Association's purpose remains unwavering: "To promote and protect American craft brewers, their beers, and the community of brewing enthusiasts." Our members-first approach and firm dedication to building tangible membership value and programming has brought us to this point, and there is every reason to believe that it will sustain us into 2019 and well beyond.

Thank you all for being valued members and for your steadfast support of the Brewers Association.

Cheers,

Bob Pease
President & CEO





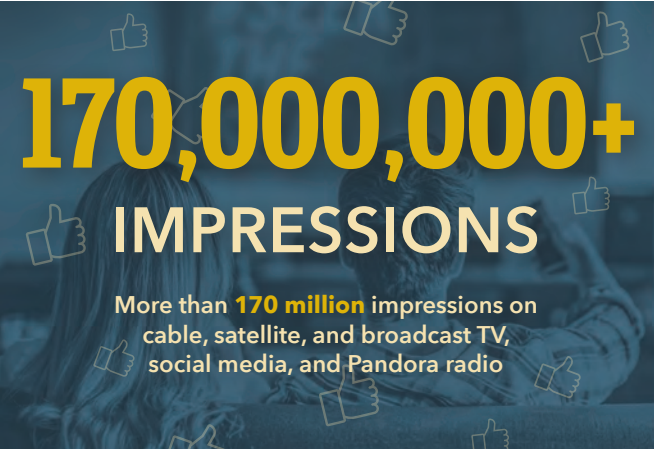
Fueling Independence

THAT'S INDEPENDENCE YOU'RE TASTING

Our second national awareness campaign in as many years, That's Independence You're Tasting launched in August with the goal of promoting small and independent breweries to a broader audience. The campaign, the largest in the association's history, centered around two 30-second advertisements broadcast on a variety of media, including CBS and CBS Sports, Comedy Central, The Travel Channel, NBC Universal, Hulu, YouTube, Adobe, Pandora radio, Facebook, Instagram, and Twitter.



That's Independence You're Tasting took a proud and positive tone, focusing on two key tenets of craft brewing culture: independence and choice. The ads showcased the grit, determination, innovation, and passion of America's more than 7,000 independent brewers.



The campaign videos proudly displayed the independent craft brewer seal—a mark that brings transparency to the marketplace and symbolizes a world that was turned upside down by the ingenuity and iconoclasm of the craft brewing movement. Our hope is that after being exposed to these stories, beer lovers are moved to support independent breweries and seek the seal when making their beer purchases.

INDEPENDENT CRAFT BREWER SEAL GAINS MOMENTUM

The independent craft brewer seal, launched in June 2017, made significant inroads into the beer marketplace—and popular consciousness—in 2018. More than 4,000 small and independent brewing companies have adopted the mark—a 33 percent increase from

2017 and representing more than 85 percent of craft beer volume. Notably, more than 60 percent of the top 50 craft brewing companies have added the seal to their packaging.



"I am proud to announce that Dogfish Head believes so strongly in the BA's objective to help small indie craft breweries differentiate ourselves that we are making the BA indie seal as big as we possibly can on our biggest selling beer's packaging: 60 Minute IPA."
– Sam Calagione, Dogfish Head Craft Brewery

Breweries continue to find ways to incorporate the seal into their branding and promotional materials, driving beer lover awareness, guiding purchase decisions, and underlining the importance of brewery independence.



Retail Support

On April 25, 2018, the association launched a program to equip on- and off-premise retailers with free assets to activate the independent craft brewer seal and elevate how they promote independent craft beer. Since the launch, retailers, breweries, and beer industry stakeholders have declared their support for the seal and requested point-of-sale materials. In addition, several influential publishers have incorporated the independent craft brewer seal into their businesses, including BeerAdvocate, BreweryDB, Craft Beer & Brewing, TapHunter, Tavour, BrewGene, and Untappd.



Industry Snapshot

RECORD BREWERY COUNT

7,389+ BREWERIES

More than 7,389 breweries operated in the United States in 2018, and 85% of 21+ adults now live within 10 miles of a brewery.

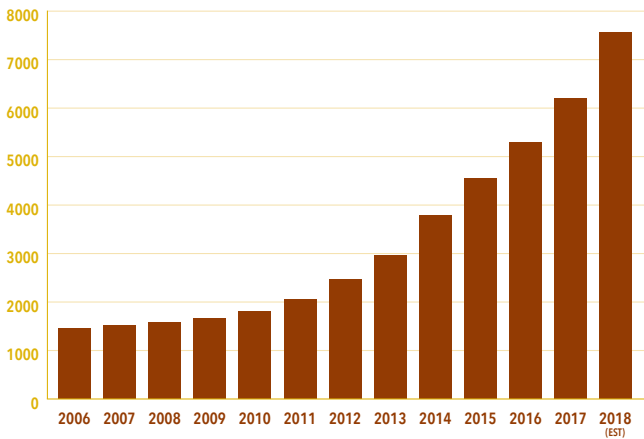
STEADY GROWTH

Although the craft market has matured in recent years, craft brewers continued to grow and gain market share in 2018.

The Brewers Association 2018 mid-year survey measured 5 percent production growth year-over-year for small and independent brewers. Full year IRI Group scan data numbers showed 2 percent growth for BA-defined craft brewers, and given the continued growth in non-measured sales, 4 percent overall growth seems likely for the year.

With total beer sales down around 1 percent in volume, that would take craft brewer share of the U.S. beer market to roughly 13 percent by volume in 2018.

Number of Operating U.S. Breweries



Some of the growth in market share has been driven by the continued rise in the number of breweries. Although final 2018 numbers are still being compiled, it is certain that more than 7,389 American breweries operated in 2018, a record number for the United States. It's now easier than ever to tour or visit a local brewery—85 percent of 21+ adults now live within 10 miles of a brewery.

It is anticipated that this number will continue to rise in the coming years, with the U.S. Tax and Trade Bureau (TTB) showing 10,115 active brewers permits as of the end of 2018. This will continue the trend of increased competition in U.S. brewing.

JOBS AND ECONOMIC IMPACT

Brewery growth has driven tremendous job growth as well. The BA's Economic Impact Report, featuring

ECONOMIC IMPACT

500,000+ Jobs

Craft beer full-time equivalent jobs— a 9% increase from 2017.

\$76,200,000,000

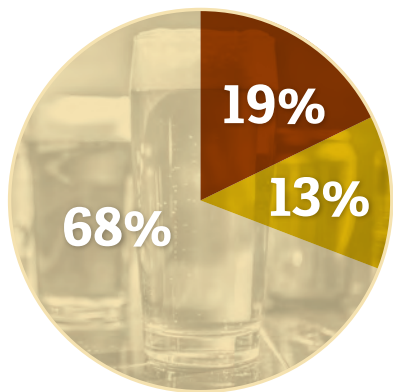
Craft brewers' contribution to the U.S. economy, a 12% increase from 2017.

economic data of craft brewing for all 50 states and the District of Columbia, showed that craft brewers contributed \$76.2 billion to the U.S. economy in 2018, a 12 percent increase from 2017. Craft brewers were responsible for more than 500,000 full-time equivalent jobs, a 9 percent increase from 2017, with 135,000 of those jobs directly at breweries and brewpubs.

Based on preliminary Bureau of Labor Statistics (BLS) figures, those jobs numbers could rise sharply in 2017, with ~10,000 new jobs being created between June of 2017 and June of 2018 in BLS data (QCEW, 2019).

That figure may continue to grow as craft brewers reinvest their tax savings from a recalibrated federal excise tax. In a survey of BA members, 95 percent indicated that they were re-investing their tax savings, with purchasing new equipment and hiring new employees as the two most popular responses.

U.S. Beer Volume Share



Import Craft Other Domestic



Want more statistics on the U.S. beer scene? Visit [BrewersAssociation.org](https://www.brewersassociation.org)



Ensuring a Healthy Supply Chain

Craft brewers produce approximately 13 percent of the beer sold in the U.S. but consume well over one-third of the hops and malt used by U.S. brewers. To meet the Brewers Association’s primary strategic objective—brewer access to an adequate supply of high quality ingredients—the BA puts member dues to work in support of public hop and barley breeding, research and development programs, and strategic partnerships.



PUBLIC HOP BREEDING PROGRAM

In 2018, the Brewers Association continued to work with the United States Department of Agriculture-Agricultural Research Service (USDA-ARS) to revitalize public hop breeding. Program goals focus on the development and commercialization of public aroma hop varieties with improved disease resistance and yield. The BA-funded, USDA-hired breeder will be stationed at the Washington State University Irrigated Agriculture Research and Extension Center (WSU-IAREC) located in Prosser, Wash., in order to utilize existing industry infrastructure. In the near-term, the program will leverage existing public germplasm under a newly executed Material Transfer Agreement between USDA-ARS and WSU. In the long-term, the program will produce varieties that can potentially travel to any U.S. hop-producing region. BA investment in this program represents a long-term commitment to hop industry stewardship, exceeding \$400,000 in future years.

RESEARCH & SERVICE GRANTS

In 2018, the Brewers Association invested nearly \$430,000 in support of 17 research projects, including five focusing on hops and 12 on malting barley crops. Researchers continue to emphasize disease resistance and yield improvements to maintain crop competitiveness and grower interest. They are also working on quality improvements prioritized by craft brewers such as understanding malt flavor outcomes in beer, increased extract, and a lower total enzyme package. Finally, the expansion of malting barley and hop production into new growing regions has resulted in an increased geographic spread of production for risk management, as well as access to local ingredients by craft brewers. Since the inception of the grant program in 2015, the BA has provided more than \$1.7 million in support of 77 projects addressing public barley and hop variety development, hop disease, and hop aroma, as well as supported affiliated national and state-level grower organizations.



HOPSOURCE HOP SENSORY ASSESSMENT

In September, Brewers Association staff piloted HopSource Hop Sensory assessment. This first of its kind, weeklong event was a carefully designed sensory exercise to characterize hop sensory attributes and measure likely brewer acceptance of new hop varieties in the experimental public pipeline. The Brewers Association partnered with Yakima Valley Hops and DraughtLab during the heart of the hop selection season. More than 200 people participated in this crowd-sourced



sensory exercise, evaluating over 50 varieties for likely future acceptance. The Brewers Association plans to demo HopSource at the 2019 Craft Brewers Conference, and will repeat the event during two weeks in late September 2019 in Yakima. We invite all members to participate and help steer the future of the U.S. public hop breeding program.



SUPPLY CHAIN FEDERAL ADVOCACY

In 2018, Brewers Association staff participated in two efforts to secure favorable regulation and funding for barley and hop crops. For more than 30 years, the National Barley Improvement Committee (NBIC) has conducted three days of lobbying under the auspices of the American Malting Barley Association (AMBA), and BA staff was on hand to help with more than 60 office visits. The Brewers Association government affairs staff also organized and led a brewing and hop industry-wide coalition that conducted lobbying on behalf of the hop industry for the second consecutive year. The coalition visited more than 30 House and Senate offices to share concerns about the public hop research program, and to successfully secure congressional commitment for continued funding.

Protecting and Promoting Business: Federal Government Affairs

2018 saw breweries begin to realize their savings from the recalibrated federal excise tax (FET) as part of the December 2017 passage of a two-year provision of the Craft Beverage Modernization and Tax Reform Act (CBMTRA), a legislative victory the BA has been working toward for the last decade. In addition to working to make the FET savings permanent, the BA advocated on numerous agricultural issues, and worked to mitigate the impact of tariffs on the brewing industry. The BA is grateful for member involvement and advocacy at federal and local levels to help fortify the brewing community's voice.



FEDERAL EXCISE TAXES

The language that recalibrated the federal excise tax (FET) for breweries went into effect on January 1, 2018 and will expire on December 31, 2019. A bill similar to CBMTRA, with the goal of making the legislation permanent, will be reintroduced in 2019. CBMTRA finished the year with 303 co-sponsors in the House and 56 in the Senate.

Small breweries are expected to save approximately \$80 million each year the FET recalibration is in place. According to a survey conducted by the BA:

- 73% of breweries are purchasing new equipment, upgrading their tasting rooms and/or breweries, moving to new buildings, etc.
- 53% are hiring new employees at an average of 2.7 per brewery.
- 39% are increasing their employee benefits by raising pay, offering insurance, and expanding vacation time.
- 21% are increasing their charitable contributions.
- 58% are doing two or more of the above-mentioned actions.



Representative Peter DeFazio (D-OR) addresses crowd at holiday reception on the Hill.

TARIFFS

The BA has been working with Congress to mitigate the impact of tariffs on the brewing industry. The BA reached out to the administration and the Department of Commerce to explain how the tariffs would impact small and independent breweries and asked for exclusions, some of which were granted.

- **232 Tariffs on aluminum and steel:** In June, tariffs on imported unmanufactured aluminum (10 percent) and steel (25 percent) went into effect. These tariffs could have an impact on breweries who can their beer, purchase new stainless steel items, or plan to expand their brewery.
- **301 Tariffs on goods from China:** Tariffs have been levied on more than \$200 billion of goods imported from China. Ten-percent tariffs on items like kegs and vats (stainless steel drums) will have an impact on American breweries.



2018 Hill Climb

AGRICULTURAL ISSUES

The BA has been working with supply chain partners, hop growers, and barley growers on an array of issues from appropriations funding to the Farm Bill. BA staff participated in fly-ins with all parties to support legislative issues that would positively impact them, such as fully funded research programs with the U.S. Department of Agriculture-Agricultural Research Services and crop insurance for farmers.

CAUCUS

The House Small Brewers Caucus ended 2018 with 240 members from 43 states, making it the largest special interest caucus in Congress. The Senate Bipartisan Small Brewers Caucus ended 2018 with 37 members from 26 states. Throughout the year, the BA hosted



Senator Michael Bennet (D-CO) touring Upslope Brewing Company

educational events including a homebrew demonstration, food and beer pairings, and hop sensory training for caucus members and their staff.

HILL CLIMB

In June, the Brewers Association hosted the 2018 Hill Climb, with 120 brewery owners and employees participating from across the country. The group converged on Washington, D.C. to advocate for making the two-year FET recalibration permanent and for increased funding for hop and barley research as well as the Alcohol and Tobacco Tax and Trade Bureau.



2018 Hill Climb

Protecting and Promoting Business: State Government Affairs

SUPPORTING STATE GUILDS

The Brewers Association has long made supporting state brewers guilds/associations a priority. Crucial issues such as franchise law, self-distribution, and the regulation of on-site sales fall almost wholly within the domain of state authority. The BA provides valuable resources to state guilds to help ensure small brewers have equitable and open access to markets, distribution, and sales. In 2018, the BA supported state guilds on these issues as well as matters related to the statutory definition of a small brewer, satellite retail locations, comprehensive alcohol law reviews, California-specific Proposition 65 alcohol warnings, and trade practice issues involving advertising and the provision of “things of value.”

SIGNIFICANT STATE WINS

- **South Dakota:** Legislation was signed into law creating self-distribution rights for microbrewers (up to 1,500 barrels annually). The new law also provides for an increased production cap on microbreweries to 30,000 barrels under which a manufacturer may maintain on-site sales rights, the ability to operate additional locations, and the ability to transfer beer between those locations without regard to the self-distribution limitation.
- **Vermont:** Legislation was signed into law that creates an exception to the beer franchise law for brewers that manufacture not more than 50,000 barrels of malt beverages and whose products comprise 3 percent or less of the wholesale dealer’s total annual sales by volume.



Kansas Craft Brewers Guild, Wichita, October 2018

STATE GUILDS EXECUTIVE DIRECTOR COOPERATIVE FUNDING GRANT PROGRAM

★ ★ ★ ★ ★ ★

2016 Approved (9)
Year 1: AL, AK, VT, KY, NH, MS, ID, DC, NJ

2017 Approved (11)
Year 1: AR, LA, MA, NE (4)
Year 2: AL, AK, DC, KY, MS, NH, VT (7)

2018 Approved (13)
Year 1: CT, MO, NV, UT, HI, OK (6)
Year 2: ID, MA, LA, NE (4)
Year 3: AK, KY, AL (3)

GUILDS EXECUTIVE DIRECTOR COOPERATIVE FUNDING GRANT PROGRAM

In 2018, 13 total grants were approved in the BA’s Guilds Executive Director Cooperative Funding Grant Program. The grant program addresses the need for guilds to hire paid staff, particularly in the executive director role. Filling this leadership position has proven to be an indispensable step for state guilds seeking to elevate organizational efficacy and advance small brewer interests on both the state and national levels.

ISSUES FOR 2019

2018 saw a marked increase in TTB trade practice enforcement cases, many in cooperation with state alcohol enforcement agencies, which led to numerous license suspensions and monetary penalties. Brewers should expect continued heightened scrutiny of marketplace activities in 2019.



Alabama Brewers Guild, Common Bond, Birmingham, December 2018

HOW TO GET INVOLVED

The Brewers Association provides programs and resources to assist its members and the greater beer and brewing communities with taking an active part in educating and championing the interests of small and independent brewers.

- **Support Your Local Brewery (SYLB)** is a communication network that informs brewery members, homebrewers, and beer enthusiasts (more than 81,000 nationwide) about issues that impact small brewers and organizes grassroots activities to defend the interests of small brewers. The network is designed for quick mobilization when issues arise, with SYLB members contacting their elected officials to support small brewer positions. In 2018, five action alerts were issued: Louisiana (self-distribution), Massachusetts (franchise modernization), South Dakota (self-distribution/retail sales), Ohio (access to market) and Wisconsin (access to market).



Southeast Regional Guilds Gathering, Sierra Nevada Mills River, November 2018

2018 BA STAFF GUILD TRAVEL

✈ 66 total guild meetings & conferences attended

41 states

45 guild visits by 12 BA staffers

44 speaking engagements by 8 ambassadors/instructors



Guilds Pavilion at the Great American Beer Festival



South Carolina Brewers Guild, Tradesman Brewing Co, Charleston, March 2018

Supporting Business Health: Technical & Quality Resources

Building upon existing resources and launching new initiatives, the Brewers Association continued to expand the collection of technical resources available to members. Below are highlights from the BA's technical and quality efforts in 2018.



Matt Meadows, Draught
Beer Quality Ambassador

Matt Stinchfield,
Safety Ambassador

Lauren Torres,
Quality Instructor

AMBASSADOR OUTREACH

Brewers Association technical resources are supported by an ambassador outreach program. Experts in the areas of quality, safety, sustainability, and draught quality attend state brewers guild meetings and other industry events to disseminate information and promote available resources. BA ambassadors presented at 27 different events in 2018.



SAFETY

Online Brewery Safety Training

The BA is committed to promoting safety in the brewhouse by providing free resources to members and non-members alike. Since the Online Brewery Safety Training series was launched in September 2015, more than 30,000 lessons have been completed. The curriculum is supported by best management practice documents and regular communication from the safety subcommittee through the Safety Exchange and Lessons Learned programs. In 2018, Hazard Assessment Principles, a best management practice guide for developing or improving brewery safety programs, was published. The Brewers Association also entered into an industry alliance with the District Five office of the Occupational Safety and Health Administration, the Ohio Craft Brewers Guild, and the Master Brewers Association of the Americas. The alliance will serve as a model program to reduce and prevent exposure to hazards throughout the brewing industry.

QUALITY

Quality Workshops / Videos

The Basics of Beer Quality Workshop program conducted six workshops in 2018 in Ohio, Colorado, Illinois, Michigan, Oregon, and California. These full-day workshops, led by quality instructor Lauren Torres, covered the fundamentals of the most common methods used to ensure consistency and quality in a brewery. With a hands-on approach, attendees have the opportunity to use lab equipment and practice quality analysis methods. The workshop is supported by a series of videos, produced in collaboration with the American Society of Brewing Chemists, that demonstrate basic laboratory methods. Three new videos were added to the series in 2018 addressing Beer Degassing, Specific Gravity Determination, and Apparent Extract Determination.



Draught Beer Quality Summit At GABF

As part of the ongoing effort to improve the quality of draught beer at retail, the Draught Beer Quality subcommittee conducted the 8th Annual Draught Beer Quality Summit in Denver during the Great American Beer Festival. A record number of attendees heard presentations from draught quality experts, experienced hands-on demonstrations, and participated in sensory evaluation.

BEST PRACTICES

Benchmarking Reports And Dashboard

The Brewers Association Benchmarking Reports provide a platform for the craft brewing community to share best practices for how to use water more efficiently, generate less wastewater and solid waste, decrease total energy usage, and reduce greenhouse gas emissions. Using the Benchmarking Dashboard, breweries can easily identify areas to improve efficiencies and increase profitability by comparing themselves to industry averages of similar breweries. Additionally, brewers can enter target usage and cost values and track ongoing monthly performance. The publication of a multi-year summary report marked the fourth year of the project.

Food Safety Modernization Act (FSMA)

In collaboration with the Master Brewers Association of the Americas, the Brewers Association published "Brewers' Responsibilities and Obligations under the Food Safety Modernization Act (FSMA)." The format addresses frequently asked questions to help brewers understand which portions of FSMA apply to them and provides references to relevant sections of the Code of Federal Regulations.



2018 Power Hours

Live webinars for members

- Incorporating Food Safety Responsibilities Into A Quality Program
- The Growing Importance Of Malt Flavor And Aroma
- Impact Of Biofilm On Draught Beer Quality
- Sustainability From The Start
- Hop Market And Craft Brewing Industry Update
- Reduce Costs By Benchmarking Utility Usage And Waste

A second resource published in 2018, "Voluntary Market Withdrawals and Recalls," explains brewers' legal obligations when a product is withdrawn from the market and makes suggestions for how to prepare for and execute a market withdrawal or recall.

Keg Return - Free Freight

As the brewing community has grown, so has the number of "lost" kegs. The Brewers Association worked with MicroStar to educate brewery members regarding the ongoing keg repatriation program through a "free freight" offer. Brewers Association paid the way for 4,228 kegs from 99 breweries to be returned home where they could be put back in circulation, delivering draught beer to thirsty consumers.



Supporting Business Health: Educational Resources

The Brewers Association develops resources and compiles data for members to help guide business decisions, because operating a brewery is more than making high quality beer—it requires running a good business.

INDUSTRY BENCHMARKING AND BREWERY OPERATIONS SURVEY
Compiled and published by the BA, this survey provides aggregated data covering core business functions throughout the brewery. Salary and benefit information provide insights to industry standards when opening or expanding. Revenue and cost of goods data guides financial planning when breweries are looking to scale production.

POWER HOUR
These 60-minute live webinars cover a wide range of timeless and timely business topics, including technical brewing, market changes, statistical insights, and brewery marketing. Archived recordings of past Power Hours are available to members at any time on BrewersAssociation.org. In 2018, the BA hosted six Power Hours on the following topics:

- Incorporating Food Safety Responsibilities into a Quality Program
- The Growing Importance of Malt Flavor and Aroma
- Craft Beer Evolution
- Getting Inside the Mind of the Craft Beer Consumer
- Impact of Biofilm on Draught Beer Quality
- Sustainability from the Start



BA FORUM
Redesigned in 2018 to provide an even better user experience, the BA Forum delivers crowd-sourced industry perspectives and insights to the association’s members. Eleven discussion boards allow brewers to post and search by specific topics, as well as subscribe to subjects of ongoing interest. With a daily email digest, the BA Forum is always at members’ fingertips.



CRAFT BREWERS CONFERENCE® & BREWEXPO AMERICA®
The Craft Brewers Conference (CBC) is the premier industry event that serves the entire brewing community, including brewers, distributors, retailers, and suppliers. For professional brewers, CBC is the number one environment for concentrated, affordable brewing education, idea sharing, and networking. Twelve educational



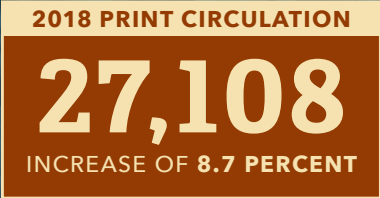
tracks streamline learning based on job function. These valuable resources are available to all members after the conference on BrewersAssociation.org. The conference is also a great social event with thousands of brewing industry professionals from around the world enjoying craft brews together.

BrewExpo America allows exhibitors and buyers to develop profitable business relationships and helps brewing professionals find the latest and best products and services that industry vendors have to offer.

In 2018, more than 15,000 brewing professionals and 700 exhibitors convened in Nashville, Tenn., for discussion and dialogue around America’s craft brewing business and culture. The conference added a new Leadership track that featured noted speakers from outside the craft brewing community.



THE NEW BREWER® MAGAZINE
Required reading for brewing industry professionals, *The New Brewer* covers technical brewing, government affairs, operations, marketing, and management.



Growing American Craft Globally



United States Ambassador to the French Republic and the Principality of Monaco, The Honourable Jamie McCourt hosted the first ever beer and food pairing dinner at her residence in Paris in honour of the Brewers Association. **Front row:** Kate Snipes, Agricultural Counselor, Lynne Weaver, Three Weavers, Bob Pease, The United States Ambassador to the French Republic and the Principality of Monaco, the Honourable Jamie McCourt, Karen Butcher, Port City Brewing, Bill Butcher, Port City Brewing, Garrett Marrero, Maui Brewing. **Back row:** Laurent Journo, marketing specialist, Adam Dulye, Steve Grossman, Sierra Nevada. Photo courtesy: U.S. Embassy

Ten years ago, small and independent American craft beers did not have a significant international presence and suffered from a limited awareness of proper storage and handling when available.

Today, small and independent American craft beer is one of the major reasons behind the drive for quality and increase in demand for innovative beer styles. In 2017, American breweries reported all-time-high export figures of 482,309 barrels with a value of \$125 million.



Shanghai, China- American Craft Beer Tap Takeover & Media Presentation. Mabel Zhauang, Steve Parr (BA)

In 2004, the Brewers Association had the foresight to start the Export Development Program (EDP). Funded by a grant from the United States Department of Agriculture, the EDP focuses on educating international



Cerveza Mexico Expo, Mexico City

trade and media about proper storage and care for craft beer as well as the quality and diversity of styles created by small and independent American craft brewers. Resources such as the Best Practices Guide to Quality Craft Beer and technical seminars are brought to global markets to focus on quality—which has benefited the newly exporting members, the reputation for American craft beer generally in international markets, and conditions for new breweries in international markets.

Today, the Export Development Program boasts more than 90 members who participate in sending beer to events, festivals, and competitions around the world.



Seoul International Wine and Spirits Expo, Seoul, South Korea



Great British Beer Festival, London, England. Andy Barr (Fifty Fifty Brewing), Jesse Brasher (West Sixth Brewing), Richard Miller (Hardwood Park Craft Brewery), Adam Dulye (BA), Lynne Weaver (Three Weavers Brewing), Jennifer Glanville (Boston Beer Company), Lew Lukins (Deputy Chief of Mission US Embassy), Lisa Pumphrey (Lickinghole Creek Craft Brewing), Garrett Marrero (Maui Brewing), Lotte Peplow (BA), Stan Phillips (Ag Counsellor US Embassy)

In addition to its global presence, the program also works to bring key international figures from like-minded organizations and breweries to the U.S. to participate in the Craft Brewers Conference, World Beer Cup, and Great American Beer Festival.



Beijing Craft Beer Invitational



American Craft Beer Experience, Tokyo, Japan



Good Beer Week, Melbourne, Australia. Photo © CatBlackPhoto

2018 EXPORT DEVELOPMENT PROGRAM EVENT PARTICIPATION

- Australian International Beer Awards
- Brussels Beer Challenge Competition
- Beijing Craft Beer Invitational
- Barcelona Beer Festival
- Brau Beviale, Nuremburg, Germany
- Craft Beer Rising Festival, London
- Dutch Craft Brewers Conference
- Planete Biere, Paris
- Stockholm Beer and Whiskey, Sweden
- Cerveza Mexico Expo, Mexico City
- Great British Beer Festival, London
- Good Beer Week, Melbourne, Australia
- Seoul International Wine and Spirits Expo, South Korea
- American Craft Beer Experience, Tokyo, Japan
- Barcelona Beer Festival, Spain
- Russia market development activities in Moscow and St. Petersburg
- European Beer Star Competition
- Vancouver Craft Beer Week Festival

To get involved in the Brewers Association Export Development Program, please contact **Steve Parr**, steve@brewersassociation.org.

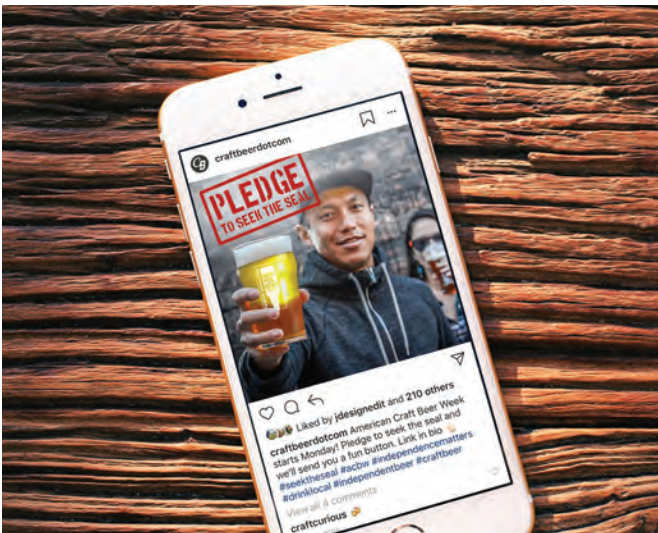
Promoting Craft Brewers

In support of the Brewers Association’s core value of “promoting and celebrating the small, independent, traditional, and innovative culture of American craft brewers,” the BA offered a wide variety of educational and experiential opportunities throughout 2018.



CRAFTBEER.COM

Seek the Seal. Sierra Nevada’s powerful call for help after the Camp Fire. The Haze Craze. Glitter Beer. 2018 saw no shortage of stories that spoke to the diversity, heart, and creativity of small and independent craft breweries, and CraftBeer.com was proud to tell these stories. As the BA’s beer lover-facing website, CraftBeer.com published more than 200 original articles, videos, and social assets featuring small brewers.



The website partnered with the North American Guild of Beer Writers for the first annual Diversity in Beer Writing Grant. The winning pitch, “Pride, not Prejudice: Brewing Safe Spaces for the LGBTQ+ Community,” was published on CraftBeer.com just before the Great American Beer Festival. Nearly 2,000 people

took the CraftBeer.com Beer 101 course with tens of thousands also utilizing the CraftBeer.com Beer & Food Course content. The site accrued more than 4.7 million page views in 2018, and also published more than 900 member-submitted press releases. Social media channels tied to CraftBeer.com engaged more than 220,000 followers—growing despite a major Facebook algorithm change that hit publishers hard. Additionally, the North American Guild of Beer Writers, the top beer writing award organization, recognized two CraftBeer.com articles amidst a competitive pool of talented journalists. With the most extensive online brewery database, one of the largest online recipe collections for cooking with craft beer, and access to some of the world’s most authoritative resources on beer styles and educational tools, the site continues to advance both small and independent brewers and the beverage of beer.



SAVOR™: AN AMERICAN CRAFT BEER & FOOD EXPERIENCE
The 11th edition of SAVOR offered an intimate environment for attendees to sample craft beers, mingle with brewery representatives, and experience the full potential of beer and food. Drawing support from a veritable who’s who of culinary talent, the SAVOR menu was designed by Brewers Association executive chef Adam Dulye.



The occasion provided an opportunity to elevate the conversation around the relationship between craft beer and food and served as the anchor event for what has evolved into “SAVOR week” in our nation’s capital. The event returns to the historic National Building Museum on May 17, 2019.



GREAT AMERICAN BEER FESTIVAL®
A record-breaking 62,000 beer lovers flocked to the 2018 Great American Beer Festival (GABF) to sample more than 4,000 beers from 800 breweries. GABF continued to provide educational opportunities such as the Protect Craft Guilds Pavilion, Brewers Studio Pavilion, and Beer & Food Pavilion. At Paired®, attendees had the chance to sample unique craft beer and food pairings in an intimate setting just off the main festival hall.



The 32nd annual Great American Beer Festival competition, the largest ever, awarded 306 medals to some of the best beers in the United States, plus three GABF Pro-Am medals to teams of homebrewers paired with professionals. In total, 2,404 breweries from 49 states (plus Washington, D.C.) entered the competition, with 293 judges evaluating 8,496 entries across 102 beer categories, including five new style categories:

- Juicy or Hazy IPA (391 entries*)
- Juicy or Hazy Pale Ale (132 entries)
- Juicy or Hazy Imperial or Double India Pale Ale (150 entries)
- American-Style Pilsener (91 entries)
- Australian-Style Pale Ale (46 entries)

*Most-entered style category



Collabeeration
Medals were also awarded in the first-ever GABF Collaboration Competition, which recognizes the collaborative spirit of the professional craft brewing community.

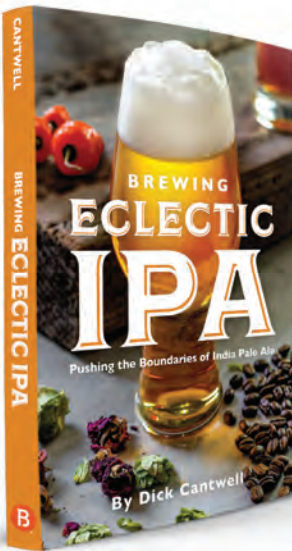


Brewers Publications®



Brewers Publications (BP) supports the mission of the Brewers Association by publishing books of enduring value for amateur and professional brewers. BP is the leading publisher of contemporary and relevant brewing literature for today's craft brewers and homebrewers. In 2018, Brewers Publications released *Brewing Eclectic IPA: Pushing the Boundaries of India Pale Ale* by Dick Cantwell and *Gose: Brewing a Classic German Beer for the Modern Era* by Fal Allen, bringing the total number of unique titles to 54, with 52 in print and 48 eBooks.

2018 RELEASES



Brewing Eclectic IPA: Pushing the Boundaries of India Pale Ale by Dick Cantwell

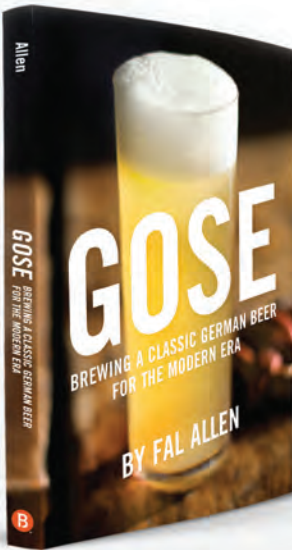
\$19.95 | Paperback and eBook
Craft beer's most popular style, India pale ale, is experiencing a flavor revolution. Brewers are using a wide range of ingredients, from cocoa nibs to coffee, fruits, vegetables, spices, herbs, and even wood, to push the boundaries of the style. Explore the creative ways in which these flavors are incorporated into these highly hopped beers. Try your own version using 25 recipes for contemporary IPAs designed by one of the country's top brewers.



Dick Cantwell, author of *Brewing Eclectic IPA*

"I cannot think of anyone more suited to documenting this emerging path of IPA than Dick Cantwell. He's a fantastic, engaging writer and is so well-versed in beer styles and brewing techniques that he's a natural for this subject. Very few brewers in this business are more closely aligned with what craft beer is all about than Dick Cantwell."

—Mitch Steele, author of *IPA: Brewing Techniques, Recipes and the Evolution of India Pale Ale*, founder and brewmaster, New Realm Brewing Company



Gose: Brewing a Classic German Beer for the Modern Era by Fal Allen

\$19.95 | Paperback and eBook
Gose is making a comeback! Explore the sensation of this tart, fruity, and refreshing beer style, popular in Germany centuries ago. *Gose* illuminates the style's history, traditional ingredients, and special brewing techniques. Learn about salinity, spices, and lactic acid as you experiment with 25 gose recipes from some of the best-known craft brewers of our time. This refreshing journey captures the innovation and experimentation occurring within the style and will help you brew your own gose-style beers.



Fal Allen, author of *Gose*

"Fal Allen covers the depth and breadth of brewing gose with tips, clever tricks, and tasty anecdotes along the way. Whether you're a beer newbie or a master brewer, this book is required reading for all."

—Kristen England, head brewer, Bent Brewstillery

BREWERS PUBLICATIONS TITLES



106,089
books sold in 2018



Purchase your brewing books today at
BrewersPublications.com

coming in
2019!



American Homebrewers Association®



Throughout the year, the American Homebrewers Association (AHA) celebrated its 40th anniversary (December 7) and recognized founder Charlie Papazian, the godfather of homebrewing. Since 1978, the AHA has grown to more than 46,000 members worldwide and remains dedicated to promoting the community of homebrewers and empowering them to make the best beer in the world.



HOME BREW CON 2018
JUNE 28-30
PORTLAND, OR

Homebrew Con™
More than 3,200 homebrewers and beer enthusiasts gathered at the 40th annual Homebrew Con in Portland, Ore. Attendees chose from 60 seminars, bonded over brews, and heard remarks from keynote speaker and AHA founder Charlie Papazian.

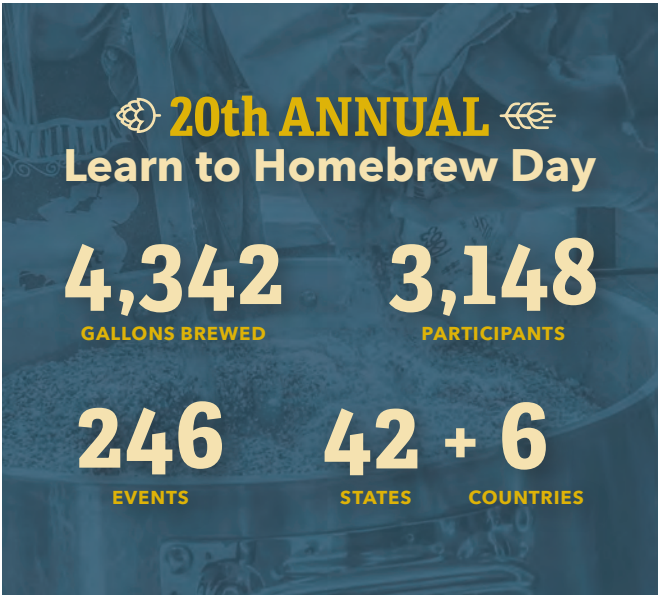
the man who founded it, Charlie Papazian. With this resolution, Congress celebrated the long history of innovation and excellence for our country's homebrewing and brewing communities.



SENATE RESOLUTION HONORING 40 YEARS
On June 29, the opening day of Homebrew Con, the United States Senate, led by Senators Ben Cardin (D-MD), Susan Collins (R-ME), Ron Wyden (D-OR), Cory Gardner (R-CO), and Michael Bennet (D-CO), passed a resolution honoring the 40th year of the AHA and



NATIONAL HOMEBREW COMPETITION
The 2018 competition had 8,405 entries from homebrewers representing 50 states, Washington, D.C., and 18 countries. Over its 40-year history, the National Homebrew Competition has evaluated 143,240 brews. The first competition, held in 1979 in Boulder, Colo., judged 34 beers.



AHA RALLIES
AHA rallies are membership generators and fun “thank you” events for AHA members. Sixteen BA member breweries hosted 1,370 AHA members in 2018 and generated 215 new memberships.

BREW GURU®
Brew Guru is a free app for homebrewers and beer lovers featuring hundreds of medal-winning homebrew recipes, association news, and an AHA Member Deal locator displaying money-saving deals at more than 2,000 breweries, beer bars, and homebrew supply shops. In 2018, 22,019 people downloaded Brew Guru and 11,548 AHA trial memberships were launched using the app.



ZYMURGY® MAGAZINE
The preeminent magazine for homebrewers, Zymurgy celebrated its 40th anniversary with the November/December 2018 issue and revealed a fresh new design. Zymurgy is published six times annually and distributed to AHA members, BA brewery and allied trade members, newsstands, and homebrew supply shops.



2018: BA By The Numbers



NO. OF MEMBERS

10,739
BA members, all classes

46,451
AHA members

 (savor)

EVENTS

Great American Beer Festival

62,000
attendees

4,086
volunteers

Craft Brewers Conference

15,264
attendees

Homebrew Con

3,200
attendees

SAVOR

4,000
attendees

Total

84,464
attendees



BOOKS SOLD

106,089
brewing books and ebooks



COMPETITIONS

Great American Beer Festival

8,592
entries

2,404
breweries

300
judges

World Beer Cup

8,234
entries

2,515
breweries

295
judges

National Homebrew Competition

8,405
entries

3,517
hombrewers

850
judges

Total Competition Entries

25,231



SOCIAL AUDIENCE

699,209



GOVERNMENT AFFAIRS

325
Office visits by 120 brewers during annual Hill Climb



ESTIMATED ANNUAL SAVINGS

\$79,200,000
estimated federal excise tax annual savings for U.S. small brewers, resulting from the passage of the Craft Beverage Modernization & Tax Reform Act



RESEARCH GRANTS FUNDED

\$432,000
17 hop and barley projects



INDEPENDENT CRAFT BREWER SEAL

4,000+
brewing companies adopted the Independent Craft Brewer Seal, representing more than 85 percent of the craft beer brewed in the U.S.



MAGAZINE READERSHIP

The New Brewer

37,500
readership

27,000
circulation

Zymurgy

70,000
readership

55,000
circulation



EDUCATION/RESOURCES

9,500
free online brewery safety training courses completed

736
live Power Hour attendees



BA FORUM

50,665
unique users

473,768
Page views

~2,100
topics started

Financials

2018 FINANCIAL STATEMENT (CONSOLIDATED)

Revenue:	2018 Actual	2017 Actual
Adver. & Spons. Revenue	4,972,195	4,603,941
Book/Merch. Sales	1,405,879	1,615,904
Membership Revenue	5,122,013	4,967,000
Event Revenue	17,345,726	14,986,223
Gov't Grant Funding	771,040	706,926
All Other Revenue	238,851	1,331,534
Total Revenue	\$29,855,704	\$28,211,530
Expenses:		
Gen. Office/Admin. Exp.	868,533	780,995
Deprec. & Amort.	356,273	342,566
Salaries & Benefits	7,583,246	7,291,395
Insurance Expense	227,058	174,036
Legal Fees	460,141	573,332
Rent Expense	499,877	243,890
Event Operations	6,268,774	5,723,471
Sales & Marketing	3,811,881	1,985,644
Printing	531,634	722,484
Postage & Shipping	916,701	862,451
Cost Of Goods Sold	335,131	389,874
Travel	1,729,940	1,318,260
Outside Services	5,262,357	4,114,874
All Other Expenses	1,695,624	1,531,323
Total Expenses	\$30,547,170	\$26,054,595
Net Surplus	(\$691,466)	\$2,156,935
DECEMBER 31st, 2018 ABBV. BALANCE SHEET		
Assets:	12/31/18	12/31/17
Cash	\$3,095,621	\$2,780,654
Reserves	\$20,303,174	\$21,809,398
Accounts Rec.	\$2,162,683	\$1,755,384
Inventory	\$795,297	\$889,986
Prepaid Expenses/Other	\$1,335,076	\$722,387
Total Current Assets:	\$27,691,851	\$27,957,809
Long-Term Assets	\$132,197	\$89,718
Fixed Assets	\$5,260,716	\$5,298,165
Total Assets:	\$33,084,764	\$33,345,692
Liabilities:	12/31/18	12/31/17
Accounts Payable	\$674,420	\$971,161
Deferred Deposits	\$10,465,325	\$9,760,404
Other	\$501,003	\$521,124
Total Current Liabilities	\$11,640,748	\$11,252,689
Long-Term Liability	\$132,197	\$89,718
Retained Earnings	\$22,003,285	\$19,846,350
Current Yr. Earnings	-\$691,466	\$2,156,935
Total Liabilities & Equity	\$33,084,764	\$33,345,692

2018 Governance

FEBRUARY 2018—FEBRUARY 2019



Front Row (L-R): Larry Horwitz, Wynne Odell, Steve Hindy, Leslie Henderson, Roxanne Westendorf. Second Row (L-R): Jim Koch, Julie Verratti, Tom McCormick, Cyrena Nouzille, Chris P. Frey. Third Row (L-R): Jose Mallea, Sean Casey, Garrett Marrero, Tim Brady, Larry Chase. Back Row (L-R): Rob Tod, John Mallett, Eric Wallace, Dan Kleban

- Tim Brady**
Whetstone Station
Restaurant and Brewery (Vt.)
Pub Brewer Representative

Larry Chase
(Secretary/Treasurer)
Moon River Brewing (Ga.)
Pub Brewer Representative

Sean Casey
Church Brew Works (Pa.)
Pub Brewer Representative

- Executive Committee**
 - Eric Wallace (Chair) Left Hand Brewing Co.
 - Dan Kleban (Vice Chair) Maine Beer Co.
 - Larry Chase (Secretary/Treasurer) Moon River Brewing
 - Rob Tod (Past Chair) Allagash Brewing Co.

Brewpubs Committee
 - Tim Brady (Co-Chair) Whetstone Station Restaurant and Brewery
 - Sean Casey Church Brew Works
 - Larry Chase Moon River Brewing
 - Leah Cheston Right Proper Brewing
 - Kurtis Cummings Switchyard Brewing Co.

- Tom Dargen Craft Works Brewery Restaurant Group
 - Christopher Ericson Lake Placid Pub & Brewery
 - Kim Kavulak Nebraska Brewing Co.
 - Matt Johnson Karl Strauss Brewing Co.
 - Mike Lawinski FATE Brewing Company
 - Alex Lovinggood BrickStone Brewery
 - Jessica Griego Bosque Brewing Company
 - Cyrena Nouzille (Chair) Ladyface Ale Companie
 - Tony Simmons Pagosa Brewing Co.
 - Dharma Tamm Rogue Ales & Spirits
 - Bob Voss Great Lakes Brewing Co.
 - Staff Liaisons:** Sarah Billiu, Paul Gatz, Bob Pease, Bart Watson, Ph.D.

- Leslie Hendersen**
Lazy Magnolia Brewing Co. (Miss.)
Packaging Brewer Representative

Steve Hindy
Brooklyn Brewery (N.Y.)
Packaging Brewer Representative
- Larry-Horwitz**
Four String Brewing Co. (Ohio)
At-Large Representative

Dan Kleban (Vice Chair)
Maine Beer Company (Maine)
Packaging Brewer Representative

- Diversity Committee**
 - Kevin Blodger Union Craft Brewing
 - Sam Irvin Brooklyn Brewery
 - J. Nikol Jackson-Beckham, Ph.D. Brewers Association Diversity Ambassador
 - Nick Purdy Wild Heaven Beer
 - Heather Sanborn Rising Tide Brewing Co.
 - Mike Smothers Port City Brewing Company
 - Andrea Stanley Valley Malt
 - Julie Verratti (Chair) Denizens Brewing Co.
 - Lynne Weaver Three Weavers Brewing Co.
 - Roxanne Westendorf American Homebrewers Association Governing Committee
 - Staff Liaisons:** Ryan Farrell, Julia Herz, Bob Pease

Events Committee
 - Tomme Arthur The Lost Abbey
 - Tim Brady Whetstone Station Restaurant and Brewery
 - Bill Butcher Port City Brewing Co.
 - Sam Calagione Dogfish Head Craft Brewery
 - Bill Covalleski Victory Brewing Co.
 - Jennifer Glanville Boston Beer Co.
 - Leslie Henderson (Chair) Lazy Magnolia Brewing Co.
 - Mike Lawinski Fate Brewing (Boulder)
 - Jeff Mendel Left Hand Brewing Co.
 - Staff Liaisons:** Ashlee Clark, Kathryn Porter Drapeau, Nancy Johnson, Bob Pease, Chris Williams

- Jim Koch** Boston Beer (Mass.)
At-Large Representative

Jose Mallea Biscayne Bay Brewing (Fla.)
At-Large Representative

John Mallett Bell's Brewery, Inc. (Mich.)
Packaging Brewer Representative

Garrett Marrero Maui Brewing Co. (Hawaii)
Packaging Brewer Representative

Tom McCormick California Craft Brewers Association
At-Large Representative

- Cyrena Nouzille** Ladyface Ale Companie (Calif.)
Pub Brewer Representative

- Wynne Odell** Odell Brewing Company (Colo.)
Packaging Brewer Representative

- Rob Tod (Past Chair)** Allagash Brewing Co. (Maine)
Packaging Brewer Representative

- Julie Verratti** Denizens Brewing Co. (Md.)
Pub Brewer Representative

- Eric Wallace (Chair)** Left Hand Brewing Co. (Colo.)
Packaging Brewer Representative

- Roxanne Westendorf** American Homebrewers Association Representative (Ohio)

- Craft Brewers Conference Seminar Subcommittee**
 - Chris Bogdanoff Heroes Restaurant & Brewery
 - Tim Brady Whetstone Station Restaurant & Brewery
 - Larry Chase Moon River Brewing Company
 - Cheri Chastain formerly with Sierra Nevada Brewing Co.
 - Leah Cheston Right Proper Brewing Company
 - Jason Ebel Two Brothers Brewing Co.
 - Ken Grossman Sierra Nevada Brewing Co.
 - Leslie Henderson Lazy Magnolia Brewing Co.
 - Larry Horwitz Four String Brewing

- Chris LaPierre Iron Hill Brewery and Restaurant
 - Bill Lenczuk Shrewd Fox Brewery
 - Campbell Morrissey Mother Road Brewing Company
 - Wynne Odell Odell Brewing Co.
 - James Ottolini Brew Hub
 - Jason Perkins Allagash Brewing Co.
 - Jon Schwartz Mass Bay Brewing Co.
 - Julian Shrago Beachwood BBQ & Brewing
 - Brandon Smith Sierra Nevada Brewing Co.
 - Kris Spaulding Brewery Vivant
 - Kent Taylor Blackstone Brewing Company
 - Dan Wade Wooden Robot Brewery
 - Merritt Waldron Rising Tide Brewing Co.
 - Katie Wallace New Belgium Brewing Co.
 - Mark Youngquist Dolores River Brewery
 - Staff Liaisons:** Sarah Billiu, Adam Dulye, Paul Gatz, Ian Hughes, Graham Rausch, Damon Scott, Chuck Skyepeck, MacKenzie Staples, Matt Stinchfield, Chris Swersey, Bart Watson, Neil Witte, Emma Vawter

- Jose Mallea Biscayne Bay Brewing Co.
 - Garrett Marrero Maui Brewing Co.
 - Nick Matt F.X. Matt Brewing Co.
 - Tom McCormick California Craft Brewers Association
 - Gene Muller Flying Fish Brewing Co.
 - Sara Nelson Fremont Brewing
 - Scott Newman-Bale Short's Brewing Co.
 - Rob Tod Allagash Brewing Company
 - Davis Tucker North By Northwest Restaurant & Brewery
 - Eric Wallace Left Hand Brewing Co.
 - Jason Wilson Back Forty Brewing Co.
 - Staff Liaisons:** Acacia Coast, Paul Gatz, Pete Johnson, Katie Marisic, Bob Pease, Bart Watson

Market Development Committee

- Dave Duffy Brooklyn Brewery
 - Dominic Engels Stone Brewing Co.
 - Archie Gleason Sycamore Brewing
 - Josh Hare Hops & Grain
 - Garrett Marrero (Co-Chair) Maui Brewing Company
 - Fred Matt (Co-Chair) Matt Brewing Company
 - Tom McGinty Seismic Brewing Company
 - Kristen Muraro SKA Brewing
 - Jonathan Schwartz Harpoon Brewery
 - Eric Smith Odell Brewing Co.
 - George Ward Boston Beer Company
 - Evan Weinberg Cismontane Brewing Company
 - Ken Wilson Lumberyard Brewing Co.
 - Staff Liaisons:** Paul Gatz, Julia Herz, Bob Pease, Andy Sparhawk, Bart Watson

Governance Committee

- Leslie Henderson Lazy Magnolia Brewing Co.
 - Wynne Odell (Chair) Odell Brewing Co.

Government Affairs

- Josh Aubuchon Florida Brewers Guild
 - Alicia Barr FiftyFifty Brewing Co.
 - Bill Boor Great Lakes Brewing Co.
 - Rob Burns Night Shift Brewing Co.
 - Gary Fish Deschutes Brewery
 - Jeff Hamilton Sprecher Brewing Co.
 - Daniel Harrison Country Boy Brewing Co.
 - Dan Kleban (Chair) Maine Beer Co.
 - Jim Koch Boston Beer Co.
 - Ryan Krill Cape May Brewing Co.

- Wynne Odell Odell Brewing Co.
 - Jessica Paar Boston Beer
 - Bob Pease Brewers Association
 - Joey Redner Cigar City Brewing
 - Julian Shrago Beachwood BBQ & Brewing
 - Hugh Sisson Heavy Seas Beer
 - Rob Tod Allagash Brewing Company
 - Staff Liaisons:** Jess Baker, Paul Gatz, Julia Herz, Ann Obenchain, Bob Pease, Andy Sparhawk

Export Development Subcommittee

- Dave Cole Epic Brewing Co.
 - Steve Grossman Sierra Nevada Brewing Company
 - Ron Jeffries Jolly Pumpkin Artisan Ales
 - Fred Mendes Boston Beer Co.
 - Richard Miller Hardywood Park Craft Brewery
 - Eric Rosenberg Bryant Christie Inc.
 - David Thibodeau SKA Brewing Co.
 - Eric Wallace (Chair) Left Hand Brewing Co.
 - Staff Liaisons:** Adam Duyle, Steve Parr, Bob Pease

Technical Committee

- Justin Ainsworth (BIECC co-representative) Sierra Nevada Brewing Company
 - Travis Burge New Belgium Brewing Company
 - Tom Flores Brewer's Alley
 - Jamie Floyd Ninkasi Brewing Company
 - Ken Grossman Sierra Nevada Brewing Company
 - Larry Horwitz Four String Brewing Company
 - Charles Kyle Sierra Nevada Brewing Company
 - Geoff Larson Alaskan Brewing Company
 - John Mallett (Chair) Bell's Brewery, Inc.
 - Matt Meadows New Belgium Brewing Company
 - Matthew Moberly (BIECC co-representative) Bell's Brewery, Inc.
 - James "Otto" Ottolini BrewHub
 - Jason Perkins Allagash Brewing Company
 - Brandon Smith Sierra Nevada Brewing Company
 - Katie Wallace New Belgium Brewing Company
 - Dave Wilson Alaskan Brewing Company
 - Chad Yakobson Crooked Stave Artisan Beer Project
 - Staff Liaisons:** Paul Gatz, Charlie Papazian, Bob Pease, Damon Scott, Chuck Skyepeck, Chris Swersey

Draught Beer Quality Subcommittee (DBQ)

- Jason Bowser, Erik Budrakey, Bridget Gauntner, Ben Geisthardt, Rob Gerrity, Ken Grossman, Jaime Jurado, Charles Kyle, John Mallett, Matt Meadows (Chair), MillerCoors colleagues (Jeff Bell, Todd Blondis, and Jeff Schaefer), David Munro, Ken Smith, Neil Witte. Staff liaisons: Paul Gatz, Pete Johnson, Charlie Papazian, Bob Pease, Damon Scott, Chuck Skyepeck, Chris Swersey

Engineering Subcommittee

- Matt Bailey, Jason Carriere, Sean Diffley, Allan MacDonald, Greg Schlichting, Tom Schmidlin, John Seabrooks, Lucas Simmons, Brandon Smith (Chair), Kent Taylor (vice-Chair).
Staff Liaisons: Paul Gatz, Damon Scott, Chuck Skyepeck

Keg Repatriation Working Group

- Jamie Floyd, Rob Gerrity, Ken Grossman, Steven Hindy, Kim Jordan, Charles Kyle, Geoff Larson, John Mallett, Matt Meadows, Doug Odell, John Pinkerton, Zachery Triemert, Katie Wallace, Neil Witte
Staff Liaisons: Paul Gatz, Pete Johnson, Charlie Papazian, Damon Scott, Chuck Skyepeck, Chris Swersey

Supply Chain Subcommittee

- Zach Baitinger, Peter Bouckaert, Dick Cantwell, Dan Carey, Vinnie Cilurzo, Scott Dorsch, Jason Ebel, Ken Grossman (Chair), Christian Holbrook, Florian Kuplent, Anders MacCarthy, John Mallett, Matt McComish, Tom Neilsen, James Ottolini, Tom Tweedy, Katie Wallace, Dave Wilson
Staff Liaisons: Paul Gatz, Charlie Papazian, Bob Pease, Bart Watson, Damon Scott, Chuck Skyepeck, Chris Swersey

Quality Subcommittee

- Rob Christiansen, Tom Flores, Jamie Floyd, Ken Grossman, Larry Horwitz, Phil Leinhart, John Mallett, Jason Perkins (Chair), Alastair Pringle, Thomas Shellhammer, Neil Witte
Staff Liaisons: Paul Gatz, Damon Scott, Chuck Skyepeck, Chris Swersey

Safety Subcommittee

- Ken Anderson, Chris Bogdanoff, Andy Clearwaters, Chris Hansen, Larry Horwitz (Chair), Dana Johnson, Chris LaPierre, Bill Lenczuk, Tony McCrimmon, Mike Owens, Nicole Reiman, Matt Stinchfield, Kevin Walter
Staff Liaisons: Paul Gatz, Bob Pease, Damon Scott, Chuck Skyepeck, Chris Swersey

Sustainability Subcommittee

- Carol Cochran, Leah Cooper, Serena Dietrich, Christian Ettinger, Ian Hughes, Saul Kliorys, Peter Kruger, Walker Modic, Kris Spaulding, John Stier, Luke Truman, Katie Wallace (Chair)
Staff Liaisons: Paul Gatz, Damon Scott, Chuck Skyepeck, Chris Swersey

American Homebrewers Association Governing Committee

- Roxanne Westendorf (Chair)
 - Jill Marilley (Vice Chair)
 - Shawna Cormier (Secretary)
 - Jen Blair
 - Fred Bonjour
 - Martin Brungard
 - Debbie Cerda
 - Sandy Cockerham
 - Denny Conn
 - Phil Farrell
 - Chris P. Frey
 - Dennis Mitchell
 - Jeff Rankert
 - Chip Walton
 - Kathy Yan Li
 - Brewers Association Board Designates:** Chris Frey, Roxanne Westendorf
 - Staff Liaisons:** Matt Bolling, Duncan Bryant, Dave Carpenter, Gary Glass, John Moorhead, Millie Shamburger, Megan Wabst

Brewers Association Team

**Bob Pease**
President & CEO


**Paul Gatza**
Senior Vice President, Professional Brewing Division


**Nancy Johnson**
Senior Vice President, Meetings and Events


**Stephanie Johnson Martin**
Senior Vice President, Operations


**Ryan Farrell**
Vice President, Staff Development


Membership & Member Services


**Bart Watson**
Chief Economist


**Sarah Billiu**
Membership Team Lead


**Graham Rausch**
Membership Coordinator

**MacKenzie Staples**
Educational Content Manager

**Emma Vawter**
Membership Coordinator

**Dan Goloback**
Member Services Manager

**Autumn Jensen**
Senior Member Services Specialist

**Courtney Jensen**
Member Services Specialist

Technical Resources

**Chuck Skyeck**
Technical Brewing Projects Manager

**Chris Swersey**
Supply Chain Specialist/Competition Manager

**Damon Scott**
Technical Brewing Projects Coordinator

**Melissa Antone**
Quality Trainer

**Tim Brady**
Beer Server Training Manual Instructor

**Matt Meadows**
Draught Beer Quality Ambassador

**John Stier**
Sustainability Mentor

**Matt Stinchfield**
Safety Ambassador

**Lauren Torres**
Quality Instructor

**Neil Witte**
Draught Beer Quality & Quality Ambassador

Government Affairs

**Katie Marisic**
Federal Affairs Manager

**Pete Johnson**
State & Regulatory Affairs Manager

**Acacia Coast**
State Guilds Manager

Craft Beer Program

**Julia Herz**
Craft Beer Program Director

**Jess Baker**
CraftBeer.com Editor-in-Chief

**J. Nikol Jackson-Beckham**
Diversity Ambassador

**Adam Dulye**
Executive Chef

**Andy Sparhawk**
Digital Content Editor

**Jay Wood**
Marketing Coordinator

The New Brewer

**Jill Redding**
Editor-in-Chief - *The New Brewer* & BA Special Projects

**Amahl Turczyn**
Associate Editor, *The New Brewer* & *Zymurgy*

Export Development Program

**Steve Parr**
Export Development Program Manager

**Adam Dulye**
Export Development Program Project Coordinator


Events

**Kathryn Porter**
Associate Event Director

**Chris Williams**
Senior Event Manager


**Ashlee Clark**
Event Coordinator


**Tara Forster**
Event Coordinator

**Adam Dulye**
Executive Chef

**Carol Hiller**
Volunteer & Event Operations Manager

American Homebrewers Association

**Gary Glass**
AHA Director

**Matt Bolling**
AHA Events & Membership Coordinator

**Duncan Bryant**
AHA Web Editor

**Dave Carpenter**
Editor-in-Chief - *Zymurgy* & AHA Special Projects

**John Moorhead**
AHA Competition Coordinator

**Millie Shamburger**
AHA Business Programs Coordinator

**Megan Wabst**
AHA Admin Assistant

Brewers Publications

**Kristi Switzer**
Brewers Publications Publisher

Sales

**Kevin Doidge**
Sales Director

**Kari Harrington**
Business Development Manager for Advertising & Sponsorship - West

**Tom McCrory**
Business Development Manager for Advertising & Sponsorship - East

**Joe Damgaard**
Advertising & Sponsorship Associate

**Marc Preo**
Special Projects Coordinator

Marketing


**Ann Obenchain**
Marketing Director

**Lara Betthauser**
Social Media Manager

**Jeb Foster**
Marketing Manager

**Rachel Staats**
Senior Marketing Manager

Information Technology

**Ryan Latham**
IT Director

**Mike Lun**
Programmer Analyst

**Aaron Schuette**
Data & Systems Analyst

Web

**Cindy Jones**
Web Director

**Nate Zander**
Senior Web Developer

**Lisa Carlson**
Web Developer

**Meghan Storey**
Web Project Manager

Creative

**Luke Trautwein**
Senior Art Director

**Jason Smith**
Art Director

**Danny Harms**
Senior Designer


**Eric LiPuma**
Production Designer

**Sarah Baldwin**
Digital Designer

Finance

**Tom Clark**
Finance Director

**Drew Rosanova**
Senior Accountant

**Jennie Olson**
Staff Accountant

Operations

**George Myler**
Warehouse/Shipping Manager

**Stacey Wetzel**
Shipping Assistant

**Alana Koenig**
Office Manager

Equal Opportunity: Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.





1327 Spruce Street
Boulder, CO 80302



@BrewersAssoc

1327 Spruce Street • Boulder, CO 80302 USA
1.888.822.6273 (US and Canada only) • 1.303.447.0816
BrewersAssociation.org • info@brewersassociation.org

