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.

Dear Valued Members:

The craft beer community is maturing, with single-digit growth and increasing competition the new normal. But as average growth per brewery slows, our community of now more than 8,000 breweries is stronger than ever, with many continued opportunities for success.

SUPPORT

Tools for the Trade

We understand you are busy. We are here when you need us. The Brewers Association remains your steadfast supporter with relevant and timely resources that provide value to members of all sizes and throughout all phases of your business.

In 2019, we overhauled our association website to allow you to quickly find the resources you need to run a successful and safe business. Home to more than 800 videos, articles, and seminars, the online resource hub helps members do their jobs with greater efficiency, safety, and profitability. In addition, our ambassadors—experts in beer quality, safety, sustainability, and diversity—attended 28 state brewers guild meetings and other industry events, disseminating information and promoting available resources.

As any business owner knows, time is money. Through Brewers Publications, we published Small Brewery Finance, a comprehensive, results-oriented guide to building a foundation of financial principles to help breweries start and run thriving businesses. Combined with the recently released fourth edition of the Draught Beer Quality Manual, these two guides are must-reads for breweries of any size.

We continue to invest in the development of a robust and sustainable supply chain, awarding $510,000 in competitive grant support to 17 research projects in 2019. Since 2015, the Brewers Association has provided more than $2.2 million in funding for 94 research projects addressing barley and hop variety development, disease research, and climate change in the supply chain.

Welcome All

While there is still much work to be done, we’re proud of the steps the association made in 2019 toward furthering our commitment to provide resources that promote and foster a diverse and inclusive craft beer community. The association released a five-part series of best practice guides that establish a foundation for addressing, creating, and managing a diversity and inclusion program. In May, we announced the inaugural class of recipients of our first-ever diversity and inclusion event grants. We also completed our first benchmarking survey of brewery owner and employee diversity in terms of gender, race, and ethnicity; and in December, published a “We Welcome Everyone” inclusivity poster available for member download.

Collective Voice

We embrace our role as a convener for the industry; our collective voice is strengthened when all business interests are represented. That’s why the Brewers Association Board of Directors added a new Taproom Brewery voting member class to establish a voice for this rapidly growing segment of our community. The Taproom Subcommittee was formed mid-year, and the first elected taproom board member began her service in February 2020. A second taproom member will join the board after the 2020 fall election.

PROTECT

Advocacy

With the language that recalibrated federal excise taxes (FET) for breweries set to expire on Dec. 31, 2019, the Brewers Association worked with its legislative champions in Congress to support the Craft Beverage Modernization and Tax Reform Act (CBMTRA), with the goal of making the legislation permanent. The bill has overwhelming bipartisan support with 342 co-sponsors in the House and 73 co-sponsors in the Senate (as of Dec. 18, 2019).

Though the CBMTRA was not brought up for a vote, Congress recognized the profound impact the
recalibrated FET has had on independent brewers. A yearlong extension of the current rates was included in legislation passed at the end of 2019, allowing breweries to pay the lower FET rates and transfer beer between bonded facilities through Dec. 31, 2020. The Brewers Association will continue to work with our members, guilds, and congressional champions to pass the CBMTRA and make the current lower federal excise tax rates permanent.

Throughout the year, the Brewers Association also worked with Congress to mitigate the impact of tariffs on the brewing industry. In its first year, the Brewers Association Political Action Committee successfully educated brewery owners, employees, and American Homebrewers Association members about its agenda in order to encourage political participation. The Brewers Association PAC raised $72,235 in contributions and dispersed $45,500 to members of Congress, split evenly along party lines.

While the smallest brewers may not see the direct impact of our efforts in D.C., they are aimed to protect and defend the rights of market access for every business model.

In addition to our efforts on the federal level, the Brewers Association continued its support of state guilds through programs and resources. Grants totaling more than $365,000 were awarded to 20 state guilds through our State Guilds Executive Director Cooperative Funding Grant Program.

**PROMOTE**

**Independence**

2019 was a big year for independent beer, and the Brewers Association increased its efforts to promote our members by providing the beer lover with numerous ways to get involved: the creation of the Independent Craft Brewer Supporter Seal and the SupportIndependentBeer.com website; the establishment of two national holidays—National Independent Beer Run Day and Small Brewery Sunday—to celebrate and promote beer sales occasions; and the continued promotion of the Independent Craft Brewer Seal.

**Brewing History Initiative**

The craft brewing revolution has had a profound social, cultural, and economic impact on this country. America is a beer nation, and the Brewers Association is honored to support the Smithsonian’s American Brewing History Initiative to chronicle and showcase the significant achievements small and independent brewers and homebrewers have made throughout our nation’s history.

Housed at the National Museum of American History, “FOOD: Transforming the American Table” is an existing, permanent exhibition that explores the history of food in the United States since 1950. The exhibition’s fall update highlights ongoing changes in food itself and how Americans produce, prepare, and consume food and drink. One of four major new sections is “Brewing a Revolution.” The Brewers Association began funding the project in 2016 and recently funded an extension of the initiative through 2022.

**#BeersToThat**

In a collaborative effort among brewers, distributors, and trade associations to support the overall beer category, the Brewers Association, along with the National Beer Wholesalers Association and the Beer Institute, launched the “Beers To That” consumer campaign in a test market in Austin, Texas in September. The campaign aimed to ensure that Americans continue to see beer as the perfect social complement to many of life’s occasions. “Beers To That” promotes the entire beer category and carries a brand-agnostic call to action to celebrate all of life’s moments—from the everyday to the extraordinary.

We couldn't realize these successes or provide these resources without the continued engagement of our valuable members. Thank you all for your ongoing support of the Brewers Association.

Cheers,

Bob Pease
President & CEO

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Protecting and Promoting Breweries: Federal Government Affairs

Throughout 2019, the Brewers Association engaged in several federal lobbying efforts to support brewers and educate legislators on the impact of tax policy and tariffs. Additionally, the Brewers Association launched a political action committee, continued working with small brewer caucuses in the House and Senate, and coordinated Hill Climbs to further support the interests of Brewers Association members and the greater craft beer community.

**FEDERAL EXCISE TAXES**

With the language that recalibrated federal excise taxes (FET) for breweries set to expire on Dec. 31, 2019, the Brewers Association worked with its legislative champions to reintroduce the Craft Beverage Modernization and Tax Reform Act (CBMTRA), with the goal of making the legislation permanent in 2019. The bill has overwhelming bipartisan support with 342 co-sponsors in the House and 73 co-sponsors in the Senate (as of Feb. 29, 2020).

Though the CBMTRA has not been brought up for a vote, Congress recognized the profound impact the recalibrated FET has had on independent brewers. A yearlong extension of the current rates was included in the 2020 budget, allowing breweries to continue paying the lower FET rates and transfer beer between bonded facilities through Dec. 31, 2020. The Brewers Association will continue to work with our members, guilds and congressional champions to pass the CBMTRA and make the current language permanent.

**TARIFFS**

Throughout the year, the Brewers Association worked with Congress to mitigate the impact of tariffs on the brewing industry.

**232 Tariffs**

In June, the tariffs on aluminum and steel were lifted on imported unmanufactured aluminum (10%) and steel (25%) from Mexico and Canada. Even with the tariffs lifted on specific countries, breweries have been seeing higher costs on imported and American-made steel and aluminum products.

**301 Tariffs**

Tariffs have been levied on more than $400 billion worth of goods imported from China. In September, the U.S. introduced a 15% tariff on items including brewing machinery. Impacted parties can request exclusions.

In late May 2019, the Department of Commerce issued its anti-dumping preliminary determination for kegs imported from Mexico, China, and Germany. Due to the determination, Customs and Border Protection now requires deposits on kegs imported from those countries.

The Brewers Association continued to work with other associations on the APEX Act (H.R. 1406 / S. 1953), which among other items would extend the jurisdiction of the Commodity Futures Trading Commission to include the setting of reference prices for aluminum premiums.

**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU FUNDING**

In early 2019, the government shutdown closed the Alcohol and Tobacco Tax and Trade Bureau (TTB) for nearly a month, impacting breweries across the country. Many breweries were unable to secure label and formula approvals for new beers or obtain permits to open new breweries and satellite locations. As a result, the Brewers Association worked with other beverage alcohol trade associations to encourage additional funding for the TTB in the 2020 budget to mitigate future shutdowns, but Congress voted to keep the 2020 fiscal year budget at the same level as the 2019 budget.
SMALL BREWERS CAUCUS
The House Small Brewers Caucus ended 2019 with 226 members from 49 states, making it the largest special interest caucus in Congress, while the Senate Bipartisan Small Brewers Caucus ended 2019 with 35 members from 25 states. Throughout the year, the Brewers Association hosted educational events for congressional staffers including a homebrew demonstration, hop sensory training, and a seminar discussing barley’s impact on U.S. agriculture.

HILL CLIMB
The Brewers Association hosted the 2019 Hill Climb in June. In total, 134 brewery owners and employees traveled to Washington, D.C. to advocate for passage of the CBMTRA; push for increased funding for hops and barley research; and educate Congress about the impacts of tariffs. The event culminated with a congressional reception at the historic Library of Congress.

BREWERS ASSOCIATION POLITICAL ACTION COMMITTEE
In 2019, the Brewers Association launched a federal political action committee, overseen by association staff, to enhance legislative and grassroots efforts. A political action committee is a transparent, legal, and federally monitored way for trade associations like the Brewers Association to pool campaign contributions from members and donate funds to candidates for federal office. The Brewers Association political action committee supports candidates who champion the interests of small and independent brewers, regardless of party affiliation.

In its first year, the Brewers Association political action committee worked to educate brewery owners, employees, and American Homebrewer Association members about its agenda in order to encourage political participation. The Brewers Association political action committee raised $72,235 in contributions and dispersed $45,500 to members of Congress.
Protecting and Promoting Breweries: State Government Affairs

The Brewers Association has long prioritized supporting state brewers guilds and associations. With crucial issues such as franchise law, self-distribution, and the regulation of onsite retail sales almost wholly in the domain of state authority, the Brewers Association provides valuable resources to state guilds to assist in their efforts to ensure small brewers have equitable and open access to markets, distribution, and sales. In 2019, the Brewers Association supported six state guilds in efforts related to franchise modernization, self-distribution, trade practice, and on-premise brewery retail issues.

SIGNIFICANT STATE DEVELOPMENTS

Maine
Legislation was signed into law increasing the self-distribution limit to 30,000 barrels. It also set a maximum amount of the distribution termination fee that the wholesale licensee is entitled to receive from a small beer manufacturer in connection with a non-good cause termination (if that small beer manufacturer’s brands make up no more than 3% of the wholesale licensee’s business). The legislation also provides for a shortened notification requirement, expedited arbitration, and the transfer of distribution rights upon notification, regardless of whether the terminated distributor has received the termination fee.

Maryland
Legislation passed allowing breweries producing 20,000 or fewer barrels of beer per year to terminate a franchise agreement without cause; additionally, the termination notification period was reduced from 180 to 45 days. A separate bill signed into law increased tasting room sales limits, self-distribution limits, and production caps for certain licensees.

North Carolina
The self-distribution threshold was increased to 50,000 barrels for breweries that sell fewer than 100,000 barrels of malt beverages annually.
HOW TO GET INVOLVED
The Brewers Association provides programs and resources to encourage its members, as well as the greater beer and brewing communities, to take an active role in educating and championing the interests of small and independent brewers.

Support Your Local Brewery (SYLB) is a communication network that informs more than 81,000 brewery members, homebrewers, and beer enthusiasts nationwide about issues impacting small brewers. The network facilitates grassroots activity on behalf of small brewers and is designed for quick mobilization when issues arise, with SYLB members encouraged to contact their elected officials directly. In 2019, four action alerts were issued concerning franchise modernization (Massachusetts), brewery beer-to-go sales (Texas), and homebrew-related communications concerning event hosting (Nebraska) and expanded sales in homebrew shops (New York).

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)

2019 Approved (20)
Year 1: SC, RI, DE, WY, TN
Year 2: AR, UT, MO, NV, HI, CT, OK
Year 3: AK, KY, NH, MS, ID, DC, LA, NE

2019 BA STAFF GUILD TRAVEL

57 total guild meetings & conferences attended
40 states
41 guild visits by BA staffers
39 speaking engagements by ambassadors/instructors
Industry Snapshot

Craft brewing production grew in 2019, but, as with 2018, the continued increase in breweries meant that the market also became more competitive, particularly in widely distributed channels.

A COMPETITIVE MARKET
The Brewers Association 2019 mid-year survey measured 4% production growth year-over-year for small and independent brewers, down slightly from 5% in 2018. IRI Group scan data numbers through mid-November showed 2% growth for Brewers Association-defined craft brewers, similar to 2018 during the same period. According to reports in the second half of the year, 4% overall growth seemed likely for 2019.

With total beer sales static to down 1% in volume, craft brewer share of the U.S. beer market increased to just below 14% by volume in 2019.

Record Number of Breweries
Growth in market share has been driven in part by the continued rise in the number of breweries. Although final numbers are still being compiled, it is certain that more than 8,000 American breweries operated in 2019, a record number for the United States. At the same time, the competitive market and the growing number of breweries led to more closures—it is likely that around 300 breweries closed in 2019.

It is anticipated that the number of openings will continue to rise in the coming years, with the U.S. Tax and Trade Bureau (TTB) showing 11,584 active brewer’s permits as of Sept. 30, 2019. The increased number of openings will continue the trend of heightened competition in U.S. brewing.
JOBS AND ECONOMIC IMPACT
Brewery growth has driven tremendous job growth as well. The Brewers Association’s Economic Impact Report, a biennial analysis featuring economic data of craft brewing for all 50 states and the District of Columbia, showed that craft brewers contributed $79.1 billion to the U.S. economy in 2018, a 4% increase from 2017. Craft brewers were responsible for more than 550,000 full-time equivalent jobs, an 11% increase from 2017, with 150,000 of those jobs directly at breweries.

Based on preliminary Bureau of Labor Statistics figures, those jobs numbers could rise sharply in 2019, with ~9,000 new jobs being created between June 2018 and June 2019 in BLS data (QCEW, 2019).

U.S. Beer Volume Share

- 67% Other Domestic
- 19% Craft
- 14% Import

Want more statistics on the U.S. beer scene? Visit BrewersAssociation.org
Ensuring a Healthy Supply Chain

To further the development of a robust and sustainable supply chain, the Brewers Association research and service grants program awarded $510,000 in competitive grant support to 17 research projects in 2019. Of those projects, 13 focused on malt barley, while four focused on hops. Since the inception of the grant program in 2015, the Brewers Association has provided more than $2.2 million in funding for 94 projects addressing barley and hop variety development, disease research, and climate change in the supply chain.

Grant recipient project highlights from 2019 included: research to understand the genetics of drought and heat tolerance in hops, conducted with the hope of increasing resilience in future varieties; hardiness assessment of winter barley varieties in multiple regions throughout North America; and flavor outcomes in hops and malt resulting from genetics, on-farm practices, and processing.

Throughout 2019, the Brewers Association continued to work with the United States Department of Agriculture to revitalize public hop research by investing in public hop breeding. The Brewers Association also communicated craft brewer needs and priorities to hop industry stakeholders, such as high-yielding varieties of hops with desirable aroma and flavor, superior disease resistance, and lower input requirements. In conjunction with barley and hop industry stakeholder groups, Brewers Association technical staff and supply chain member brewers partnered with...
Brewers Association government affairs staff to seek federal agricultural policies and budget items that benefit hop and barley crops.

In September, Brewers Association staff conducted the second annual HopSource, an experimental hop sensory assessment to identify innovative hop varieties with positive aroma qualities. In 2020, consensus winners will be further assessed for yield, disease resistance, picking, and other agro-economic factors in large-scale operations funded by the Brewers Association and implemented with its partners at the Hop Research Council.
Supporting Business Health: Technical & Quality Resources

By building upon existing resources and launching new initiatives in 2019, the Brewers Association was able to expand its collection of technical resources available to members.

**AMBASSADOR OUTREACH**

All Brewers Association technical resources are supported by an ambassador outreach program. Our ambassadors—experts in beer quality, safety, and sustainability—attend state brewers guild meetings and other industry events, disseminating information and promoting available resources. Brewers Association ambassadors presented at 28 different events in 2019.

**SAFETY**

The Brewers Association is committed to promoting brewhouse safety by providing free resources to both members and non-members. In 2019, utilization of the online Brewery Safety Training resource reached an all-time high with 9,680 lessons completed. Since the online training launched in September 2015, more than 39,000 have been completed.

The online curriculum is supported by best practice documents and regular member communication via the Safety Exchange and Lessons Learned programs. In 2019, the Brewers Association published Ensuring Safety During Brewery Tours, a best management practice guide addressing safety issues for brewery visitors. The Brewers Association also entered an industry alliance with the Region 8 office of the Occupational Safety and Health Administration (OSHA), the Colorado Brewers Guild, OSHA Consultation Services at Colorado State University, and the Master Brewers Association of the Americas. The alliance has proven to be an effective tool to reduce violations and fines for beverage manufacturers in Colorado.

Additionally, the Brewers Association safety subcommittee conducted a Brewery Safety Bootcamp during the 2019 Craft Brewers Conference. During the bootcamp, which focused on regulatory compliance, more than 450 attendees learned the basics of hazard analysis, as well as how to address and mitigate brewery hazards.
In 2019, the Brewers Association conducted eight beer quality workshops in Montana, Georgia, Massachusetts, Minnesota, Colorado, New Jersey, Arizona, and California.

QUALITY

Eight Basics of Beer Quality Workshops, a hands-on program designed for brewers with little or no laboratory experience, were held in Montana, Georgia, Massachusetts, Minnesota, Colorado, New Jersey, Arizona, and California. These full-day workshops, led by quality instructor Lauren Torres, covered common methods used to ensure consistency and quality in a brewery. During each workshop, attendees had the opportunity to use lab equipment and practice quality analysis methods.

DRAUGHT BEER QUALITY

As part of the ongoing effort to improve the quality of draught beer, the draught beer quality subcommittee, in conjunction with Brewers Publications, published a fourth edition of the Draught Beer Quality Manual (DBQM). The DBQM is the industry standard for brewers, equipment manufacturers, draught line installers, draught line cleaners, and draught beer retailers. New features in the revised manual include additional photos, charts, and other graphics, as well as updated line cleaning recommendations that reflect current best practices.

SUSTAINABILITY BENCHMARKING

In 2019, the Brewers Association published the revised Sustainability Benchmarking Tool. Suitable for breweries of any size, the tool helps brewers monitor their resource use and easily identify areas to improve efficiency, thus increasing profitability. Users of the new Excel-based tool can choose from a basic version, which tracks 14 key performance indicators (KPIs), or an advanced version, which can track up to 39 KPIs. The data collected allow brewers to anonymously compare their efficiency with other breweries in their region, as well as with breweries of similar production volume around the U.S.

TECHNICAL COMMITTEE SUMMIT

In April, the technical committee gathered in Boulder, Colo., for the third biennial Technical Summit. The purpose of the summit is to align technical committee priorities with Brewers Association strategic objectives, as well as develop technical project ideas for 2020 and beyond.

BEER STYLE GUIDELINES

Technical staff developed and published the 2019 Brewers Association Beer Style Guidelines. The Brewers Association guidelines define the 2019 Great American Beer Festival and 2020 World Beer Cup beer style categories, reflecting the evolution of styles based on beers in the marketplace.
Supporting Business Health: Educational Resources

When it comes to advancing the Brewers Association's mission of promoting and protecting American craft brewers, their beers, and the community of brewing enthusiasts, education is crucial. Four educational initiatives stood out in 2019.

A RELAUNCHED AND REIMAGINED WEBSITE
A rich cache of member resources, BrewersAssociation.org was completely overhauled in 2019, improving usability and helping members find key resources faster. Members can now access the entirety of the Brewers Association's resources within a single, searchable repository named Resource Hub. Home to more than 800 videos, articles, and seminars, the hub helps members do their jobs with greater efficiency, safety, profitability, and sustainability.

POWER HOUR: ONLINE EDUCATION FOR BREWERS
Power Hours are 60-minute live webinars that cover a wide range of subjects including technical brewing, market changes, statistical insights, and brewery marketing. In 2019, the Brewers Association hosted six Power Hours on the following topics:

- Increase Your Bottom Line by Decreasing Your Footprint
- Ensuring Safety During Brewery Tours
- Craft Beer and Beyond
- Getting Inside the Mind of the Craft Beer Consumer
- Federal Trade Practices: What Every Brewer Should Know
- Hazard Assessment: The Safety Tool for Busy Brewers

THE NEW BREWER® MAGAZINE
The Brewers Association published six bimonthly issues of The New Brewer magazine, which remains a top-rated benefit in member surveys. Each edition in 2019 explored an important industry theme: taprooms, strategies for success, industry review, technical brewing, sales and marketing, and raw materials. Archived issues from 2000 onwards are available to all members on the Brewers Association website.
At BrewExpo America, the trade show component of the conference, more than 1,000 exhibitors showcased the latest and best products and services the industry has to offer.

CRAFT BREWERS CONFERENCE®
& BREWEXPO AMERICA®

The premier brewing industry event in North America, the Craft Brewers Conference (CBC) serves the entire brewing community, including breweries of all sizes and types, distributors, retailers, educators, and suppliers.

In 2019, more than 14,000 brewing professionals convened in Denver to discuss and celebrate America’s craft brewing business and culture. The conference featured noted speakers from outside the craft brewing community including entrepreneur, pilot, and Iron Maiden frontman Bruce Dickinson.
Fueling Independence

With the Independent Craft Brewer Seal and supporting initiatives, the Brewers Association brings clarity and transparency to the marketplace and drives beer drinker awareness of—and preference for—independent beer. With the creation of two holidays to celebrate and promote beer sales occasions—National Independent Beer Run Day and Small Brewery Sunday—as well as the continued promotion of the Independent Craft Brewer Seal, 2019 was a big year for independent beer.

NATIONAL INDEPENDENT BEER RUN DAY

Independent craft brewers have long provided flavor and refreshment for Independence Day celebrations. It was a natural progression to create a holiday on July 3 to remind beer lovers to make a beer run in advance of their Fourth of July festivities.

The National Independent Beer Run Day campaign featured several memorable and funny videos. The “Don’t Forget” series portrayed beer-loving characters who had forgotten important Fourth of July supplies—meat for the grill, sunscreen, fireworks—but luckily remembered the independent craft beer.

On July 3, the Brewers Association also made a valiant attempt at the “World’s Longest Cheers,” with a charismatic host personally naming every single U.S. craft brewery in alphabetical order, without taking a break, live on social media. Four hours and more than 7,300 breweries later, the Brewers Association made history (if not the record books).

These videos aimed to drive people to their local taproom, brewpub, or beer retailer to purchase independent craft beer. In all, more than 1,000 breweries got involved on social media to promote this new holiday, helping spread the word to millions of beer lovers and setting the stage for an even larger showing in 2020.
SMALL BREWERY SUNDAY
On the heels of a successful National Independent Beer Run Day, the Brewers Association launched another beer holiday into the national consciousness: Small Brewery Sunday®. Sharing a similar spirit with Small Business Saturday the day prior, Small Brewery Sunday called on beer lovers to raise a glass of their favorite lager or ale to America’s 7,000-plus small and independent craft brewers. The holiday was positioned as an opportunity to celebrate indie breweries for generating local jobs, donating to local charities, and providing valuable “third places” in which to connect with neighbors.

THE INDEPENDENT CRAFT BREWER SEAL: A BEACON FOR BEER LOVERS
Now in its third year, the Independent Craft Brewer Seal has become a sought-after badge for independence-minded beer lovers, with increasing prominence on shelves, tap handles, menus, websites, beer labels, and more. At the end of 2019, 4,739 breweries had adopted the seal. The independent craft brewer supporter seal, which debuted in 2019, was quickly adopted by retailers, beer lovers, state guilds, media, and industry suppliers.

INDEPENDENT CRAFT BREWER SUPPORTER SEAL MAKES ITS DEBUT
The supporter seal—which emulates the Independent Craft Brewer Seal for U.S. craft breweries—is available to any champions of independent craft breweries, including retailers, distributors, homebrew shops, state brewers guilds, festivals, websites, and allied trade companies, and can be accessed on a newly launched website, SupportIndependentBeer.com. In 2019, 974 individuals and organizations signed up to use the supporter seal.

SEAL ADOPTERS
4,700+ brewing companies have adopted the Independent Craft Brewer Seal
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 Brewers Association offered a variety of educational and experiential opportunities throughout 2019.

CRAFTBEER.COM

CraftBeer.com continued to bring beer lovers the stories of small and independent U.S. craft breweries, publishing more than 230 original articles and an additional 600-plus press releases from breweries. Overall, the site hosted nearly 3 million sessions in 2019 and grew its social following to 230,000 across seven channels. CraftBeer.com garnered several awards including two honorable mentions from the prestigious FOLIO: Ozzie and Eddie Awards in Manhattan. Beer lovers rated CraftBeer.com the top beer publication for information for the second consecutive year, according to the Awareness, Attitude & Usage survey from the Sterling Rice Group (SRG).

GREAT AMERICAN BEER FESTIVAL®

Three days. One love.

More than 60,000 beer lovers gathered in Denver, Colo. for the 38th annual Great American Beer Festival (GABF), discovering new flavors, meeting the personalities behind their favorite beers, and reveling in the ongoing American brewing renaissance.

The festival provided educational opportunities at the Protect Craft Guilds Pavilion, Brewers Studio Pavilion, and CraftBeer.com Campground. At PAIRED®, approximately 4,000 guests sampled unique craft beer and food pairings in an intimate setting.

Entertainment highlights included bluegrass headliners at the Ikon Pass Stage presented by WinterWonderGrass®, dancing at the Silent Disco, the Jameson Caskmates Barrel-Aged Beer Garden, and the popular Friday Festival Flair contest.
Best in Show
The 33rd annual Great American Beer Festival competition, the largest ever, awarded 318 medals to the best beers in the United States. In total, 2,295 breweries from all 50 states plus Washington, D.C., Puerto Rico, and the U.S. Virgin Islands entered the competition, with 322 judges evaluating 9,497 entries across 107 beer categories. Overall, a beer had a 3.4% chance of winning a medal.

NIGHT AT THE MUSEUM: BREWING A REVOLUTION
In October, a display within the refreshed “FOOD: Transforming the American Table” exhibit opened at the Smithsonian’s National Museum of American History, highlighting the history and industry of craft brewing and homebrewing in the United States. The display is a result of the Brewing History Initiative, made possible by support from the Brewers Association, to collect, document, and preserve the history of brewing, craft brewers, and the beer industry in America.

SAVOR™: AN AMERICAN CRAFT BEER & FOOD EXPERIENCE
One special night, hundreds of ways to savor. The 12th edition of SAVOR continued to elevate the relationship between craft beer and fine food. The pairing event served as the pinnacle of what has informally become “SAVOR week” in Washington, D.C., a district-wide, weeklong celebration of American craft beer. The event relocates to The Anthem, the capital's hottest new venue, on May 15, 2020.
Growing American Craft Globally

Fifteen years ago, small and independent American craft beer had virtually no international presence—when opportunities for export did arise, it suffered from limited awareness surrounding beer’s proper storage and handling. Today, small and independent American craft beer is one of the driving forces behind quality beer internationally. Thanks to American craft beer, demand has increased for innovative beer styles around the world.

Funded by grants from the United States Department of Agriculture, the Brewers Association Export Development Program (EDP) works to assist quality-focused U.S. brewers in identifying opportunities for international expansion and media promotion of American craft beer. The EDP focuses on overseas event participation, as well as educating international trade partners on best distribution practices to preserve beer flavor. Through the EDP, resources such as the Best Practices Guide to Quality Craft Beer, as well as technical seminars, are distributed throughout global markets.

EDP initiatives have benefited newly exporting members, the conditions surrounding the opening of new breweries in international markets, and more generally, the reputation of American craft beer abroad. Today, the Export Development Program boasts more than 90 members, all of whom participate by sending beer to events, festivals, and competitions around the world. Additionally, the EDP 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.
Since the program’s inception in 2004, U.S. member breweries have gained distribution agreements throughout Europe, Asia, North America, and South America. Member brewers have also won countless awards in international competitions. American craft beer exports have increased 1,400%, with an estimated value of $74 million.

The Brewers Association and the Deputy Chief of Mission of the Embassy of the United States of America in Berlin, Robin S. Quinville, hosted an American craft beer pairing dinner at the diplomat’s residence on October 21. The dinner took place during Berlin Food Week to highlight the innovation, creativity, and diversity of small and independent American craft brewers.

The menu, designed and curated by Brewers Association executive chef Adam Dulye and Ben Pommer, head of culinary at Berlin’s BRLO Brwhouse, showcased the latest trends in craft beer and food in the U.S. and Europe. Guests included members of the United States Embassy, European trade, media, and EDP program members: Jennifer Glanville, Brewer and Director of Partnerships, Boston Beer Company, Steve Grossman, Beer Ambassador, Sierra Nevada Brewing Company, and Matthew Brynildson, Brewmaster and Partner, Firestone Walker Brewing Company.
Building a Diverse & Inclusive Craft Beer Community

Since the creation of its diversity committee in 2017, the Brewers Association has made strides to foster an inclusive and diverse craft brewing community for all. The Brewers Association diversity committee is composed of a cross-section of industry members working to establish organizational structure and promote institutional change regarding diversity, equity, and inclusion for both brewers and beer lovers alike.

RESOURCES ON DIVERSITY AND INCLUSION BEST PRACTICES
In January 2019, the Brewers Association released a collection of best practice guides to lay the groundwork for addressing, creating, and managing a diversity and inclusion program. Authored by Brewers Association diversity ambassador Dr. J. Nikol Jackson-Beckham, this five-part members-only resource is designed to help breweries of all sizes with everything from starting the conversation about why diversity matters and what it means to them, to setting up a framework to assess the success of a diversity and inclusion program. Each of the five resources is easy to follow and builds in progression from the previous guide.

DIVERSITY AND INCLUSION EVENT GRANT PROGRAM
In May 2019, the Brewers Association announced the recipients of its first-ever diversity and inclusion event grants. The grants support local and regional events that promote and foster a diverse and inclusive craft beer community. Out of 51 applicants, six events were awarded a total of $20,000 by the Brewers Association diversity committee: Tapping Opportunity (Cleveland, Ohio), HeART and Soul Brew Fest (Richmond, Va.), Fresh Fest Beer Fest (Pittsburgh, Pa.), Beers With(out) Beards (Brooklyn, N.Y.), Suave Fest (Denver, Colo.), and Craft Beer Employment Fair (Boston, Mass.).

BENCHMARKING DATA ON DIVERSITY
The first benchmarking survey of brewery owner and employee diversity, in terms of gender, race, and ethnicity, was completed and made available to Brewers Association members in August 2019. This data was
compiled in order to help breweries know where they stand and measure future progress. The results show that like craft consumers, brewery employees are disproportionately white and male relative to both the general U.S. population and where breweries are located.

FIELD TRAINING
Diversity ambassador Dr. J. Nikol Jackson-Beckham gave 10 presentations throughout the year, attending guild meetings and educating brewers on how best to diversify both their customer and employee bases. The chair and assistant professor of communication studies at Randolph College, Dr. Jackson-Beckham has a decade of homebrewing experience and has conducted extensive research about beer and its place in American culture.

INCLUSIVITY POSTER
In December 2019, the Brewers Association created an inclusivity poster available for download to all members. The sign is a way for breweries to show their commitment to maintaining a welcoming and safe environment for all people—including customers, employees, visitors, vendors, and clients—regardless of age, race, ethnicity, nationality, sexual orientation, gender identity and expression, religion, or disability.
Brewers Publications supports the mission of the Brewers Association by publishing books of enduring value for amateur and professional brewers alike. Brewers Publications is the leading publisher of contemporary and relevant brewing literature for today’s craft brewers and homebrewers. In 2019, Brewers Publications released four books, bringing its total number of unique titles to 58, with 51 in print, 50 available electronically, and one audio book.

**2019 RELEASES**

prepared by the technical committee of the Brewers Association
$24.95, Paperback | April Release
Completely revised and updated to include new technologies, this book is an indispensable resource for brewers, wholesalers, retailers, and draught system installers.

**Simple Homebrewing: Great Beer, Less Work, More Fun**
by Drew Beechum and Denny Conn
$19.95, Paperback & eBook | May Release
Featuring fun and expert advice, Simple Homebrewing helps amateur brewers develop a straightforward brewing process, making homebrewing more accessible and enjoyable.

**The Guide to Craft Beer**
by Brewers Publications
$12.95, Paperback | August Release
This resource—perfect for both novice and seasoned craft beer drinkers—includes beer basics, descriptions of various beer styles, and recommended food pairings for an enhanced sensory experience.

**Small Brewery Finance: Accounting Principles and Planning for the Craft Brewer**
by Maria Pearman, CPA
$95.00 Paperback & eBook | October Release
A comprehensive, results-oriented guide for brewery owners and entrepreneurs competing in today’s market.
Since 1978, the American Homebrewers Association (AHA) has grown to more than 44,000 members worldwide while remaining dedicated to its mission of fostering community and empowering homebrewers to make the best beer in the world.

**HOMEBREW CON™**
The 41st annual Homebrew Con took place in Providence, R.I. with nearly 3,000 attendees. Conference goers heard remarks from keynote speaker Dan Kleban, co-founder of Maine Beer Company, and chose from more than 70 educational seminars organized into 12 tracks.

**NATIONAL HOMEBREW COMPETITION**
The 2019 competition judged 9,189 entries from 3,492 homebrewers located in all 50 states and Washington, D.C. as well as 17 countries. Since the inaugural AHA National Homebrew Competition in 1979 in Boulder, Colo., 152,429 brews have been evaluated.

**BREW GURU®**
Brew Guru is a free app featuring hundreds of medal-winning homebrew recipes, association news, and an AHA Member Deal locator displaying nearby promotions. In 2019, Brew Guru 3.0 was released, featuring a faster framework, intuitive interface, and alerts to nearby deals.

**HOMEBREW LEGISLATIVE EFFORTS**
In 2019, the AHA assisted with legislative and regulatory issues on behalf of homebrewers in Arkansas, Hawaii, Missouri, Nebraska, Nevada, New York, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin. On the federal level, the AHA conducted homebrew tastings, demonstrations, and a homebrew competition with legislators and their staff in Washington, D.C.

**ZYMURGY® MAGAZINE**
For more than 40 years Zymurgy® has been the preeminent magazine for homebrewers. The recent redesign highlights the expert instruction and tutorials, insightful cultural content, and dozens of unique recipes with its clean modern layout, striking photography, and bold headlines. Don’t miss the new “Ask the Staff” section—it’s a delight!

**ANNUAL HOMEBREW EVENTS**

**May 4, 2019**
The 22nd Big Brew for National Homebrew Day featured 279 events in 47 states and 8 countries with 3,593 participants brewing 9,118 gallons of beer.

**Nov. 2, 2019**
The 21st Learn to Homebrew Day featured 199 events in 42 states and 8 countries with 3,054 participants brewing 3,947 gallons of beer.
2019 By the Numbers

**NO. OF MEMBERS**
- **10,966** BA members, all classes
- **44,390** AHA members

**EVENTS**
- **Great American Beer Festival**
  - **60,000** Attendees
  - **4,280** Volunteers

- **Craft Brewers Conference**
  - **14,818** Attendees

- **Homebrew Con**
  - **2,500** Attendees
  - **SAVOR**
  - **2,000** Attendees

**Total**
- **79,318**

**INDEPENDENT CRAFT BREWER SEAL**
- **4,700+**
  - Brewing companies adopted the independent craft brewer seal, representing more than 85% of the craft beer brewed in the U.S.

**COMPETITIONS**
- **Great American Beer Festival**
  - **9,497** Entries
  - **2,295** Breweries
  - **322** Judges

- **National Homebrew Competition**
  - **9,189** Entries
  - **3,492** Homebrewers
  - **17** Countries

**Total Competition Entries**
- **18,686**

**RESEARCH GRANTS FUNDED**
- **$510,000**
  - 17 hop and barley projects

**GOVERNMENT AFFAIRS**
- **325**
  - Office visits by 134 brewers during annual Hill Climb

<table>
<thead>
<tr>
<th>Amount</th>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$72,235</strong></td>
<td></td>
<td>Political action committee contributions</td>
</tr>
<tr>
<td><strong>73 &amp; 342</strong></td>
<td></td>
<td>Number of co-sponsors in the Senate and House, respectively, for the Craft Beverage Modernization &amp; Tax Reform Act</td>
</tr>
<tr>
<td><strong>$45,500</strong></td>
<td></td>
<td>Political action committee disbursements to members of Congress</td>
</tr>
</tbody>
</table>

**ESTIMATED ANNUAL SAVINGS**
- **$80,000,000**
  - Estimated federal excise tax annual savings for U.S. small brewers, resulting from the passage of the Craft Beverage Modernization & Tax Reform Act

**MAGAZINE READERSHIP**
- **The New Brewer**
  - **43,000** Readership
  - **28,000** Circulation

- **Zymurgy®**
  - **62,000** Readership
  - **51,000** Circulation

**EDUCATION/RESOURCES**
- **10,000+**
  - Free online brewery safety training courses completed

- **874**
  - Live Power Hour attendees

**BOOKS SOLD**
- **101,505**
  - Brewing books and ebooks

**SOCIAL MEDIA AUDIENCE**
- **762,784**

**BA FORUM**
- **1,840** Topics started

- **476,768** Page views
# Financials

## 2019 FINANCIAL STATEMENT (CONSOLIDATED)

### Revenue:

<table>
<thead>
<tr>
<th></th>
<th>2019 Actual</th>
<th>2018 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adver. &amp; Spons. Revenue</td>
<td>4,648,272</td>
<td>4,972,195</td>
</tr>
<tr>
<td>Book/Merch. Sales</td>
<td>1,310,378</td>
<td>1,405,879</td>
</tr>
<tr>
<td>Membership Revenue</td>
<td>5,148,687</td>
<td>5,122,013</td>
</tr>
<tr>
<td>Event Revenue</td>
<td>16,173,153</td>
<td>17,345,726</td>
</tr>
<tr>
<td>All Other Revenue</td>
<td>487,222</td>
<td>455,403</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$27,767,712</td>
<td>$29,301,216</td>
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</tbody>
</table>

### Expenses:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Office/Admin. Exp.</td>
<td>753,381</td>
<td>868,433</td>
</tr>
<tr>
<td>Deprec. &amp; Amort.</td>
<td>369,714</td>
<td>356,273</td>
</tr>
<tr>
<td>Salaries &amp; Benefits</td>
<td>7,727,006</td>
<td>7,583,246</td>
</tr>
<tr>
<td>Insurance Expense</td>
<td>144,220</td>
<td>227,058</td>
</tr>
<tr>
<td>Legal Fees</td>
<td>426,669</td>
<td>460,141</td>
</tr>
<tr>
<td>Rent Expense</td>
<td>523,407</td>
<td>499,877</td>
</tr>
<tr>
<td>Event Operations</td>
<td>5,509,295</td>
<td>6,139,445</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>2,322,494</td>
<td>3,811,164</td>
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<tr>
<td>Printing</td>
<td>462,122</td>
<td>522,560</td>
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<tr>
<td>Postage &amp; Shipping</td>
<td>622,158</td>
<td>812,263</td>
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<tr>
<td>Cost Of Goods Sold</td>
<td>301,346</td>
<td>335,131</td>
</tr>
<tr>
<td>Travel</td>
<td>1,053,635</td>
<td>1,574,315</td>
</tr>
<tr>
<td>Outside Services</td>
<td>4,984,788</td>
<td>5,161,688</td>
</tr>
<tr>
<td>Donations/Grants</td>
<td>1,089,211</td>
<td>597,394</td>
</tr>
<tr>
<td>All Other Expenses</td>
<td>838,296</td>
<td>941,949</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$27,127,742</td>
<td>$29,890,937</td>
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</table>

### Operational Net

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<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operational Net</strong></td>
<td>$639,970</td>
<td>($589,721)</td>
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</table>

## DECEMBER 31st, 2019 ABBV. BALANCE SHEET

### Assets:

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<tr>
<th></th>
<th>12/31/19</th>
<th>12/31/18</th>
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<tbody>
<tr>
<td>Cash</td>
<td>4,025,614</td>
<td>3,095,621</td>
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<tr>
<td>Reserves</td>
<td>24,043,840</td>
<td>20,303,174</td>
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<tr>
<td>Accounts Rec.</td>
<td>1,383,073</td>
<td>2,162,683</td>
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<tr>
<td>Inventory</td>
<td>758,112</td>
<td>795,297</td>
</tr>
<tr>
<td>Prepaid Expenses/Other</td>
<td>1,220,788</td>
<td>1,335,075</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>31,431,427</td>
<td>27,691,850</td>
</tr>
<tr>
<td>Long-Term Assets</td>
<td>178,826</td>
<td>132,197</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>4,984,852</td>
<td>5,260,716</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$36,595,106</td>
<td>$33,084,764</td>
</tr>
</tbody>
</table>

### Liabilities:

<table>
<thead>
<tr>
<th></th>
<th>12/31/19</th>
<th>12/31/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>928,643</td>
<td>674,420</td>
</tr>
<tr>
<td>Deferred Deposits</td>
<td>10,655,015</td>
<td>10,465,325</td>
</tr>
<tr>
<td>Other</td>
<td>604,354</td>
<td>501,003</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>12,188,012</td>
<td>11,640,748</td>
</tr>
<tr>
<td>Long-Term Liability</td>
<td>178,826</td>
<td>132,197</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>21,311,819</td>
<td>22,003,285</td>
</tr>
<tr>
<td>Current Yr. Earnings</td>
<td>2,916,449</td>
<td>-691,466</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Equity</strong></td>
<td>$36,595,106</td>
<td>$33,084,764</td>
</tr>
</tbody>
</table>
2019 Governance

FEBRUARY 2019–FEBRUARY 2020

BOARDS OF DIRECTORS

Kevin Blodger
Union Craft Brewing (Md.)
At-Large Representative

Tim Brady
Whetstone Station
Restaurant & Brewery (Vt.)
Pub Breweries Representative

Seann Casey
Church Brew Works (Pa.)
Pub Breweries Representative

Larry Chase (Secretary/Treasurer)
(Ohio)
At-Large Representative

Leah Cheston
Right Proper Brewing Co. (D.C.)
Pub Breweries Representative

Leslie Henderson
Laz
Magnolia Brewing Co. (Miss.)
Packaging Breweries Representative

Steve Hindy
Brooklyn Brewery (NY)
Packaging Breweries Representative

Larry Horwitz
Ten20 Butchertown
Beer Exchange (Ky.)
At-Large Representative

Dan Kleban (Vice Chair)
Maine Beer Co. (Maine)
Packaging Breweries Representative

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

John Mallett
Bell’s Brewery, Inc. (Mich.)
Packaging Breweries Representative

COMMITTEES

Executive Committee

• Eric Wallace (Chair)
  Left Hand Brewing Co.
  Maine Beer Co.
  Larry Chase (Secretary/Treasurer)
  Brewery-in-Planning
  Rob Tod (Past Chair)
  Allagash Brewing Co.
  Bob Pease President & CEO, Brewers Association

Brewpubs Committee

• Cyrena Nouzille (Co-Chair)
  Ladyface Ale Companie
• Tim Brady (Co-Chair)
  Whetstone Station Restaurant and Brewery
• Seann Casey
  The Church Brew Works
• Larry Chase
  Brewery-in-Planning

Diversity Committee

• Leah Cheston
  Right Proper Brewing Co.
• Tom Dangen
  CraftWorks Restaurants and Breweries Inc.
• Jess Griego
  Bosque Brewing Co.
• Kyle Kensee
  Randolph Beer
• Alex Lovegood
  Brickstone Brewery
• Tony Simmons
  Pagosa Brewing Co.
• Dharma Tamm
  Rogue Ales & Spirits

Staff liaisons:
• Sarah Billiu, Paul Gatz
  Stephanie Johnson Martin, Bob Pease, Bart Watson

Events Committee

• Leslie Henderson (Chair)
  Lazy Magnolia Brewing Co.
• Tomme Arthur
  The Lost Abbey
• Tim Brady
  Whetstone Station Restaurant and Brewery
• Bill Butcher
  Port City Brewing Co.
• Sam Calagione
  Dogfish Head Craft Brewery

Staff liaisons:
• Ryan Farrell, Julia Herz
  Alana Koening-Busby, Bob Pease, Ann Obenchain

CBC Seminar Selection Subcommittee

• Tim Brady
• Larry Chase
• Leah Cheston
• Carol Cochran
• Jason Ebel
• Patrick Fowler
• Matt Gacioch
• Leslie Henderson
• Laura Hill
• Larry Horwitz
• Walker Modic
• Campbell Morriss
• Gene Muller
• Jason Murphy
• Jason Perkins
• Joleen Senter Durham
• Chris Shields

Jill Marilley
American Homebrewers Association Representative
(Wash.)

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

Cyrena Nouzille
Ladyface Ale Compamie (Calif.)
Pub Breweries Representative

Wynne Oseill
Oseill Brewing Co. (Colo.)
Packaging Breweries Representative

Rob Tod (Past Chair)
Allagash Brewing Co. (Maine)
Packaging Breweries Representative

Julie Verratti
Denizens Brewing Co. (Md.)
Pub Breweries Representative

Eric Wallace (Chair)
Left Hand Brewing Co. (Colo.)
Packaging Breweries Representative

Roxanne Westendorf
American Homebrewers Association Representative (Ohio)
Brandon Smith
Kent Taylor
Dan Wiedle
Ryan Wibby
Mark Youngquist
Matt Stinchfield
Neil Witte

**Staff liaisons:**
- Sarah Billiu, Adam Dulye, Paul Gatza, Julia Herz
- Nancy Johnson, Ann Obenheim, Graham Rausch, Damon Scott, Chuck Skypeck, MacKenzie Staples, Chris Swersey, Kristi Switzer, Emma Vawter, Bart Watson

**Finance Committee**
- Larry Chase (Chair)
  Brew Hub-Planning
- Leah Cheston
  Right Proper Brewing Co.
- Chris Frey Fantasy Fermentation
- Leo Goboni Big Storm Brewery
- Cyrena Nourri
  Lagrange Ale Company
- Austin Roark-Dixie Brewing Co.
- Adam Robbings Reuben’s Brews
- Jeff Schrag Mother’s Brewing Co.
- Peter Srbek Deschutes Brewery
- Kent Taylor Blackstone Brewing Co.
- Todd Webster Thorn Brewing Co.
- **Staff liaisons:** Tom Clark, Bob Pease, Drew Rosanova

**Governance Committee**
- Wynne Odell (Chair)
  Odell Brewing Co.
- Tim Brady
  Florida Brewers Guild
- Roxanne Westendorf
  Cincinnati, Ohio
- Paul Gatza

**Taproom Subcommittee**
- Wynne Odell (Chair)
- Tim Bullock
- David Burman
- Kurtis Cummings
- Jack Dyer
- Brian Estabrook
- Charles Frittelli
- Gay Gilmore
- Ali Hovan
- Melissa Romano
- Andy Skelton
- Michelle Yoouch
- **Staff liaisons:** Paul Gatza, MacKenzie Staples, Bart Watson

**Government Affairs**
- Dan Kleban (Chair)
  Maine Beer Co.
- Josh Aubuchon
  Florida Brewers Guild
- Alicia Barr Fifty Fifty Brewing Co.
- Robert Burns Night Shift Brewing
- Gary Fish Deschutes Brewery
- Jeff Hamilton Sprecher Brewing Co.
- Daniel Harrison Country Boy Brewing
- Jim Koch Boston Beer Co.
- Ryan Krill Cape May Brewing Co.
- Jose Malles Biscayne Bay Brewing Co.
- Garrett Marrero Maui Brewing Co.
- Nick Matt Saranac/Matt Brewing Co.
- Tom McComish California Craft Brewers Association
- Gene Muller Flying Fish Brewing Co.
- Sara Nelson Fremont Brewing Co.
- Scott Newman-Bale Short’s Brewing Co.
- Rob Tod Allagash Brewing Co.
- Eric Wallace Left Hand Brewing Co.
- **Staff liaisons:** Acacia Coast, Paul Gatza, Pete Johnson, Katie Marisic, Bob Pease, Bart Watson

**Market Development Committee**
- Garrett Marrero (Co-Chair)
  Maui Brewing Co.
- Fred Matt (Co-Chair)
  Saranac/Matt Brewing Co.
- Pamela Brunot Uncle Belling Brewing Co.
- Archie Glason Sycamore Brewing Co.
- Tom McGinty Seismic Brewing Co.
- Steve McGione Mad Tree Brewing Co.
- Matt Moberly Bell’s Brewery, Inc.
- Tim Maynihan Stone Brewing
- Kristen Muraro Ska Brewing Co.
- **Staff liaisons:** Paul Gatza, Julia Herz, Bob Pease, Andy Spanhaw, Bart Watson

**Brewers Association PAC Committee**
- Dan Kleban (Chair)
  Maine Beer Co.
- Robert Burns Night Shift Brewing
- Ryan Krill Cape May Brewing Co.
- Jose Malles Biscayne Bay Brewing Co.
- Garrett Marrero Maui Brewing Co.
- Sara Nelson Fremont Brewing Co.
- Julie Versetti Denizens Brewing Co.
- **Staff liaisons:** Katie Marisic, Bob Pease

**PR & Marketing Committee**
- Steve Hindy (Co-Chair)
  Brooklyn Brewery
- Jose Malles (Co-Chair)
  Biscayne Bay Brewing Co.
- Bridget Barrett
  Great Lakes Brewing Co.
- Sam Calagione
  Dogfish Head Craft Brewery
- Doug Constantiner
  Sottiere Brewing Co.
- Colby Cox Roadhouse Brewing Co.
- Matt Cutter Upslope Brewing Co.
- Linus Hall Yazoo Brewing
- Jim Koch Boston Beer Co.
- Randy Mosher Randy Mosher Design
- Jessica Paar Boston Beer Co.
- Julian Shrago Beachwood Brewing
- Marty Shutter Ozark Beer Co.
- Jim Koch Boston Beer Co.
- Neill Stewart Deschutes Brewery
- **Staff liaisons:** Helen Anderson, Jess Baker, Paul Gatza, Julia Herz, Ann Obenheim, Bob Pease

**Export Development Subcommittee**
- Eric Wallace (Chair)
  Dave Cole
- Steve Grossman
- Jon Jeffries
- Fred Mendes Boston Beer Co.
- Richard Miller
- Brandon Richards
- David Thibodeau
- **Staff liaisons:** Adam Dulye, Steve Parr, Bob Pease

**Technical Committee**
- Larry Horwitz (Co-Chair)
  Ten20 Buthcoten Beer Exchange
- John Mallett (Co-Chair)
  Bell’s Brewery, Inc.
- Justin Ainsworth
  Sierra Nevada Brewing Co.
- Chris Bogdanoff Heroes Restaurant and Brewery
- Tom Flores Brewer’s Alley
- Jamie Floyd Ninkasi Brewing Co.
- Bridget Gauntner Bell’s Brewery, Inc.
- Ken Grossman
  Sierra Nevada Brewing Co.
- Geoff Larson Alaskan Brewing Co.
- Chris McCombs Coopersmith’s Pub & Brewing
- Walker Modic Bell’s Brewery, Inc.
- James “Otto” Ottolini BrewHub
- Jason Perkins Allagash Brewing Co.
- **Staff liaisons:** Paul Gatza, Bob Pease, Damon Scott, Chuck Skypeck

**Quality Subcommittee**
- Jason Perkins (Chair)
- Rob Christiansen
- Tom Flores
- Jamie Floyd
- Max Kriwitz
- Phil Leinhart
- Alastair Pringle
- Thomas Shallhammer
- Jordan Skees
- Alan Windhausen
- **Staff liaisons:** Paul Gatza, Damon Scott, Chuck Skypeck, Chris Swersey

**Safety Subcommittee**
- Chris Bogdanoff (Chair)
- Ken Anderson
- Rachel Bell
- Rob Cardosi
- Andy Clearwaters
- Brian Godfrey
- Dana Johnson
- Chris LaPierre
- Bill Lenzuk
- Tony McCrimmon
- Nicole Reiman
- Andy Scanlon
- Matt Stinchfield (Ambassador)
- **Staff liaisons:** Paul Gatza, Bob Pease, Damon Scott, Chuck Skypeck, Chris Swersey

**Supply Chain Subcommittee**
- Mitch Steele (Chair)
- Peter Bouckaert
- Vinnie Cilurzo
- Scott Dorsch
- Jason Ebel
- Christian Holbrook
- Matt McComish
- Jeremy Moynier
- Tom Nielsen
- James “Otto” Ottolini
- Zach Turner
- David Wilson

**Engineering Subcommittee**
- Chris McCombs (Chair)
- Kent Taylor (Vice Chair)
- Matthew Bailey
- Sean Diffler
- Chris Labbe
- Greg Schlichting
- Tom Schmidlin
- John Sea Brooks
- Brandon Smith
- **Staff liaisons:** Paul Gatza, Damon Scott, Chuck Skypeck

**Sustainability Subcommittee**
- Walker Modic (Chair)
- Adam Beauchamp
- Carol Cochran
- Christian Ettinger
- Saul Kilroy
- Adam Lawrence
- Mandi McKay
- Ben Roesh
- John Stier ( Mentor)
- Luke Truman
- Matt Gacioch (Ambassador)
- Katie Wallace
- **Staff liaisons:** Paul Gatza, Damon Scott, Chuck Skypeck, Chris Swersey

**AHA Governing Committee**
- Roxanne Westendorf (Chair & BA Board Designate)
- Jill Manilley (Vice Chair & BA Board Designate)
- Shawna Cormier (Secretary)
- Jen Blair
- Martin Brungard
- Debbie Cerda
- Sandy Cockerham
- Denny Conn
- Phil Farrell
- Dennis Mitchell
- Jeff Bankert
- Donna Reuter
- Goose Steingass
- Carvin Wilson
- Kathy Yan Li
- **Staff liaisons:** Gary Glass, Duncan Bryant

BrewersAssociation.org | 29
Brewers Association Team

**Membership & Member Services**

- 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

- Chris Swersey
  Supply Chain Specialist/Competition Manager
- Katie Marusic
  Federal Affairs Director
- Acacia Coast
  State Guilds Manager
- Julia Herz
  Craft Beer Program Director
- Andy Sparhawk
  Digital Content Editor
- Helen Anderson
  Craft Beer Program Marketing Coordinator
- 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
- Kathryn Porter
  Associate Event Director
- Chris Williams
  Senior Event Manager
- Millie Shamburger
  Event Coordinator

**Government Affairs**

- Pete Johnson
  State and Regulatory Affairs Manager
- Acacia Coast
  State Guilds Manager

**Craft Beer Program**

**Events**

- Pete Johnson
  State and Regulatory Affairs Manager
- Acacia Coast
  State Guilds Manager

**Craft Beer Program**

- Julia Herz
  Craft Beer Program Director
- Andy Sparhawk
  Digital Content Editor
- Helen Anderson
  Craft Beer Program Marketing Coordinator

**The New Brewer**

- Jill Redding
  Editor-in-Chief - The New Brewer & BA Special Projects
- Amahl Turczyn
  Associate Editor, The New Brewer & Zymurgy

**American Homebrewers Association**

- Gary Glass
  AHA Director
- Matt Bolling
  AHA Events Planner
- Duncan Bryant
  AHA Associate Director

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**Export Development Program**

- Steve Parr
  Export Development Program Manager
- Kathryn Porter
  Associate Event Director
- Chris Williams
  Senior Event Manager
- Millie Shamburger
  Event Coordinator

**Brewers Publications**

- Kristi Switzer
  Publishers Publications Publisher
- 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
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