



2016 Growth & Challenges

The State of New York State Craft Beer

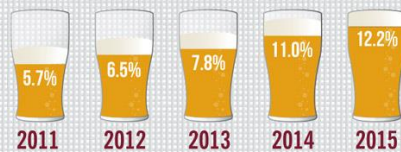
Paul Leone – Executive Director, New York State Brewers Association

2015 Small & Independent

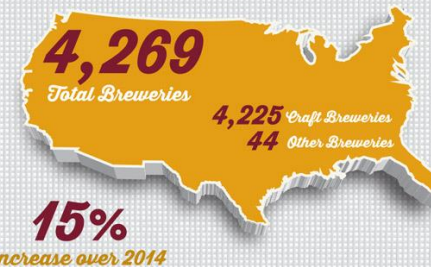
U.S. CRAFT BREWERS'

Growth in the Beer Category

Volume Share for Craft Brewers



U.S. Operating Breweries



Craft Retail Dollar Value Growth



\$22.3 BILLION
16% GROWTH OVER 2014

Craft Dollar Share = 21.0%
{ Total U.S. beer market retail dollar value \$105.9 billion }

1,650 Brewpubs
(10% increase over 2014)

2,397 Microbreweries
(20% increase over 2014)

178 Regional Craft Breweries
(26% increase over 2014)





207
OPERATING BERWERIES



TOTAL IMPACT
\$3.5
BILLION



11,366
FULL-TIME
EQUIVLENT JOBS

BREWERY REVENUE

\$277
MILLION

CRAFT BEER TOURISM

\$450
MILLION

STATE & LOCAL TAXES

\$748
MILLION



WAGES PAID

\$554
MILLION



BREWERY VISTS

3.66
MILLION



BARRELS PRODUCED

1
MILLION

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NEW YORK STATE BREWER'S ASSOCIATION



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[@NYSBrewersAssociation](https://twitter.com/NYSBrewersAssociation) - #THINKNYDRINKNY

Challenges Ahead Pay to Play!



Challenges Ahead Distribution



Craft Beer Guild – 90 Day Suspension & \$2.6 million fine
Monarch Beverage (Indiana) - \$1.5 million campaign contributions
through a separate PAC





**“THE REPORTS OF MY DEATH HAVE BEEN
GREATLY EXAGGERATED.”**

MARK TWAIN

© Lifehack Quotes

Don't worry, we have your back!



The Consumer is driving the demand



2016 Legislation

- New York City excise tax rebate
- Farm beverages by the glass
- Sales tax exemption for tastings
- Sunday sales before noon



NYS Liquor Authority

- Simplify ABC Law

- Eliminate or reduce fees and paperwork including:

 - Eliminate Solicitor Permit fees

 - Build Marketing Permit into licenses

 - Tap Handle issues

- E-Commerce, how to handle and regulate



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Questions?

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New York State Craft Beer

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