



2016 Consumer Trends

What we project moving forward

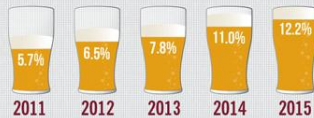
Paul Leone – Executive Director, New York State Brewers Association

2015 Small & Independent

U.S. CRAFT BREWERS'

Growth
in the Beer Category

Volume Share for Craft Brewers



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 }

Craft Brewer Volume Growth

130%

{ TOTAL U.S. BEER MARKET DOWN 0.2% IN 2015 }

Craft Brewer Barrels Produced

24,523,015 BARRELS PRODUCED
 BY CRAFT BREWERS IN 2015



U.S. Operating Breweries

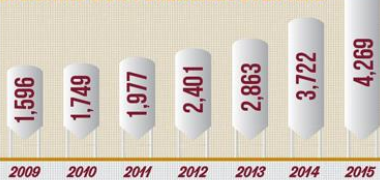


1,650 Brewpubs
 (10% increase over 2014)

2,397 Microbreweries
 (20% increase over 2014)

178 Regional Craft Breweries
 (26% increase over 2014)

OPERATING CRAFT BREWERIES OVER TIME



Openings and Closings



Small Brewing Jobs



Small brewing companies employed approximately 121,843 people in 2015. This is a 5.5% increase from 115,469 jobs in 2014.

BrewersAssociation.org



Style Trends

IPA's – 27.4% of the craft market

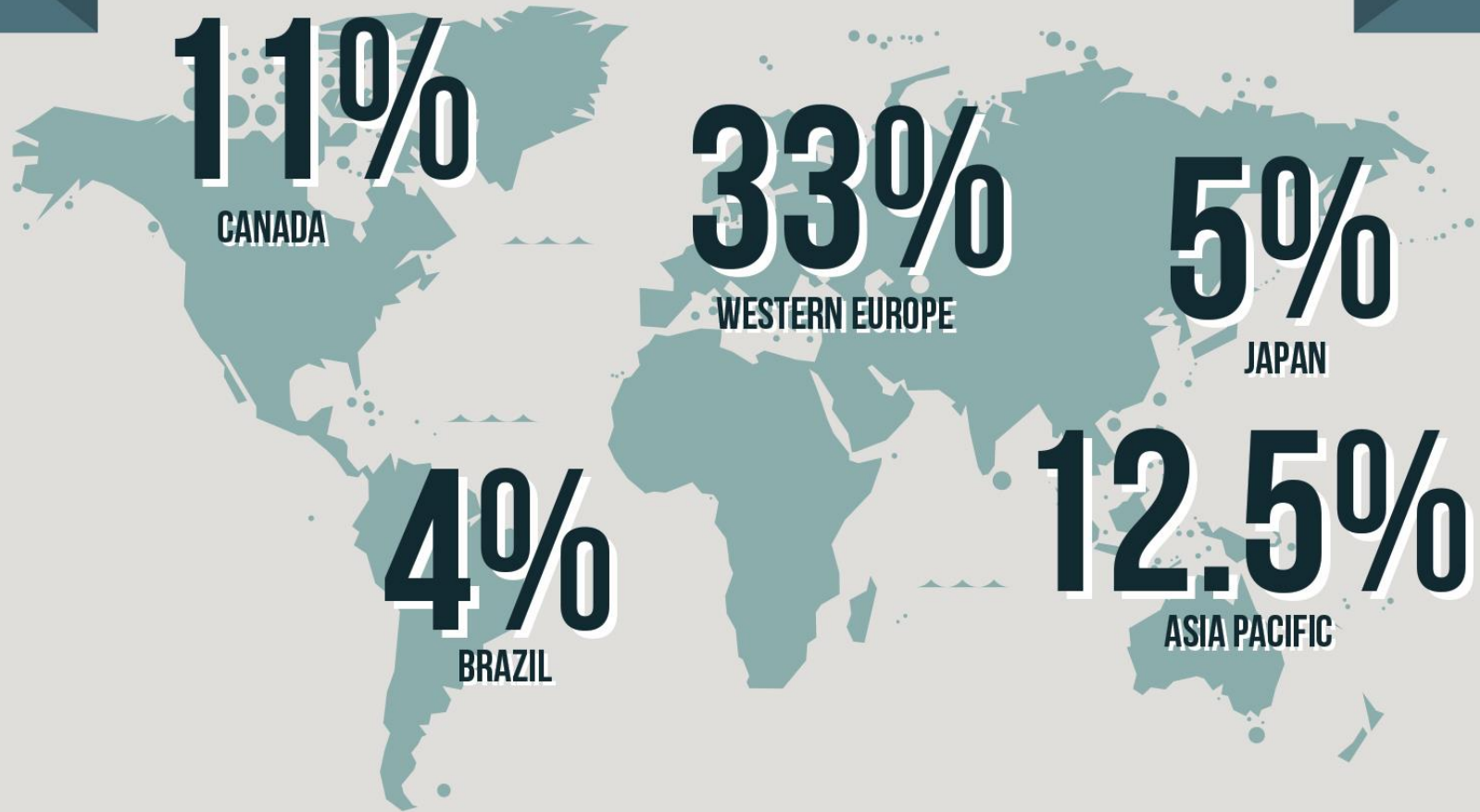
Blonde, Kolsch and Golden ales are up nearly 60%

Sales of Pilsners are up 123%

Sours are becoming increasingly popular



BREWERS ASSOCIATION EXPORT DEVELOPMENT PROGRAM GROWTH 2014-2015



TOTAL EXPORT GROWTH: 16%

(All figures refer to growth by volume)

This Buds for you...whether you like it or not!



- More mergers and craft brewery sales

- Control distribution
- Limit access
- Test the limits of current laws



“Disruptive Growth Team”
Leader

Brewery Incubators



Pros:

- Allows brewery to pay for investment
- Allows breweries to start easier
- Allows brewers to develop their beer

Cons:

- More concentrated competition
- ?



WELCOME TO THE SHIT SHOW

The rise of the “Festival in a Box”

- Beer festivals make money!
- Every city across the US
- Cookie cutter – cut costs at all cost
- Volunteers
- Distributor driven
- Drinking festivals NOT tasting festivals
- Only the strong will survive





2016 Consumer Trends Questions?

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