



CRAFT BEER 2016 YEAR IN REVIEW



BREWERY COUNT

5,005*

Breweries in the U.S. Almost all (99%) are small and independent craft brewers. By comparison, there are 10,000 wineries in the U.S.

*AS OF NOVEMBER 30, 2016

CONTINUED GROWTH FOR THE SEGMENT

8%*

Growth for small and independent breweries. A bright spot for the domestic beer market.

*AS OF JUNE 30, 2016



NEVER GO OUT OF STYLES

IPAs REIGN

IPAs represent roughly one-quarter of craft volume. Sessionable styles, including golden ales, pilseners and pale lagers, are up 33%.

FREEDOM OF CHOICE

BEER DRINKERS ♥ CHOICE

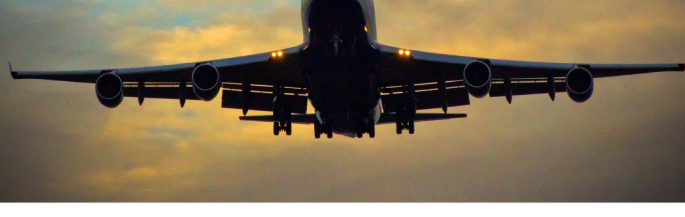
Approximately 65% of craft beer lovers said they are drinking more craft specifically because it offers more variety.



AMERICAN CRAFT BEER ABOUNDS ABROAD

16%

Craft beer export volume growth totaling 446,151 barrels and worth \$116 million.



BEER DESTINATIONS

PORTLAND

#1 large metro area for beer tourism according to Travelocity's first Beer Tourism Index.



HOMEBREWING IMPACT

7,962

Entries into the National Homebrew Competition – the world's largest beer competition. There are 1.2 million homebrewers in the U.S., creating over 11,000 jobs and \$1 billion in spending.

RED, WHITE & BREW

BIPARTISAN SUPPORT

More than half of the U.S. Congress now supports the Craft Beverage Modernization and Tax Reform Act.



HISTORY HAS ITS EYES ON BEER

BEER HISTORY IS ALIVE

Supported by the Brewers Association, the Smithsonian's National Museum of American History launches a three-year initiative to collect, document and preserve the history of brewing, craft brewers and the beer industry in America.

< JACK MCAULIFFE, CRAFT BREWING PIONEER

PERFECT PAIR

63%

Percent of consumers who select beer based on food item or meal they are planning to have.



Want more statistics on the U.S. beer scene?

Visit BrewersAssociation.org