

# **The Brewers Association**

## **An Overview**

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# LOOKING BACK

Five Decades of the Craft Beer Revolution





1978





1980s





1990s





**2000s**





**2010s**



**B** BREWERS PUBLICATIONS



THE NEW BREWER MAGAZINE



AMERICAN HOMEBREWERS ASSOCIATION



ZYMURGY MAGAZINE



MEMBERSHIP



MEMBERSHIP



GOVERNMENT AFFAIRS



INSIGHTS & ANALYSIS



SOCIAL IMPACT



DEPARTMENT OF EDUCATION



TECHNICAL RESOURCES



EXPORT DEVELOPMENT PROGRAM



**BBA**  
BREWERS ASSOCIATION

CRAFT BEER PROGRAM



This is indie beer.

EVENTS



+12 SOCIAL CHANNELS



# Departments & Programs

- **Regulatory & Government Affairs**
- **Technical Brewing & Quality**
- **Data & Statistics**
- **Craft Beer Program**
- **American Homebrewers Association**
- **Export Development Program**
- **Diversity, Equity and Inclusion**





# Departments: Regulatory & Government Affairs

**Brewers Association Objective:** Exercise political influence to secure fair legislative and regulatory treatment, and access to markets.

- **Federal Affairs and State Guilds**
- **Recent wins**
  - Craft Beer Modernization & Tax Reform Act
  - Pandemic relief
- **Future Battles**
  - Ready to Drink / Equivalence
  - Excise tax increases
  - Competition
  - Direct to consumer shipping
  - Protecting existing rights





# Departments: **Technical Brewing & Quality**

## **Brewers Association Objectives:**

- Support research and advances in education, technology and raw materials
- Foster the commitment to quality and operational excellence, including safety & sustainability
  - **Address supply chain challenges**
  - **Regulatory issues**
  - **Provide resources on technical brewing, safety, sustainability, and quality**
  - **Fund raw material research**





# Programs: Data & Statistics

- Essential for the association
- Includes:
  - Economic Impact
  - National & state level statistics
  - Production data
  - Benchmarking data
  - Industry data sets
- Basis for media stories and government affairs efforts





# Departments

## Craft Beer Program

- Drive sales to brewery businesses and help build market share for craft brewers.
- Grow and educate the consumer base to understand and champion beer from craft brewers



## American Homebrewers Association

- Promote the homebrewing community and empower homebrewers to make the best beer in the world.





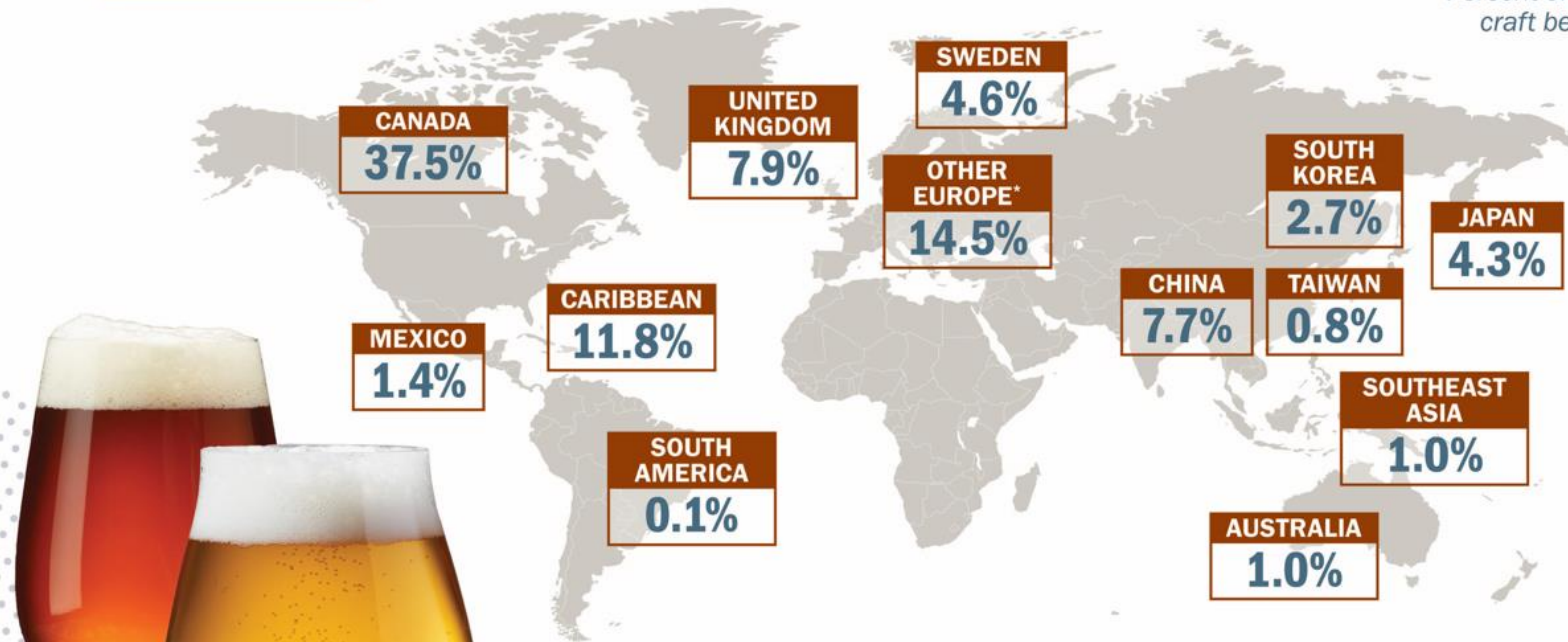
# Programs: Export Development Program



EXPORT DEVELOPMENT PROGRAM

## 2023 AMERICAN CRAFT BEER MARKET SHARE OF EXPORTS

Percent of total United States craft beer exports in 2023



Volume: **166,341 Barrels** Value: **\$55,233,777**

\*Other Europe Leading Markets: Netherlands 6.8%, Italy 2.1%, Ireland 1.7%, Denmark 1.4%, Germany 0.7%, Finland 0.5%





# Departments: Social Impact / DEI



- Social Impact Department
  - DEI subcommittee
- Resources to create a welcoming community
- Webinars
- Code of Conduct
- Mentorship Program
- THRIVE Conference

**THRIVE**





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**Obrigado!**

