



# 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](http://BrewersAssociation.org)