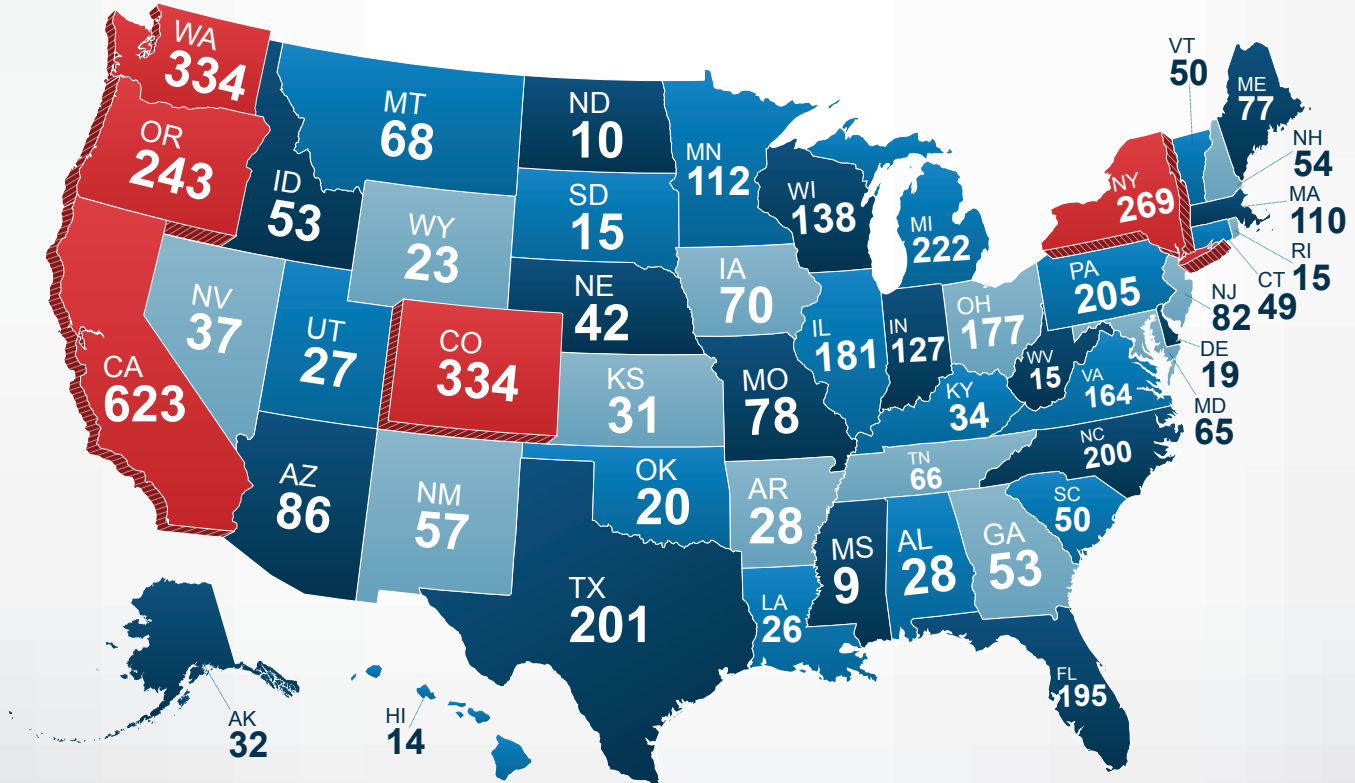


A Manufacturing Tour of AMERICA'S CRAFT BEER INDUSTRY

& THE ECONOMIC IMPACT



* Number of Craft Breweries per state

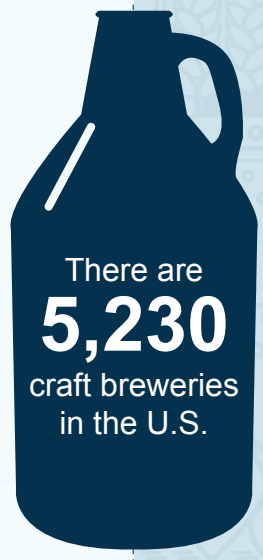


Craft Breweries 101



WHAT IS A CRAFT BREWERY?

- Small manufacturer producing 6 million barrels of beer or less annually
- Independent...less than 25% ownership by a non-craft brewer
- Includes brewpubs



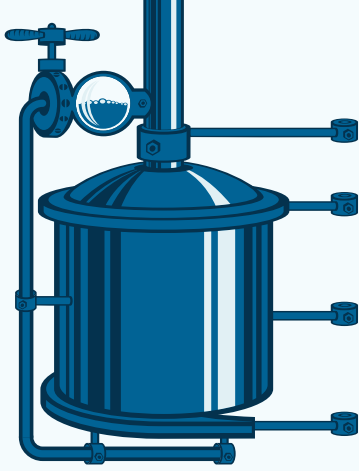
THE U.S. HAS MORE:



.....than any other market in the world

Economic Impact





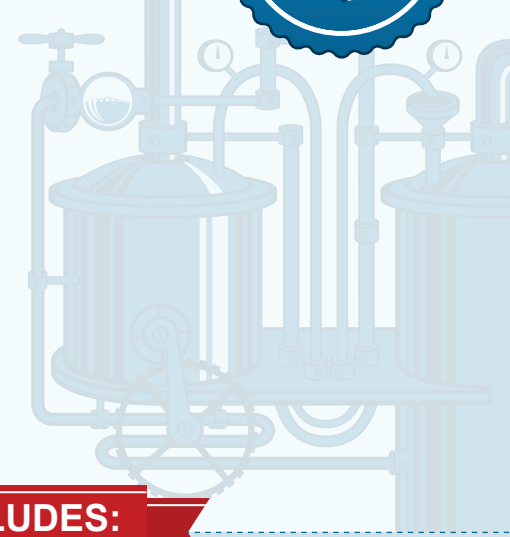
CRAFT BREWERS IN 2016

\$23.5 billion market, **10%** growth over 2015

456,000 full-time equivalent jobs, with **128,000+** directly at local breweries and brewpubs

Nearly **22%** market share of total US beer market (in dollars) and growing

4.4% increase in US craft beer exports



CRAFT BEER'S ECONOMIC IMPACT INCLUDES:

DIRECT EFFECTS:

Beer, food, merchandise, etc., sold by breweries/wholesalers/retailers

INDIRECT EFFECTS:

Raw materials, packaging, and other equipment/supplies

TRAVEL AND TOURISM:

In every state, growth in "beercations" boosts local economies



What's Ahead



THE MOVE FROM DRAUGHT PRODUCTION TO HIGHER VOLUME PRODUCTION PRODUCES NEW CHALLENGES:

- How to grow
- Managing waste water
- Marketing
- Packaging
- Managing water
- Distribution channel decisions
- Merchandising
- Exports

SPOTLIGHT ON SMALL MANUFACTURERS' SUCCESS WITH THE MEP NATIONAL NETWORK™



NEW MEXICO MEP

Santa Fe Brewing Company:

Redesigned operations and **trained workforce** to accommodate **26% increase in sales**



OREGON MEP

Fort George Brewery:

Improved energy efficiency and waste disposal practices



IDAHO TECHHELP

Payette Brewing Company:

Implemented principles to improve production with **less energy and lower environmental impact**



GEORGIA MEP

Terrapin Beer:

Resolved investment and contract issues while gearing up for a **\$1M capital expansion plan**

Contact your local MEP Center or learn more here to see how your facility could benefit.

Visit: <https://www.nist.gov/mep/mep-national-network>

Call: **1-800-MEP-4MFG**