



# Export Development Program Newsletter

## JULY 2016

1327 Spruce Street  
Boulder, Colorado  
80302 USA  
303.447.0816  
BrewersAssociation.org

### Update on Activities Planned for 2016

2016 still has a number of opportunities for EDP members to present their beers in international markets and educate international trade and media about the quality and diversity of the U.S. craft beer industry. The latest planned activities include:

#### Competitions

- Brussels Beer Challenge
- European Beer Star
- Stockholm Beer and Whiskey Festival
- Expo Cerveza Mexico

#### Events Promoting American Craft Beer

- Great British Beer Festival (August)
- Beer and Food Pairing Dinner in London (August)
- Stockholm Beer and Whiskey Festival (Sept/Oct)
- Bar Convent Berlin (October)
- Expo Cerveza Mexico (November)
- Brau Beviale (November)
- American Craft Beer Experience in Japan (November)

#### Educational Outreach

- Export Seminars at the Great American Beer Festival (October)
- Translation of the *Best Practices Guide to Quality Craft Beer* into German
- Ongoing Seminar and tasting activities by the American Craft Beer Ambassador in Europe

EDP activities are only available to members. If you are receiving this newsletter and are not a member of the EDP but would like to join, please contact Mark Snyder at [Mark@brewersassociation.org](mailto:Mark@brewersassociation.org).

### American Craft Beer Exports See Growth in All Major Markets

The BA reported 2015 export growth data for American craft beer in March. With support from the EDP, exports to all major markets increased with the highest percentage increases occurring in the Western Europe and Asia Pacific regions. Overall, the volume of craft beer exports grew 16.3% in 2015, to a total of 446,151 barrels worth \$116 million. Canada stayed the 2015 leader for American craft beer exports, accounting for just over half of all exports, while the markets of Ireland, the Netherlands, Thailand, and Taiwan were the fastest growing markets of 2015.

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## EDP Maintains Strong Presence in Europe

In 2016, the EDP has continued to develop opportunities in Europe by participating in festivals and hosting targeted events for international trade and media. These activities allow EDP members to promote their products to new and existing markets abroad, and to further educate foreign buyers about the qualities of American craft beer.

In February, Mark Snyder (Export Development Program Manager) and Sylvia Kopp (BA Ambassador in Europe) represented the BA at the Braukunst Live! Beer Festival in Munich. 73 American craft beers from 22 EDP member breweries were poured at the BA booth. Also during the show, Sylvia Kopp hosted two master classes to in-market trade and media, illustrating the diversity and innovation that sets apart American craft beer. The BA then participated in the Barcelona Beer Festival in March. 14 craft beers from 6 EDP member breweries were available for sampling at the festival.

After Barcelona, the BA hosted a beer and food pairing event in Paris on April 26. Bob Pease (BA President and Chief Executive Officer), Adam Dulye (BA Executive Chef), and Sylvia Kopp represented the EDP. In previous years, American craft beers have had little presence in France, and this dinner succeeded in illustrating the quality, variety, and innovation of American craft beers to the French audience. The dinner was hosted at Jones restaurant, and included five courses, each of which was paired with two EDP members' beers. 30 guests attended the event, comprising a mix of BA representatives, distributors, importers, and media. The event succeeded in generating significant media exposure highlighting how well American craft beer and food complement each other. Articles that were published by attendees included:



- <http://www.happybeertime.com/blog/2016/06/09/diner-lamerican-brewers-association/>
- <https://bonjourparis.com/food-and-drink/craft-beer-food-pairing-heart-paris/>
- [http://www.matchingfoodandwine.com/news/wine\\_pros/a-beer-dinner-in-the-heart-of-paris-shows-how-the-french-are-taking-to-craft-beer/](http://www.matchingfoodandwine.com/news/wine_pros/a-beer-dinner-in-the-heart-of-paris-shows-how-the-french-are-taking-to-craft-beer/)

In addition to the beer and food pairing event, the BA also participated in three activities in late-April/early-May's Paris Craft Beer Week. These included a craft beer night at Bar Martin, a tap takeover at Trois 8, a craft beer brunch at La Fine Mousse, and a bottle shop at the finale of Paris Craft Beer Week. Dozens of EDP member beers were on offer to consumers and trade representatives, providing additional opportunities to educate French beer drinkers about American craft beer.



Finally, in June, Bob Pease traveled to London as a headline speaker in the Publican Morning Advertiser's Future Trends: Beer and Cider Summit. His presentation focused on the history and innovation of American craft brewing, as well as how the progression of American craft beer can apply to the future of craft brewing in the United Kingdom. The summit included a series of talks, on subjects ranging from the market performances of UK beer and cider, to changes in customer drinking habits, to the future prospects of UK beers and ciders in the international market.

## The BA Engages South Korea Market

South Korea has been one of the fastest-growing markets for American craft beer in recent years, and now ranks as the sixth-largest export market. In order to support breweries already in the market and to provide opportunities for new entrants, the EDP participated in the Seoul International Wine and Spirits Expo in April. The BA worked together with the United States Department of Agriculture's office in Seoul to operate a booth on the show floor which received much attention from attendees, and helped the BA reach its goals of promoting American craft beer, and meeting with local importers and distributors to further opportunities for U.S. suppliers. The booth showcased 26 American craft breweries, including three breweries (Hilliard's Beer, Hardywood Park Craft Brewery, and Ellicottville Brewing) that sent representatives to the show.



Aside from generating interest from importers that could turn into future export opportunities, the visit allowed the BA to educate trade and media on American craft beer. During the show, Mark Snyder and Ryan Hilliard (Hilliard's Beer) presented to an audience of 50 on the qualities of American craft beer and proper storage and handling practices. In addition, the EDP worked with attending brewery representatives to gain a better understanding of market dynamics in South Korea. This effort was strongly supported by the USDA office, which arranged a tour and market briefing for attendees.

## EDP Members Win Awards in Australia

International competitions remain a key part of the EDP and of the BA's strategy to reinforce the American craft beer industry's standing as global leaders in innovation and quality. EDP members typically perform well at these competitions, and the awards won often raise importer interest in U.S. products. Results from the Australian International Beer Festival were recently announced, and EDP member breweries won 154 awards (27 golds, 53 silvers, and 74 bronzes) in addition to winning 4 champion trophies and 6 major trophies. The BA covered the cost of a consolidated shipment and entry fees for members. The following 45 EDP member breweries won one or more awards:

- Alaskan Brewing Co
- Ballast Point Brewing and Spirits
- Bell's Brewery Inc.
- Black Tooth Brewing Co
- Boston Beer Co
- Caldera Brewing Co
- Coronado Brewing Co
- DC Brau Brewing Co
- Denver Beer Co
- Deschutes Brewery
- Fat Head's Brewery- Portland
- Figueroa Mountain Brewing Co
- Firestone Walker Brewing Co
- Founders Brewing Co
- FX Matt Brewing Co
- Gigantic Brewing
- Harpoon Brewery
- Heretic Brewing Co
- Hilliard's Beer
- Hopworks Urban Brewery
- Krebs Brewing Co
- Kulshan Brewing Co
- Lakefront Brewery
- Latitude 42 Brewing Co
- Maui Brewing Co
- Moylans Brewing Co
- Nebraska Brewing Co
- New Holland Brewing Co
- No-Li Brewhouse
- Oskar Blues Brewery
- Pelican Brewing Co
- pFriem Family Brewers
- Reuben's Brews
- River North Brewery
- Rogue Ales
- Saugatuck Brewing Co
- Sierra Nevada Brewing Co
- Sixpoint Brewery
- Ska Brewing
- Stone Brewing
- Tallgrass Brewing Co
- Uinta Brewing Co
- Uncommon Brewers, Inc.
- Wander Brewing Co
- Wormtown Brewery

The Australian International Beer Awards is an annual beer competition held in Melbourne, and is one of the largest annual beer competitions in the world, covering both draft and packaged beer. Beers are judged competitively for trophies, as well as individually for gold, silver, and bronze awards. Congratulations to all the winning breweries!



## EDP Seminars at the Craft Brewers Conference

International interest in American craft beer was again on display at this year's Craft Brewers Conference, which was held in Philadelphia on May 3-5, 2016. As in past years, the EDP organized a brewery tour for international media and importers. Nearly 40 attendees—from a range of countries including Australia, China, Mongolia, Norway, and Sweden—had the opportunity to visit three EDP member breweries in the Philadelphia area.

The EDP also sponsored four presentations during the conference itself. This year's presenters were Caitlin Larkins of Dan Murphy's (Australia), Pierre Emmanuel Marchés of AS VINMONOPOLET (Norway), Bryan Do of the Hand and Malt Brewing Company (South Korea), and Märta Kuylenstierna of Systembolaget (Sweden). Each of the presenters spoke about their country's beer market. Presentations are available on the EDP page of [www.brewersassociation.org](http://www.brewersassociation.org). Finally, the EDP held an awards ceremony to recognize EDP member breweries that won awards at the 2015 Australian International Beer Awards, 2015 European Beer Star Awards, 2015 Brussels Beer Challenge, and 2015 Stockholm Beer & Whiskey Festival. A full listing of all winning breweries and their medals can be found on the BA's website at: <http://www.brewersassociation.org/pages/business-tools/export-development-program/competition-results>.

## The EDP Returns to Vancouver Craft Beer Week

The Vancouver Craft Beer Week Festival (VCBW) is one of Canada's largest craft beer events, and 2016 was the second year the BA took part in the event. Although Canada remains the largest market for American craft beer, there remain significant opportunities for growth as consumer awareness of the quality and diversity of American craft beer increases.

At the festival, the EDP partnered with the U.S. Consulate in Vancouver to host a U.S. pavilion. This pavilion showcased 82 beers from 25 EDP members, with all beers poured from refrigerated keg trucks. Representatives from four breweries attended in person and interacted with visitors at the pavilion. By attending the VCBW and allowing Canadian consumers to sample American craft beers firsthand, the BA helped expand awareness and interest in U.S. brands of craft beer.