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U.S. Craft Beer Exports Reach Record \$121 Million

American craft brewers set another record in 2016, exporting 465,617 barrels valued at \$121 million. This represents a 4.4% increase compared with 2015. Despite the strength of the U.S. dollar, growth was seen in most major markets and more breweries than ever reported exporting. At least 100 craft breweries exported last year. Once again, Canada was the leading international market for American craft beer, accounting for 54.8% of total exports. Other leading import countries were the United Kingdom (10.1%), Sweden (6.6%), Australia (4.6%) and China (3.2%).

Upcoming Activities for Export Development Program Members

The EDP is well into its activity year, having already organized and participated in several events in Asia, Europe, and the United States. However, there are still many opportunities remaining in 2017 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. Upcoming activities include:

Competitions

- Brussels Beer Challenge
- European Beer Star
- Stockholm Beer and Whiskey Festival

Events Promoting American Craft Beer

- Vancouver Craft Beer Festival (June)
- Great British Beer Festival (August)
- Irish Craft Beer Festival (September)
- Drinktec (September)
- Stockholm Beer and Whiskey Festival (Sept/Oct)
- Cerveza México (November)

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- American Craft Beer Experience in Japan (November)
- Beer and Food Pairing Dinners in Shanghai, London, Munich, and Tokyo

Educational Outreach

- Export Seminars at the Great American Beer Festival (October)
- Ongoing Seminar and tasting activities by the American Craft Beer Ambassador in Europe

EDP activities are only available to members. If you would like to join, please contact Mark Snyder at mark@brewersassociation.org.

EDP Promotes American Craft Beer at UK Festivals

For more than a decade, the EDP has promoted American craft beers at festivals in the United Kingdom—particularly at the Great British Beer Festival (GBBF) which is held each August. With several dozen breweries now shipping to the country, the EDP arranged to participate in additional festivals this year midway between GBBFs. From February 23-25, the EDP promoted beers from 29 members by taking out a booth at a Craft Beer Rising. During the show, Sylvia Kopp (BA American Craft Beer Ambassador to Europe) delivered two fully-booked master classes and tastings on American craft beer and the importance of quality.

Following Craft Beer Rising, the BA organized another booth presence at the London Drinker Festival (March 8-10). This show has been hosted by the Campaign for Real Ale (CAMRA)'s North London branch for 33 years. Beers from the same 29 members were promoted to a mixed trade, media, and consumer audience. At both shows, attendees demonstrated a strong interest in both the beers available and the educational materials on offer (including the *Best Practices Guide to Quality Craft Beer* and the *Draft Quality Guide for Retailers*). Overall, the EDP's participation was a major success!

Beijing Invitational Craft Beer Festival

In March, the EDP and representatives from seven breweries traveled to Beijing to participate in the third-annual Beijing Invitational Craft Beer Festival. This event, organized by Great Leap Brewing, provided a platform for the BA to promote 65 beers from 22 EDP members. Over seven drinking sessions and a brewers' brunch, approximately 1,000 craft beer lovers had the opportunity to sample the beers that were sent to the festival. In addition, Great Leap Brewing organized market tours and other activities for attending brewery representatives. Since the BA's last visit to China in March 2015, demand for craft beer has clearly exploded. While there is still much work to be done in the market in terms of proper storage and handling, respect for trademarks, and reducing the prevalence of grey market beers, the BA was enthused to see how interested and knowledgeable expats and locals were about American craft beer. The BA will next visit the market in May 2017, when Bob Pease will deliver the keynote at the China Craft Beer Conference and Exhibition and the EDP will host a beer and food pairing dinner for media.

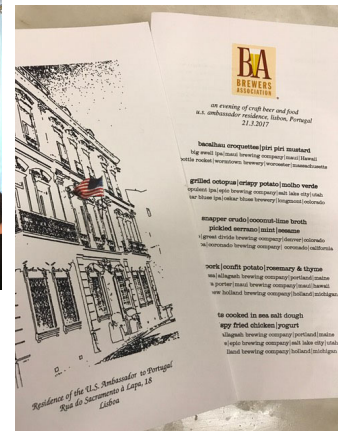


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BA Executive Chef Represents EDP in Lisbon and Paris

The EDP continues to raise interest internationally in beer and food pairing, by arranging seminars and beer and food pairing dinners. In March, Adam Dulye (BA Executive Chef) traveled to Europe to conduct activities in Portugal and France. The Portugal event—a reception at the Ambassador's residence—was the EDP's first in the market. Beers already in the market as well as those specially shipped over for the event were paired with food that Adam and the Ambassador's chefs prepared. More than 200 guests invited by the Embassy attended. The event already resulted in very nice coverage in *Evasões* magazine, and more media exposure is expected. Special thanks to the United States Department of Agriculture (USDA) office in Madrid and the United States Department of Commerce office in Lisbon for helping arrange this first event in the market.

After Lisbon, Adam traveled to Paris to deliver seminars at Planète Bière, host the BA's second-ever beer and food pairing dinner in the city, and organize a takeover at Outland Bar. All three activities were successful, with the dinner being the clear standout. Alongside acclaimed Paris chef Edward Delling-Williams, Adam created a four course dinner based on seasonal and local Parisian ingredients paired to American craft beer. The venue (Le Grand Bain) was ideal for the event. Adam guided the media and trade guests through the dinner, updating them on current trends in pairing, export numbers, and the state of the American craft beer industry. This effort generated media articles in *Business Marches*, *The Good Life France*, *Olive Banane et Pasteque*, *David Lebitovz Newsletter*, and *Gilbert Delos Blog*. The EDP looks forward to its next opportunity to raise awareness for American craft beer in the rapidly developing French market.



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The American Craft Beer Ambassador in Europe's Recent Activities

Sylvia Kopp (BA American Craft Beer Ambassador in Europe) has had a very active start to the year—over the last four months, she's engaged trade in Austria, Spain, Russia, and the United Kingdom. Her year started out in Moscow and St. Petersburg, where she represented the EDP for the first time. During the trip, she visited three importers that currently partner with American craft breweries to better understand how beer is stored, shipped, and sold in the country. She also delivered master classes on American craft beer and the importance of quality in both cities.

Later in January, Sylvia traveled to London to present at tasting of eight American craft beers at the UK's Beer Academy. All 30 seats were taken by an engaged and educated bunch of high caliber industry and media representatives. Sylvia then returned to the United Kingdom twice in late-February/early-March, for Craft Beer Rising and a lecture organized in Manchester by the *Brewers Journal*.

In March, Sylvia expanded her the EDP's educational and promotional efforts to Austria and Spain. In Austria, she delivered a seminar on sensory deconstruction at RMI Analytics' World Barley, Malt, and Beer Conference. She then immediately traveled to Spain for the Barcelona Beer Festival. At this event, Sylvia showcased beers from 15 EDP members, visited the storage facilities of one importer and delivered a master class on American craft beer, and presented two seminars at the festival itself. Looking ahead, Sylvia is planning a busy summer and fall visiting trade, presenting master classes and seminars, and promoting American craft beer across Europe.

Bob Pease (BA CEO & President) Presents at UK Beer Conferences

For the second time in three years, Bob Pease was asked to speak at the Society of Independent Brewers (SIBA)'s BeerX conference. This event, which is held annually in Sheffield, United Kingdom, brings together upwards of 1,000 brewers, distributors, retailers, importers, and others associated with craft beer to discuss trends affecting small and independent brewers. This year's conference focused on growth, sustainability, and excellence, giving Bob the opportunity to discuss the state of the U.S. craft beer industry and how its developments might relate to those in the UK.

In addition, Bob delivered the keynote speech at the Beer Now conference that immediately followed BeerX. Beer Now is a new conference that focuses on marketing, tourism, and communications. The audience was very engaged as Bob spoke about the current U.S. trends related to each of these themes.



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On the margins of the conferences, Bob was interviewed by a half dozen media members. He fielded questions about the state of the American craft beer industry and export markets like the UK. Links to all articles published so far appear below:

- <https://irishbeersnob.com/2017/04/02/podcast-episode-forty-two-a-look-back-at-sheffbeerweek-beernow17/>
- <http://trade.inapub.co.uk/drink/item/2607-us-craft-market-p pressures-could-be-replicated>
- <https://www.beerguild.co.uk/news/american-craft-beer-exports-continue-to-grow-in-uk-and-exceed-all-time-global-high-with-121-million/>
- <http://goodbeerhunting.com/blog/2017/4/11/first-we-came-for-their-culture-american-craft-brewings-british-offensive>
- https://www.insidebeer.com/articles/20170405_1

Export Seminars at the Craft Brewers Conference

The EDP once again organized a slate of export-focused activities at this year's Craft Brewers Conference, which was held in Washington DC from April 10-13. On April 10, the EDP hosted 35 trade members from Austria, China, France, Ireland, Mongolia, the Netherlands, and the United Kingdom on a tour of four breweries. Later in the week, four seminars were organized. This year's presenters were Chris Robertson and Mark Wilson from the Liquor Control Board of Ontario, Fabien Pessot from International Beers and Beverages (France), Mike Benner from the Society of Independent Brewers (United Kingdom), and Michelle Wang from the Beer Link and Shawn Hadjis from Left Coast Brewing Company (China). EDP seminars have for many years been a popular venue for breweries to learn about international markets, network with prospective importers, and educate international targets on American craft beer and the importance of quality. If there are topics you would like to see covered by a future seminar, please contact Mark Snyder (Mark@brewersassociation.org).

In addition to the brewery tour and seminars, the EDP held an awards ceremony at CBC to recognize member breweries that won awards at the 2016 Australian International Beer Awards, 2016 European Beer Star, and 2016 Brussels Beer Challenge. 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>.

Russia Market Study

The EDP has received funding from USDA to commission a research study on the Russian beer market. The study will discuss all facets of the market, including consumer trends, the retail and on-premise market, distribution networks including the availability of cold storage, local production, regulatory requirements, leading cities and regions for craft beer, popular festivals and events, and key contacts. It will be completed this spring and shared with all EDP members by email.