

# Brew Local, GROW GLOBAL

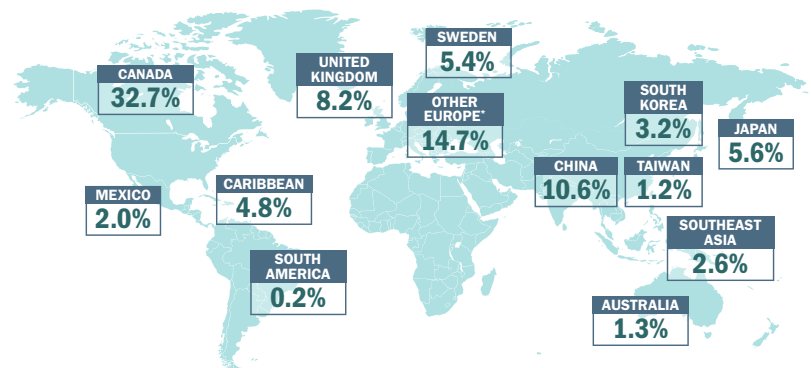


## Navigate Global Trade Challenges — and Find New Paths to Growth

In an increasingly unpredictable global trade environment — marked by tariffs, shifting regulations, and supply chain volatility — the Brewers Association’s Export Development Program (EDP) helps small and independent American craft brewers stay competitive, resilient, and ready to seize new opportunities worldwide. Your membership keeps your brand visible, supported, and prepared to pivot as markets evolve.

### 2024 AMERICAN CRAFT BEER MARKET SHARE OF EXPORTS

*Percent of total United States craft beer exports in 2024*



VOLUME: **143,948 BARRELS**    VALUE: **\$46,995,011**



*“The EDP has been invaluable to Sierra Nevada’s export efforts. Through sponsored media events, festival booths, and food-and-beer pairings, the EDP boosts our visibility and strengthens the global reputation of American craft beer.”*

**SIERRA NEVADA  
BREWING COMPANY**

*“EDP has been a fantastic program for breweries seeking to export around the world. Beyond the support for connecting to importers and retailers, the trade missions have taken us all over the world, selling beer along the way.”*

**MAUI BREWING**



*“We joined the Brewers Association EDP in 2024 to share our award-winning beers with beer enthusiasts across the world. In the first year, the EDP team introduced us to a fantastic group of Importers who helped us ship over 600 BBL’s of beer to Sweden, the Netherlands, Japan, Singapore, and Aruba.”*

**BOOTSTRAP BREWING COMPANY**

## Why Renew?

### **FACE-TO-FACE WITH BUYERS — EVEN WHEN YOU CAN’T TRAVEL**

The EDP organizes shipments and brand activations at premier trade shows, festivals, and retailers across Europe, Asia, and North America. Even if your team can’t be there in person, your beer can be — making critical connections and staying front-of-mind with importers and distributors.

### **GAIN GLOBAL RECOGNITION — WITHOUT BREAKING THE BANK**

Build credibility abroad by entering top global beer competitions. The EDP covers entry fees and shipping costs so your brewery can focus on brewing excellence, not logistics.

### **ACTIONABLE MARKET INTELLIGENCE**

Access up-to-date market reports, regulatory briefs, and educational seminars to navigate shifting international landscapes. Learn where demand is growing, how to adapt to changing rules, and what emerging consumer trends mean for your exports.

### **DIRECT ACCESS TO IMPORTER NETWORKS**

Find trusted distribution partners faster. The EDP’s curated importer directory, organized by market, helps you target outreach and save time in your expansion efforts.

### **EXPERT REGULATORY SUPPORT**

Trade rules change — sometimes overnight. The EDP helps you stay compliant in both U.S. and international markets, reducing risk and avoiding costly missteps.

### **AMPLIFY YOUR BRAND WITH INTERNATIONAL CAMPAIGNS**

Benefit from retailer activations, tasting events, digital promotions, and trade missions that spotlight American craft beer. Together, these initiatives build awareness and demand in key growth markets.

### **GLOBAL TRADE MAY BE TURBULENT — BUT YOU DON’T HAVE TO NAVIGATE IT ALONE**

Stay export-ready, protect your brand abroad, and find growth beyond borders with the Brewers Association’s Export Development Program.



# 2026 Activity Preview

EDP members gain access to a worldwide network of resources and marketing initiatives that amplify their international sales expansion effort.

## 2024 OUTREACH

BY AMERICAN CRAFT BEER  
AMBASSADOR TO EUROPE

**120** PUBLISHED ARTICLES

**6.7M** TOTAL CIRCULATION

**10** EUROPEAN MARKETS

### Competitions

EDP members enjoy entry fee and logistics expense coverage in select competitions

Australian International Beer Awards	Australia
Brussels Beer Challenge	Europe
European Beer Star	Europe
International Beer Cup	Japan
Stockholm Beer & Whisky Festival	Sweden

### Other Outreach

Beer & food pairing activations
On- and off- premise marketing promotions
Seminars and tastings targeting consumers, media, and trade
Social media campaigns
Trade mission travel funding for brewers

### Events & Trade Missions

Market your beers and meet buyers at key global beer events\*

American Craft Beer Experience	Japan
Beer & Food Attraction	Europe
Brewnanza Fest	Singapore
Pub & Bar Trade Show	Thailand
Food & Beverage Show	Caribbean
Importer Trade Mission to Craft Brewers Conference	Global
Importer Trade Mission to Great American Beer Festival	Global
Korea International Beer Expo	Korea
London Craft Beer Festival	U.K.
Stockholm Beer & Whisky Festival	Sweden

\* subject to change



Let's keep your brewery's story on the global stage.

### ANNUAL FEE

- \$1,000 for Competition-Only\* membership
- \$1,500 for breweries producing up to 50,000 barrels
- \$2,000 for breweries producing between 50,001 and 250,000 barrels
- \$2,500 for breweries producing greater than 250,000 barrels
- Ask about the first-time participant rate

\*Competition-Only members receive expense coverage of entry fees and logistics but are not eligible for participation in other EDP events and trade missions.

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