THE CULTURE OF CRAFT BEER

Joe Alton, The Growler Magazine
THE CULTURE OF CRAFT BEER

- Demographics of Craft Beer
- Growth and Development of the industry
- Beer Tourism and supporting sub-industries
WHO IS THE CRAFT BEER DRINKER?

- Millennials make up 32.9% of the volume of craft beer consumers, and this demographic makes up 26.1% of the total adult population.
- Gen X’ers make up 23.9% of the volume of craft beer consumers, and this demographic makes up 18.7% of the total adult population.
- Boomers make up 34.6% of the volume of craft beer consumers, and this demographic makes up 37.0% of the total adult population.
- Men compose 71.9% of the volume of craft beer consumers, and compose 48.3% of the total adult population.

Source: Danny Brager, Nielsen Company, 2013 Craft Brewers Conference
AN OVERVIEW OF THE INDUSTRY

• Growth
• Number of Breweries
• Economic Impact
• Market Segments
• Forecast

U.S. BEER SALES 2013

-1.9% CRAFT
196,241,321 bbls
15,302,838 bbls

17.2%

-0.6%

49%

IMPORT BEER
27,538,358 bbls

EXPORT CRAFT BEER
282,526 bbls

OVERALL BEER MARKET
$100 BILLION
CRAFT BEER MARKET
$14.3 BILLION
20% DOLLAR SALES GROWTH

7.8% Share in 2013
(15,302,838 bbl)

Source: Brewers Association, Boulder, CO
DESTINATION BEER

Craft Beer & Tourism
BREWING DISTRICTS AND DESTINATIONS

- Minnesota’s Brewing Districts
  - NE Minneapolis
  - Saint Paul’s new district

- Surly’s “Destination Brewery”

- Traveling to Beer
  - Regional
    - Day/Weekend Trips
    - Festivals
    - Pub Crawls
    - Tour companies
  - National
    - Events & Festivals
    - Beer Towns
  - International
ECONOMIC IMPACT

• A majority (56.8%) of Oregon Brewers Festival (OBF) patrons were out-of-town visitors.

• Visitors from Washington, California and Canada comprised 30.6% of total OBF patrons.

• 41.1% of respondents were attending OBF for the first time.

• 25.4% of OBF patrons were 50 years or older.

• The average out-of-town visitor spent $674.

• Lodging ($8.8 Million) accounted for the largest share of OBF expenditures.

• State and local government received $1.87 Million in indirect business taxes.

• 42.3% of OBF patrons utilized mass transit to attend the festival.

IMPLAN (IMpact Analysis for PLANning) data / Eastern Oregon University