Breweries: Economic Development & the Marketplace

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Total Craft Brewing Industry Percentage Volume Growth

15% Growth
U.S. Craft Breweries Operating on July 31

2535 Craft Breweries

Total Craft Brewery Openings

- 409 Openings in 2012
U.S. Breweries-in-Planning on July 31

1655 Breweries-in-Planning
WILL
BUY
YOUR
± 10 BBL SYSTEM!
Economic Considerations of the Craft Brewing Industry

• Main Street Jobs → 108,440
• 5-tier system investment
• Reshaping of how retailers approach beer
• $250 million per year in brewery capacity investment
State Legislative Considerations for the Craft Brewing Industry

• Franchise Law Reform
• Self-Distribution
• Taprooms
• Sales for Off-Premise Use
• Growlers
• State Brewers Guilds