



FOR IMMEDIATE RELEASE

Contact:

Abby Berman Cohen (on behalf of the Brewers Association)

abby@rosengrouppr.com

646.695.7044

American Craft Beer Exports Top \$116 Million *Small and Independent American Brewers Thrive Abroad*

Boulder, CO • March 29, 2016—The [Brewers Association](#) (BA)—the not-for-profit trade group representing small and independent craft brewers—today reported export growth data for the American craft beer industry in 2015. Supported by the BA’s [Export Development Program](#) (EDP), craft beer export volume increased by 16.3 percent in 2015, now totaling 446,151 barrels and worth \$116 million.

Growth was seen in all major markets, most notably in Western Europe which saw a 33.4 percent increase. Ireland, the Netherlands, Thailand and Taiwan were the fastest growing markets in 2015.

Canada was again the leading international market for American craft beer, accounting for 51 percent of exports. Meanwhile, Sweden, Ireland and the United Kingdom each took a market share of approximately 10 percent. The top five was rounded out by Australia, which accounted for 4 percent of exports.



[Download high resolution graphic](#)

“Small and independent craft brewers are putting American beer on the global map,” said Bob Pease, president and CEO, Brewers Association. “There’s a growing thirst from beer lovers in countries around the world for bold, innovative products from American craft brewers. As the demand for American craft beer continues to grow abroad, the Brewers Association is pleased to support our members by increasing their access to international markets.”

The EDP, which generates exposure for American craft beer through trade shows, festivals, seminars, media outreach and competitions, among other activities, was initiated in 2004 with funds from the United States Department of Agriculture Market Access Program (USDA MAP). There are now approximately 80 small and independent brewers exporting their beers from the U.S., by EDP estimates.

###

About the Brewers Association

The Brewers Association is the not-for-profit trade association dedicated to [small and independent](#) American brewers, their beers and the community of brewing enthusiasts. The Brewers Association (BA) represents more than 70 percent of the brewing industry, and its members make more than 99 percent of the beer brewed in the U.S. The BA organizes events including the [World Beer CupSM](#), [Great American Beer Festival[®]](#), [Craft Brewers Conference & BrewExpo America[®]](#), [SAVORSM: An American Craft Beer & Food Experience](#), [AHA National Homebrewers Conference](#), [National Homebrew Competition](#) and [American Craft Beer Week[®]](#). The BA publishes [The New Brewer](#) magazine and its [Brewers Publications](#) division is the largest publisher of contemporary and relevant brewing literature for today’s craft brewers and homebrewers.

Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](#) and about homebrewing via the BA’s [American Homebrewers Association](#). Follow us on [Twitter](#).

The Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The BA complies with provisions of Executive Order 11246 and the rules, regulations, and relevant orders of the Secretary of Labor.