



**MEDIA ADVISORY**  
**Thursday, May 5, 2016**  
**11:00 am ET**

**Contact:** Abby Berman Cohen, on behalf  
of the Brewers Association  
[abby@rosengrouppr.com](mailto:abby@rosengrouppr.com)  
Office – (646) 695-7044  
Cell – (973) 224-0403

## **Press Conference: State of the Craft Brewing Industry**

***From the Craft Brewers Conference & BrewExpo America® in Philadelphia, Pennsylvania***

**What:** Following the State of the Industry report during the second general session of the [Craft Brewers Conference \(CBC\)](#) in Philadelphia, Pennsylvania, leaders from the [Brewers Association](#) will provide an overview and outlook of the small and independent craft brewing industry, including segment growth, government affairs updates, craft beer culinary world advancements and more.

**Who:** **Bob Pease**, President and Chief Executive Officer, Brewers Association  
**Paul Gatza**, Director, Brewers Association  
**Julia Herz**, Craft Beer Program Director, Brewers Association  
**Bart Watson**, Chief Economist, Brewers Association

**When:** Thursday, May 5  
11:00 am – 12:00 pm ET

**Where:** **Pennsylvania Convention Center**  
Room 126 (off of Broad Street Atrium)

**Credentials:** CBC press credentials will grant you access to the press conference.

###

### **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 Cup<sup>SM</sup>](#), [Great American Beer Festival<sup>®</sup>](#), [Craft Brewers Conference & BrewExpo America<sup>®</sup>](#), [SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience](#), [Homebrew Con](#), [National Homebrew Competition](#) and [American Craft Beer Week<sup>®</sup>](#). 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.