



**FOR IMMEDIATE RELEASE**

Contact:

Abby Berman Cohen (on behalf of the Brewers Association)

[abby@rosengrouppr.com](mailto:abby@rosengrouppr.com)

646.695.7044

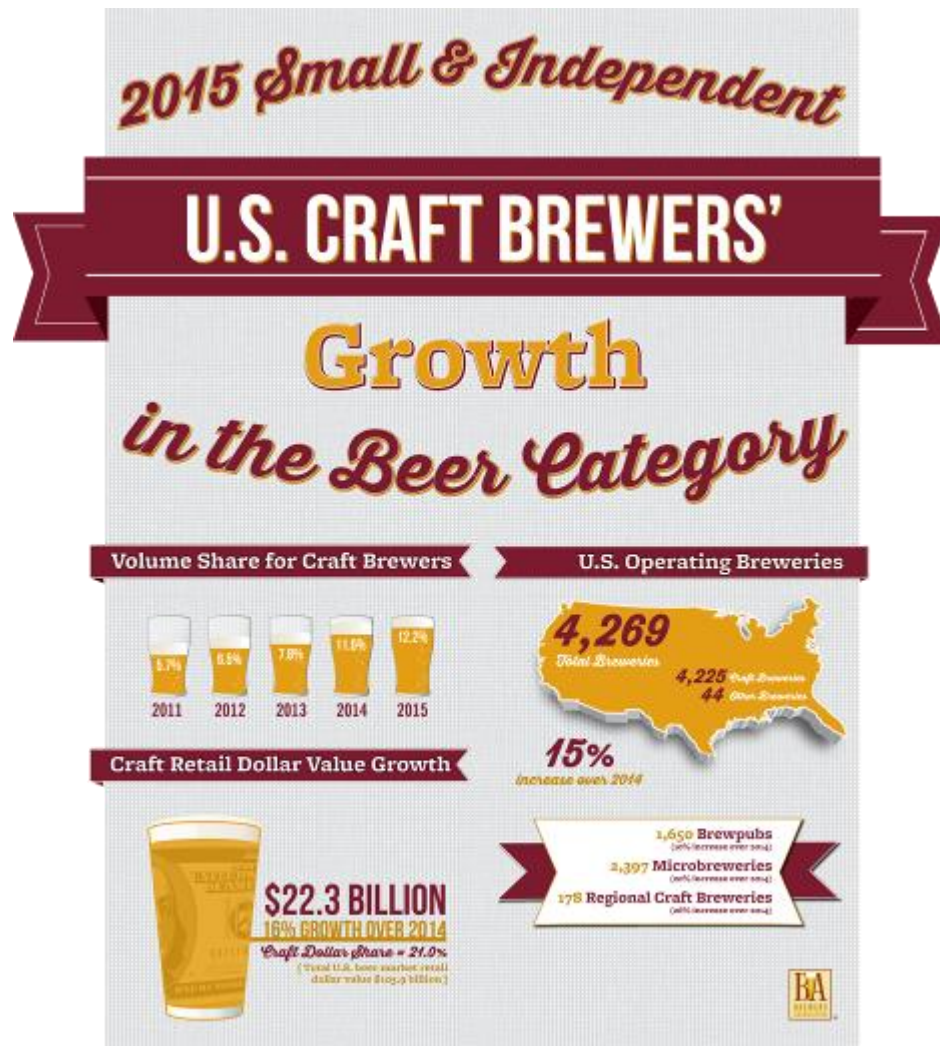
## **Small and Independent Brewers Continue to Grow Double Digits**

*Brewers Association Releases Annual Growth Figures for American Craft Brewers*

**Boulder, CO • March 22, 2016**—The [Brewers Association](#) (BA), the trade association representing [small and independent](#)<sup>1</sup> American craft brewers, today released 2015 data on U.S. craft brewing<sup>2</sup> growth. With more breweries than even before, small and independent craft brewers now represent 12 percent market share of the overall beer industry.

In 2015, craft brewers produced 24.5 million barrels, and saw a 13 percent rise in volume<sup>3</sup> and a 16 percent increase in retail dollar value. Retail dollar value was estimated at \$22.3 billion, representing 21 percent market share.

“For the past decade, craft brewers have charged into the market, seeing double digit growth for eight of those years,” said Bart Watson, chief economist, Brewers Association. “There are still a lot of opportunities and areas for additional growth. An important focus will remain on quality as small and independent brewers continue to lead the local, full-flavored beer movement.”



[Download High Resolution Graphic Here](#)

[View Expanded Infographic Here](#)

Additionally, in 2015 the number of operating breweries in the U.S. grew 15 percent, totaling 4,269 breweries—the most at any time in American history. Small and independent breweries account for 99 percent of the breweries in operation, broken down as follows: 2,397 microbreweries, 1,650 brewpubs and 178 regional craft breweries. Throughout the year, there were 620 new brewery openings and only 68 closings. One of the fastest growing regions was the South, where four states—Virginia, North Carolina, Florida and Texas—each saw a net increase of more than 20 breweries, establishing a strong base for future growth in the region.

Combined with already existing and established breweries and brewpubs, craft brewers provided nearly 122,000 jobs, an increase of over 6,000 from the previous year.

“Small and independent brewers are a beacon for beer and our economy,” added Watson. “As breweries continue to open and volume increases, there is a strong need for workers to fill a whole host of positions at these small and growing businesses.”

**Note:** Numbers are preliminary. The Brewers Association will release the list of Top 50 craft brewing companies and overall brewing companies by volume sales on April 5. Additionally, a more extensive analysis will be released during the [Craft Brewers Conference & BrewExpo America®](#) in Philadelphia from May 3-6. The full 2015 industry analysis will be published in the May/June 2016 issue of [The New Brewer](#), highlighting regional trends and production by individual breweries.

<sup>1</sup>**An American craft brewer is small, independent and traditional. Small:** Annual production of 6 million barrels of beer or less (approximately 3 percent of U.S. annual sales). Beer production is attributed to the rules of alternating proprietorships. **Independent:** Less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by an alcoholic beverage industry member that is not itself a craft brewer. **Traditional:** A brewer that has a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation. Flavored malt beverages (FMBs) are not considered beers.

<sup>2</sup>Absolute figures reflect the dynamic craft brewer data set as specified by the craft brewer definition. Growth numbers are presented on a comparable base. [For full methodology, see the Brewers Association website.](#)

<sup>3</sup> Volume by craft brewers represent total taxable production.

###

#### **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®](#), [Craft Brewers Conference & BrewExpo America®](#), [SAVOR<sup>SM</sup>: 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.