



Brewers Association Export Development Program ISSUES REVIEW

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BA Trade Mission to Holland and the UK Leads to Mixed Containers with Bier & Co (Holland) and James Clay & Sons (UK)

Bob Pease, Eric Rosenberg and Eric Wallace met in June with representatives of Bier & Co. at the company's headquarters in Amsterdam, Holland. The meeting provided an opportunity for BA representatives to advance discussions of a mixed container of US craft beer brands that Bier & Co. is eager to begin importing to Europe. Bob & Eric also met with the James Clay & Sons (UK) who are also in bringing a mixed container of US beers to the UK. Bier & Co. is one of Europe's leading specialty beer importer and distributor. They handle Anchor Brewing Co products and have a refrigerated facility in Rotterdam.

BA's Craft Brewers Conference Develops Trade Lead for Mixed Container to China with American Craft Beer Partners (China)

This export lead is a product entirely of the EDP. ACBP relied heavily on the BA's 2005 market research study of China and then visited the Craft Brewers Conference in Seattle for initial meetings with industry members. If you did not receive the business plan or would like more information, please contact Mark Snyder.

At this time, the importers mentioned above are in the sampling stages of choosing the American beers for the mixed containers. We will keep you posted on this activity as we move further ahead.

EDP Generating Press Coverage for the BA and US Craft Beer Industry

Though only two years young the BA's EDP is already generating substantial media coverage for the US craft beer industry and the export objectives of individual companies, both internationally and domestically.

Trade Mission to England Generates Interest in Mixed Container – Produces Publicity on the BA's Efforts

The Denver Post business section ran a front-page article about the EDP. The article focused exclusively on growth among Colorado's craft beer industry and how the BA's export activities are helping support that growth by raising international awareness of the quality and diversity of US craft beer while generating sales for some breweries. This article was available nationwide via the AP wire service, thus you may have seen it in your local newspaper.

An article in the Morning Advertiser (www.morningadvertiser.co.uk) title "*Hops across the pond – American beer is over here as US craft brewers arrived in the UK on their first mission to destroy myth that all beers in the States are mass-produced.*" Susan Nowak reports.

This article generated publicity for the American Craft Beer Segment. Bob Pease of the Brewers Association, Eric Wallace of Left Hand Brewery and Bill Covaleski of Victory Brewery were photographed with the articles and there were quotes from the US brewers in attendance at the White Horse Pub for the BA's UK Trade Mission Dinner. The article discussed beer gastronomy, bringing food and beer

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together, while promoting the diversity and complexity of American beers. The UK is already the biggest market for US craft brewers and with this trade mission we are looking to grow it with additional US brands.

We continue to generate worldwide coverage with prominent articles published in *Beers of the World (UK)*, *Brewers Guardian (UK)*, *Brauwelt International (Germany)*, *The Grocery (UK)*, *Il Mondo della Birra (Italy)*, *The Publican (UK)*, Conrad Siedl's beer blog (Germany), and others show the success the BA is now having towards meeting the program's goal of helping to create a world class brand.

BA Leads Trade Mission to Stockholm and Turin

The BA has now registered Export Development Program Brewery Subscribers for the Salone del Gusto (Slow Food) show in Turin, Italy (October 26-30) and the Stockholm Beer and Whisky Festival (September 28-30 & October 5-7). For the Salone del Gusto (Slow Food) show there are 21 breweries participating, sending 69 different beer brands and for the Stockholm Beer and Whisky Festival there are 20 breweries participating, sending 95 different beer brands. The beers and marketing materials are now in route to the respective countries.

Bob Pease of the Brewers Association and Eric Rosenberg, the BA's international consultant will lead a presence to promote American beers, to meet with buyers and with the Systembolaget, the Swedish government alcohol monopoly in Stockholm, Sweden. At the Salone del Gusto (Slow Food) show in Turin, Italy, Charlie Papazian and Nancy Johnson, both of the Brewers Association will lead a delegation of participating brewers to promote American beers and lead a workshop on American beers.

These trade missions in the past have been successful for our EDP members in developing awareness and new markets for American beers. All of the participants in both the Sweden and Italian trade missions are current subscribers of the Export Development Program.

BA Export Development Program Subscribers

The 2005-2006 year we had 18 EDP subscribers and for the 2006-2007 year we have 27 EDP subscribers. The following breweries are currently active in the Export Development Program:

21st Amendment Brewery Café	Matt Brewing Company
Alaskan Brewing Co	New Belgium Brewing Co
Boston Beer Co	North Coast Brewing Co
Deschutes Brewing Co	Odell Brewing Co
Dogfish Head Craft Brewing Co	Oskar Blues Grill & Brewery
Flying Dog Brewery	Rogue Ales
Flying Fish Brewing Co	Russian River Brewing Co
Full Sail Brewing Co	Shipyard Brewing Co
Gordon Biersch Brewing Co	Sierra Nevada Brewing Co
Great Divide Brewing Co	Sprecher Brewing Co
Jolly Pumpkin Artisan Ales	Stone Brewing Co
Kona Brewing Company	Terrapin Beer Co
Left Hand Brewing Co	Victory Brewing Co
Magic Hat Brewing Co	

Next Up – BA Bringing Importers & Trade Media to Great American Beer Festival

The BA is bringing a number of importers and trade media to this year's Great American Beer Festival to introduce them to the variety and quality of US craft beers and hopefully to advance discussions with them regarding exports. Three groups in particular are worth mentioning. The BA will be bringing over principals from Bier & Co. (Holland), Vertical Drinks and James Clay & Sons (UK), and American Craft Beer Partners (China). These are all contacts that the BA is currently working with, related to export trade leads in their respective markets.

The BA will lead tours to New Belgium Brewing Co, Odell's Brewing Co, CooperSmiths Brewpub and Fly Dog Brewery for our invited international guests. Then on Friday September 29th, the BA will host an export discussion/reception for EDP subscribers. Representatives from each of the companies mentioned above will make a brief presentation about their company and their plans to introduce new US

craft beers to their markets via a mixed container approach. The short discussions will be followed by questions and answers and then an open reception for further conversation and beer sampling.

If you are not currently an Export Development Program subscriber and would like to attend this meeting/reception, please contact Mark Snyder.

Trade and Regulatory Export Database to be Ready in the 4th Quarter

The BA continues to encourage members to provide input regarding markets and activities of interest. The database project which is currently in the beta stage, will place online (on the BA's website) regulatory and market information on ten key export markets initially. The database will be searchable by topic and market and is designed to serve as a one-stop-shop for breweries wishing to gain information to help make export trade decisions. Topics we plan to cover are labeling requirements, distribution, trade mark-ups, importer contacts and more. We anticipate that the database will be completed before the end of the year.

For more information on these events and our upcoming Export Development Program activities, please contact Mark Snyder, Brewers Association at 303-447-0816 ext 137 or mark@brewersassociation.org