



Brewers Association Export Development Program ISSUES REVIEW

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BeerFest Asia Helps U.S. Craft Brewers Gain Exposure in Singapore

On June 16-20, the Brewers Association's Export Development Program (EDP) exhibited at BeerFest Asia in Singapore. This was the first time that the EDP sponsored a U.S. craft beer booth at that event. Eleven EDP members participated through the BA booth and submitted beers to the inaugural Asia Beer Awards. Winners of the award competition were announced in early July. EDP members won fifteen awards including three gold medals, five silver medals, and seven bronze medals. For a list of winners, please see: www.brewersassociation.org/attachments/0000/3448/2010AsiaBeerAwards.pdf. Winners will receive medals from the Asia Beer Awards during the EDP awards ceremony at the 2011 Craft Brewers Conference in San Francisco.



Australia International Beer Awards Results Announced

In June, results from the 2010 Australian International Beer Awards (AIBA) were published. The full report can be found at www.beerawards.com/pdfs/AIBA_COR_V2.pdf. The EDP sponsored entries from 37 different breweries into the competition. Overall, the AIBA received 1,170 entries from 34 countries around the world.

U.S. breweries fared very well in the 2010 AIBA, winning 164 awards in 30 different categories. Multiple gold, silver, and bronze awards are offered in each category. There are also a number of Trophy Award winners given to the overall highest scoring beers or breweries. Fifteen trophies were awarded and U.S. breweries took home five of them. These included:

Best New Exhibitor – Big Sky Brewing Company

Champion Hybrid Beer – Deschutes Black Butte XXI

Champion Lager – Great Divide Hoss Rye Lager

Champion Scotch and Barleywine – Samuel Adams Longshot Barleywine

Champion Belgian and French Ales – Boulevard The Sixth Glass



Congratulations to these and other award winners from the competition. Award plaques from the 2010 AIBA will be distributed to breweries during the EDP awards ceremony at the 2011 Craft Brewers Conference in San Francisco.

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BA retains M.Z. Marketing as China Representative

As of July 1, 2010 M.Z. Marketing serves as the EDP's official market representative in China. The BA has worked with M.Z. Marketing the past two years on a project basis for assistance with craft beer seminars and trade shows. The new agreement extends the role on a more ongoing basis to include media relations, trade research and outreach, and promotions. Through this relationship the BA expects to identify new trade partners for US craft breweries, develop opportunities to expand distribution for brands already in the market, and increase exposure for the BA and its products and services.

One of the first tasks for M.Z. Marketing will be to assist the EDP with its participation in a USDA-sponsored menu promotion with Element Fresh. Element Fresh is a casual dining restaurant chain with eight locations in Shanghai and three in Beijing. The chain was awarded 2009 Restaurant of the Year in Beijing and Best American Restaurant in Shanghai and Beijing by *City Weekend*. With assistance from the U.S. Agricultural Trade Office in Shanghai, Element Fresh will hold a one-month promotion for U.S. foods and beverages beginning September 17. For a \$600 sponsorship fee, the EDP is able to contribute beer to that promotion. M.Z. Marketing is coordinating with local distributors for samples. Element Fresh does not currently carry any craft beer brands. This promotion is an opportunity to introduce U.S. craft beers to a trendsetting restaurant chain and further expand the presence of U.S. craft beer in the market.

U.S. Craft Beers Showcased at TasteUS! Reception in Canada

On August 10th, US Ambassador to Canada David Jacobson and U.S. Secretary of Agriculture Tom Vilsack will co-host a reception for Canadian policymakers and key food and beverage contacts at the Ambassador's residence in Ottawa. The reception will tie in to the ongoing USDA-sponsored TasteUS! public relations campaign. Five food tables and one beverage table will provide guests an opportunity to sample specially-prepared items that feature U.S. agricultural products available in Canada. For the beverage table, the USDA elected to serve Dogfish Head 60 Minute IPA and Victory Prima Pils along with an assortment of New York and California wines. Both beer brands are available in the market through the Liquor Control Board of Ontario.

U.S. Expands Presence at Great British Beer Festival

The Export Development Program is again funding a large U.S. craft beer presence at the Great British Beer Festival (August 3-7). In fact, based on the pace with which the U.S. craft beers were consumed at last year's event, the BA requested a greater volume of samples this year. Beer from 23 EDP members was air shipped to London for the event and for two side promotions funded by EDP during the week. On Wednesday, August 4, the EDP hosted a multi-course beer paired dinner for British media and trade contacts at the White Horse on Parson's Green. The White Horse is a leading advocate for craft beer in England and was host to a similar EDP function years ago. Forty-five guests attended the dinner and were treated to great food accompanied by a selection of U.S. craft beers that highlighted the diverse range of products offered by U.S. brewers. The guest list included many journalists and buyers for leading retailers (Oddbins) and pub chains (Mitchell & Butlers).

This event was followed by a celebration of U.S. craft beers at the White Horse on Friday, August 6, 2010. The EDP worked out an arrangement with the pub to showcase only U.S. craft beers on the establishment's 26 draught lines. This event, geared to consumers, is designed to broaden awareness of U.S. craft beer quality and its availability in England.

Significant press coverage of the U.S. craft beer industry and the BA's presence at the Great British Beer Festival has already come out and more is expected. Of particular importance, the EDP secured coverage for the first time in one of the top dailies in London, *The Independent*. Previously, the BA's activities have been featured in beverage trade journals, but the July 28th edition of *The Independent* included a sizeable article about the excitement around the U.S. craft beer industry. *The Independent* has a circulation of over 180,000 in addition to its online presence.



Odell Brewing Co. founder Doug Odell speaks at The White Horse on Parson's Green. The EDP worked out an arrangement with the pub to showcase only U.S. craft beers on the establishment's 26 draught lines.

The BA also received pre-event coverage in *The Publican*, a leading newspaper for the U.K. pub and bar industry. Brewers Association Chief Operating Officer Bob Pease also did an interview with the Wall Street Journal's online partner Market Watch. That piece aired on Wednesday August 11th.



Brewers Association Chief Operating Officer Bob Pease is interviewed by the Wall Street Journal's online partner, Market Watch. Watch the video [here](#).

Next Up – Japan, Italy, Sweden, Canada and Competitions

The second half of 2010 will be a busy one for the EDP. In September, the EDP will return to Japan for the first time in three years with a generic U.S. craft beer booth at the Great Japan Beer Festival. Mark Snyder will attend on behalf of the BA to represent brands not yet distributed in Japan. Space within the booth will also be turned over to Japanese distributors that now carry U.S. craft beers and volunteers will provide additional assistance.

In October, Charlie Papazian will again lead a delegation of brewery representatives to the Salone del Gusto show in Turin, Italy. A number of U.S. craft beers are now distributed in Italy so the event will be an opportunity to further awareness of the U.S. industry while supporting brands in the market. Later in the month, the EDP will have its usual booth at the Stockholm Beer and Whisky Festival. Sweden continues to be a leading market for U.S. craft beers. One brewery recently won a one-year Systembolaget tender for a product to be launched this Fall and 2011 will see a tender for an American IPA in the Spring. In addition, the country's third largest brewery (Åbro) recently agreed to pick up a few U.S. craft beer brands as part of the company's distribution portfolio. This should greatly expand the reach of U.S. craft beer in Sweden beyond Stockholm.

In November, the EDP will turn its attention to Vancouver for the first time. Booth space has been reserved at Hopscotch (November 15 – 21), a trade and consumer event that features premium beers and spirits. The EDP has also reserved seminar times and will coordinate with participating U.S. brewery representatives on a presentation about the industry.

Aside from these shows, the BA will also again fund U.S. entries into a few international competitions including European Beer Star and the Stockholm Beer Competition.

Invitations and announcements on all of these events have been sent out in recent weeks. If you missed the emails and are interested in participating in any of these activities, please [contact Mark Snyder](#) as soon as possible.

EDP to Form Quality Control Subcommittee

As an outcome of recent EDP committee and BA Board of Directors meetings, an EDP subcommittee will be established that explores ways in which the BA can help preserve the quality of U.S. craft beers exported to markets around the world. Maintaining beer quality and freshness has been an important objective of the EDP since the program's inception but with U.S. craft beer exports now expanding rapidly there have been recent discussions of how the EDP could do more in the area of quality control. One idea is to use EDP funds to develop a new quality control manual that outlines recommended brewery and distributor practices. The subcommittee will be tasked with overseeing the development of this piece and determining other ways in which the EDP can provide leadership on this issue. Ken Grossman (Sierra Nevada), Greg Koch (Stone Brewing) and Ron Jeffries (Jolly Pumpkin) have volunteered to lead the subcommittee. EDP committee members interested in participating should [contact Mark Snyder](#) for more information.

EDP Receives Additional Funding for Brazil and China Projects

The BA has been awarded \$65,000 from the USDA's Emerging Markets Program (EMP) for craft beer seminars in Brazil and China. Due to a heavy slate of activities already planned for the second half of 2010, these events will likely occur in the first half of 2011. These EMP funds push the BA's overall allocation from USDA export assistance programs to approximately \$463,000, the organization's largest allocation yet. Earlier in the year, the BA was awarded \$397,555, from the Market Access Program for 2010.