



February 2017

Dear Valued Brewers Association Member:

Thank you for making 2016 a successful year for your association. With your support and membership, we continue to uphold our organizational purpose: to promote and protect American craft brewers, their beers and the community of brewing enthusiasts.

One of the Brewers Association's core beliefs is fostering transparency within our own organization. Inside this annual stewardship report you'll find a summary of the statistics, financials, goals and achievements of all BA properties and programs.

I'm proud to report more than 72 percent of operating U.S. breweries are members. Through your membership we continue to vigorously defend our industry and provide craft brewers with a unified voice.

Some highlights, among the numerous achievements you'll read about in these pages:

- Under the guidance of the technical committee, the BA administered 22 research and supply industry grants totaling approximately \$400,000 for topics focused on ingredients important to craft brewers.
- We launched a program aimed at strengthening state guilds, resulting in nine state guild executive director grants being funded for a total of \$187,500.
- With an emphasis on quality and safety in the field, we hired a quality ambassador and identified the need to create the position of quality instructor in 2017.
- CraftBeer.com was completely redesigned with more user-friendly features aimed at growing its already robust traffic (more than 5 million page view in 2016).
- The BA became the lead sponsor of the new, three-year Brewing History Initiative, part of the Smithsonian's National Museum of American History desire to document U.S. brewing history from 1960 to today.
- Our government affairs team worked tirelessly to gain sponsors of the Craft Beverage Modernization and Tax Reform Act (CBMTRA). Despite strong support, there was not a suitable piece of legislation to attach the bill to. On January 30, 2017, Senators Ron Wyden (D-OR) and Roy Blunt (R-MO) and Representatives Erik Paulsen (R-MN) and Ron Kind (D-WI) introduced S. 236 and H.R. 747—new versions of the same bill. The 115th Congress has been actively discussing broad comprehensive tax reform, which provides a real opportunity to move the 2017 CBMTRA forward—with industry support like yours.

Cheers,

Bob Pease
President & CEO
Brewers Association