



Export Development Program Newsletter

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2016 EDP Allocation

The EDP budget is largely funded by export assistance grants made available through the United States Department of Agriculture (USDA). The BA has recently learned that it will receive \$701,117 in funding in 2016 from the Market Access Program. This represents a 17% increase compared with 2015, and is a record allocation for the BA. As justification for the increase, USDA officials noted growing exports of U.S. craft beer, expanding market development opportunities internationally, and the BA's history of grant compliance.

Activities Planned for 2016

The EDP is pleased to announce its initial slate of activities for the 2016. Planned activities include:

Competitions

- Australian International Beer Awards
- Brussels Beer Challenge
- European Beer Star
- Stockholm Beer & Whisky Festival and Competition

Events Promoting American Craft Beer

- Braukunst Live! in Munich (March)
- Barcelona Beer Festival (March)
- Paris Craft Beer Week (May)
- Vancouver Craft Beer Week Festival (June)
- American Craft Beer Experience in Japan (TBD)
- Great British Beer Festival (August)
- Expo Cerveza Mexico (September)
- Stockholm Beer & Whisky Festival (Sept/Oct)
- Bar Convent Berlin (October)
- Brau Beviale (November)
- Beer and Food Pairing Dinners in Europe (details TBD)

Educational Outreach

- Presentations at the PMA Beer Innovation Summit in London
- Export seminars at the Craft Brewers Conference and Great American Beer Festival
- Translation of the Best Practices Guide to Quality Craft Beer into German
- Ongoing seminar and tasting activities by the American Craft Beer Ambassador in Europe

Additional activities may also be considered as the year progresses, and will be announced to EDP members by email and on the BA website. EDP activities are only available to members. If you are receiving this newsletter and are not a member of the EDP but would like to join, please contact Mark Snyder at Mark@brewersassociation.org.

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EDP Hosts First-Ever American Craft Beer Experience in Japan

In June, the EDP partnered with American craft beer importers in Japan to host one-day beer festivals in Osaka and Tokyo. These festivals—collectively named the American Craft Beer Experience—were extremely popular among Japanese beer drinkers with combined attendance totaling between 1,500 and 2,000. Beers from 16 EDP members that supply the Japanese market were poured at their respective importers' booths. In addition, the BA showcased beers from 10 members that do not currently have distribution in Japan. Eight brewery representatives traveled from the United States to participate in the American Craft Beer Experience.



Japan has been a strong craft beer market for many years, trailing only Canada, Sweden, the United Kingdom, Australia, and South Korea in terms of U.S. exports. However, craft beer knowledge among the trade varies considerably, especially outside Tokyo. In Osaka, the BA arranged for a two-hour trade and media session on the margins of the consumer-oriented American Craft Beer Experience. This session included a presentation from Steve Grossman (Sierra Nevada Brewing Company) on quality control and a brewery representative panel discussion on American craft beer. Thanks to the success of these activities, the EDP is planning to host another American Craft Beer Experience in Japan in 2016.



EDP's Recent Presence at European Trade Shows

Since the last Issues Review, the EDP has had a presence at four European shows: Imbibe Live!, the Great British Beer Festival, the Stockholm Beer and Whisky Festival, and Brau Beviale. Combined, these events offered EDP members with the opportunity to promote their brands and American craft beer more generally in some of the most well-developed export markets. Bob Pease and Sylvia Kopp represented the BA at Imbibe Live!, which was a trade-only show held in London in June. 28 breweries shipped beers to the show. In addition, the BA gained significant exposure for American craft beer by arranging for Adam Dulye to deliver a master class. The class, which was filled by trade enthusiasts, discussed beer and food pairing using EDP members' beers as examples.



In August, the BA returned to the United Kingdom for the Great British Beer Festival (GBBF). Adam Dulye and Sylvia Kopp again attended, along with Mark Snyder. This was the 12th consecutive time that the BA has had a booth at GBBF, and 39 breweries participated. Building off Adam's Imbibe Live! class, the BA hosted a beer and food pairing lunch at the acclaimed restaurant, Kitty Fisher's. This lunch helped demonstrate to the 21 trade and media members that attended how well American craft beer can elevate high-end cuisine. Also on the margins of the GBBF, the EDP arranged for a U.S. craft beer can reception to be held at the White Horse Pub on Parson's Green. Interest in canned beer is just beginning to catch on in the United Kingdom.

Meanwhile, the EDP participated in the Stockholm Beer & Whisky Festival (SBWF) in September and October. Sylvia represented the BA and the 29 EDP members that participated in the BA's booth presence. In addition, she delivered a master class on American craft beer to 26 trade members. EDP members' beers were also entered into the SBWF competition. Five breweries won awards, including DC Brau Brewing Company, FiftyFifty Brewing Company, Lagunitas Brewing Company, Oskar Blues Brewery, and Stone Brewing Company.

Finally, the EDP coordinated with the Hop Growers of America (HGA) on a booth at November's Brau Beviale. Sylvia Kopp again delivered master classes, including in conjunction with Matt Brynildson from Firestone Walker (who represented the HGA). Brau Beviale also had an awards ceremony for the winners of the European Beer Star Awards (discussed below). The BA collected awards for EDP members not in attendance and will deliver them at an awards ceremony at the Craft Brewers Conference.

Media Hits in the United Kingdom

Interest in craft beer continues to grow in the United Kingdom, which is already the third-largest market for EDP members. As a result, UK media is regularly looking to write about American craft beer developments and the EDP's activities in the market. Peplow PR helps the BA generate and respond to media inquiries, to expand awareness among trade and consumers about our industry. Over the last six months, approximately 25 new articles on American craft beer have appeared in the UK press. Many of these were generated as a result of the EDP's activities in the market, including Bob Pease's keynote presentation at the Society of Independent Brewers' BeerX conference, the BA's presence at Imbibe Live! and the Great British Beer Festival, and media-focused side events such as the beer and food pairing dinner at Kitty Fisher's.

The following chart lists articles that are available online:

Name	Publication	Click below for links to the website
Sophie Atherton	The Beer Talkers	website
Matt Eley	In a Pub	website
Sheila Egglestone	Eat Out	website
Tristan O'Hana	Casual Dining	website
SIBA	SIBA.co.uk	website
Beer Today	Beertoday.co.uk	website
Sophie Atherton	Matchingfoodandwine.com	website
Lisa Jenkins	The Caterer	website
Ella Timney	Great British Chefs	website
Gaelle LaForest	Imbibe	website
Mike Berry	Publican's Morning Advertiser	website
Daniel Woolfson	Publican's Morning Advertiser	website
Daniel Woolfson	Publican's Morning Advertiser	website

EDP Members' Success Continues in European Competitions

International competitions remain a key part of the EDP and of the BA's strategy to reinforce the American craft beer industry's standing as the global leader in innovation and quality. EDP members typically perform well at these competitions, and the awards won often raise importer interest in U.S. beers. In November 2015, results from two major European competitions—Brussels Beer Challenge and the European Beer Star Awards—were announced. The BA covered the cost of a consolidated shipment and entry fees for members.

EDP members won 35 awards (17 golds, 11 silvers, and 7 bronzes) at the European Beer Star Awards and 57 awards (15 golds, 18 silvers, and 16 bronzes) at the Brussels Beer Challenge. The following breweries won one or more awards:

- Allagash Brewing Company
- Ballast Point Brewing Company
- Barley Brown's Beer
- Boston Beer Company
- Boulder Beer Company
- Boulevard Brewing Company
- Brewery Ommegang
- Caldera Brewing Company
- Deep Ellum Brewing Company
- Denver Beer Company
- Deschutes Brewery
- Dogfish Head Craft Brewery
- Epic Brewing Company
- FiftyFifty Brewing Company
- Figueroa Mountain Brewing Company
- Firestone Walker Brewing Company
- Fullsteam Brewery
- FX Matt Brewing Company
- Kulshan Brewing Company
- Left Coast Brewing Company
- Left Hand Brewing Company
- Maui Brewing Company
- Moylan's Brewing Company
- Nebraska Brewing Company
- New Holland Brewing Company
- North Coast Brewing Company
- Odell Brewing Company
- Oskar Blues Brewery
- Pelican Pub & Brewery
- pFriem Family Brewers
- Reuben's Brews
- Rogue Ales
- Saugatuck Brewing Company
- Schooner Exact Brewing Company
- Sierra Nevada Brewing Company
- Ska Brewing Company
- Stevens Point Brewery
- Olde Mecklenberg Brewery
- Track 7 Brewing Company
- Uinta Brewing Company
- Urban Chestnut Brewing Company
- Wander Brewing
- Wormtown Brewery

Congratulations to all of the winning breweries!

Mexican Beer Market Study Available

Earlier this year, the EDP commissioned a research study to help its members better understand the Mexican beer market's opportunities and challenges. The study, which is available at <https://www.brewersassociation.org/wp-content/uploads/2015/07/Craft-Beer-in-Mexico-Final-Report-2015.pdf>, identified the Mexican market as promising over the long-term, but noted that there is limited awareness of craft beer in the market, non-competitive practices from multinational brands that present some barriers to entry, and minimal availability of cold storage.

Based on the results of the study, the EDP translated the Best Practices Guide to Quality Craft Beer into Spanish. In addition, the EDP partnered with USDA on an American craft beer pavilion at the Expo Cerveza Mexico beer festival. As part of this event, Mark Snyder made a presentation on ensuring beer quality at the associated trade conference. 13 EDP members had their beers poured at the festival.

Export Session at the Great American Beer Festival

In September, USDA arranged for trade from Brazil, Peru, and Vietnam to visit the Great American Beer Festival. USDA staff from each of these countries traveled with the groups to ensure that they had the opportunity to gain education on American craft beer. In order to ensure that the visitors were well-informed about the importance of quality, Mark Snyder met with the attendees to discuss proper storage and handling practices, appropriate shelf life dating, and other quality control issues.

In addition, the EDP provided a platform for its members to learn about each market via an export session. The USDA representatives from Sao Paolo, Lima, and Ho Chi Minh City gave brief presentations on their respective markets. Following the presentations, brewers and attending trade had the opportunity to chat over beers provided by the BA.

The next EDP export sessions will be held at the Craft Brewers Conference in Philadelphia. Topics will be announced in early 2016.