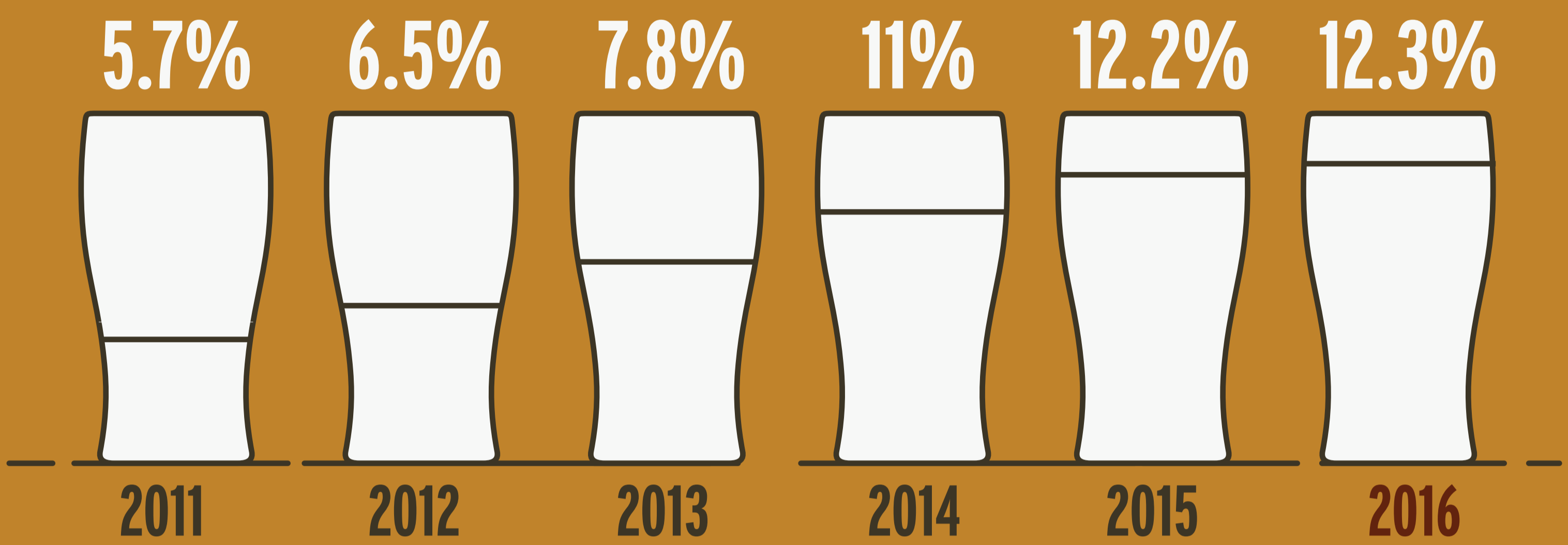


2016

# SMALL & INDEPENDENT U.S. Craft Brewers

## Growth in the Beer Category

### 2016 Volume Share for Craft Brewers



### 2016 Craft Retail Dollar Value Growth

**\$23.5 billion**

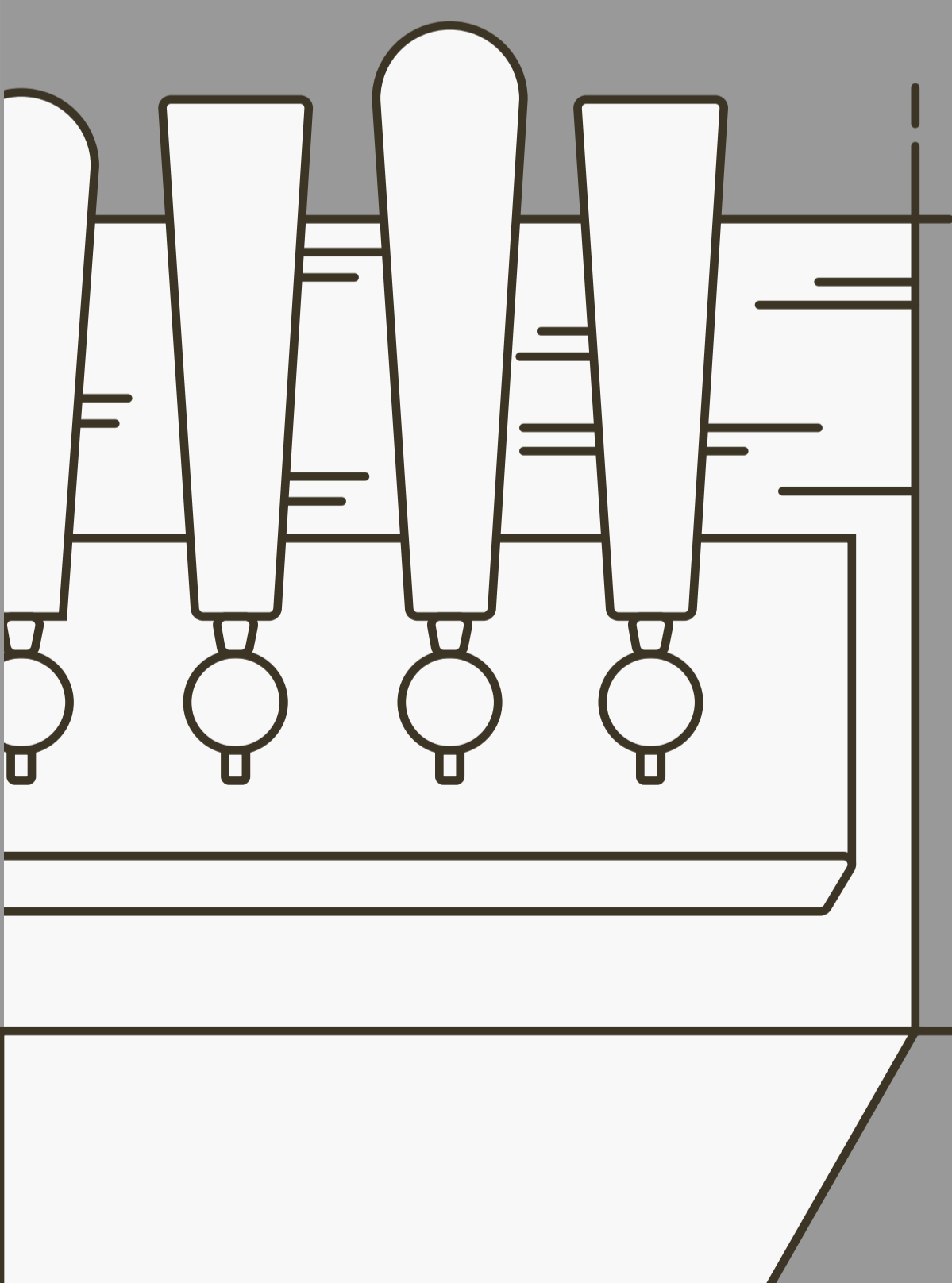
(10% growth over 2015)

**Craft Dollar Share = 21.9%**

(Total U.S. beer market retail dollar value \$107.6 billion)



### 2016 U.S. Operating Breweries



**5,301**

**Total Breweries**

(17% increase over 2015)

**5,234 Craft Breweries**

**67 Other Breweries**

**1,916 Craft Brewpubs** (11% Increase over 2015)

**3,132 Craft Microbreweries** (21% Increase over 2015)

**186 Regional Craft Breweries**  
(4% Increase over 2015)