

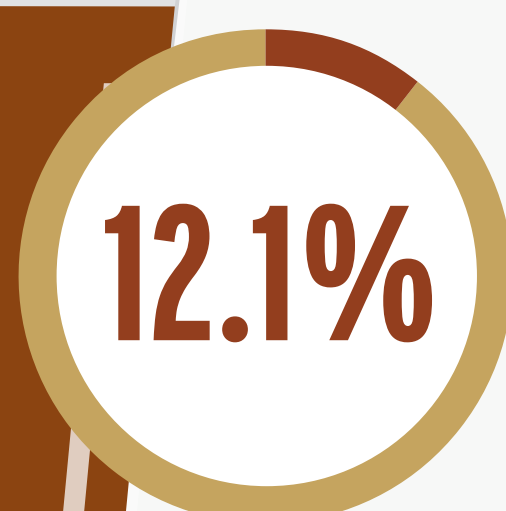


2018

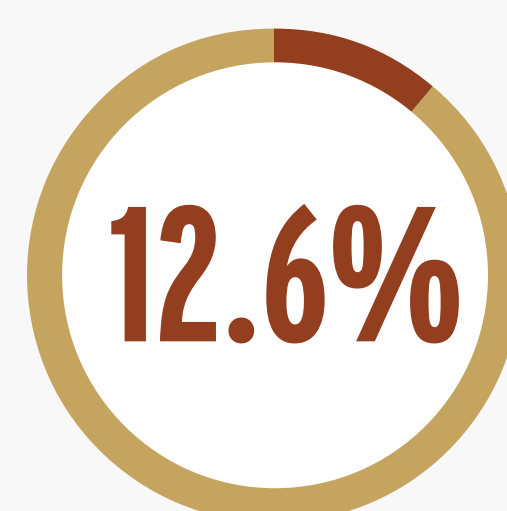
SMALL & INDEPENDENT U.S. CRAFT BREWER

Growth in the Beer Category

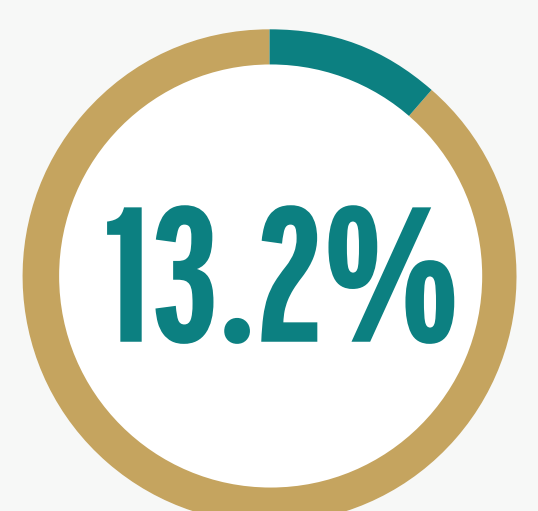
2018 Volume Share for Craft Brewers



2016



2017



2018

2018 Craft Retail Dollar Value Growth

\$27.6 BILLION

(7% growth over 2017)

Craft dollar share = 24.1%

2018 Craft Brewer Volume Growth

4% GROWTH

Total beer market down 1%

Total beer volume = 194,300,000 barrels
(down from 195,900,000)

2018 Craft Brewer Barrels Produced

25,917,766

Barrels produced by craft brewers

U.S. sold = 25,632,766 barrels

2014 22.1 M

2015 24.4 M

2016 24.5 M

2017 25.1 M

2018 25.9 M

2018 U.S. Operating Craft Breweries

7,346

Brewpub: 2,594

Micro: 4,521

Regional: 231

2014: 3,814

2015: 4,628

2016: 5,539

2017: 6,490

2018 Openings & Closings

1,049

Openings

219

Closings

2018 Small Brewing Jobs

150,148

11% growth over 2017