



Brewers Association Export Development Program ISSUES REVIEW

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BREWERS ASSOCIATION 2004-05 EXPORT DEVELOPMENT PROGRAM

The first year of the Brewers Association's (BA) Export Development Program (EDP) came to an end on June 30, 2005. In 2004, the BA applied for and received funding from US Department of Agriculture export assistance grant programs to conduct generic export promotion activities on behalf of the US craft beer industry. Activities funded by those grants were conducted during a July 1, 2004 – June 30, 2005 marketing year.

With input from the BA's export development committee, the association targeted specialty beer importers in Europe, Asia, and Canada with promotional efforts designed to increase their awareness and appreciation of the variety and quality of US craft beer. Specific activities included:

- Reverse trade missions in which importers were invited to attend the Great American Beer Festival (GABF) and Craft Brewers Conference (CBC)
- Seminars at the GABF and CBC about export opportunities for craft beer
- Participation in the Stockholm Beer and Whisky Festival, including two tasting classes of different US craft beer styles.
- Trade mission to visit importers and retail trade contacts in Sweden.
- Participation at the Salone del Gusto and Pianeta Birra trade shows in Italy including seminars on US craft beer styles and quality.
- Attendance at the Taste US Culinary Festival in Toronto, Ontario including meetings with decision makers in Ontario's import and retail sectors.
- A market research study of the Chinese market for imported US craft beer (to be completed this month)

Over twenty-five breweries participated in these events either by sending representatives to attend the activities or by shipping samples for representation.

As a result of the BA's efforts, a number of US craft breweries have expanded their export sales and/or reached agreements with importers to open new markets for their products. This includes new retail listings for three US brands in Sweden's monopoly retailer (Systembolaget) and import agreements for at least two companies in Sweden. The BA's program also resulted in significant initial discussions with importers in Italy, Canada, and the UK interested in handling US craft beers. The BA is very pleased with these results from the first year of the EDP program.

Over forty breweries have signed up for the BA's EDP distribution list for updates about the program. To be added to the list, or for more information about the EDP program, please contact Bob Pease (ext. 101) or Mark Snyder (ext. 137) at 303-447-0816. You may also request a copy of the China research study when it is completed at the end of the month.

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2004-05 EDP Results

2005-06 EDP Plans Including:

- **GABF Trade Mission**
- **Stockholm Beer and Whiskey Festival**
- **Pianeta Birra, Italy**
- **Craft Brewers Conference**

Export Development Program Committee Update

2005-05 EDP ACTIVITY PLAN

In late June, the BA received word that its application for USDA export development funding for 2005-06 was approved. The BA received an initial allocation of \$120,000 though more funding is anticipated. The BA intends to conduct similar activities to those outlined above. Specific plans for the 2005-06 marketing year include:

GABF

- The BA will again bring importers from to the GABF to visit with breweries interested in exporting their products, to tour area breweries, and learn about the US craft beer industry.
- Initially, the BA will target specialty beer importers and retailers from Italy, Sweden, Denmark, the UK, and Spain.
- Dates for EDP activity related to GABF are tentatively set for September 27-30.

Stockholm Beer and Whisky Festival

- The BA will have a booth at the Stockholm Beer and Whisky Festival (Sept. 30 – Oct. 1 and Oct. 7-8) where products from all interested breweries can be displayed and sampled for the Swedish trade and media.
- BA representatives will lead seminars and samplings of different craft beer styles during the show's second weekend.
- A dinner featuring food and beer pairings is being considered for invited trade and media.

Pianeta Birra

- The BA will have a booth at the Pianeta Birra trade show (February 4-7, 2006) in Rimini, Italy.
- BA representatives will again lead seminars and samplings of different craft beer styles during the show.
- A partnership with the Italian craft beer association (Union Birrai) is also being considered in which the two organizations would share booth space and host a food and beer pairing dinner for invited trade and media.

Craft Brewers Conference

- Trade contacts from countries targeted with the EDP program will again be invited to attend the CBC.
- A series of seminars/panel discussions will be planned with speakers providing information on export opportunities and challenges.

Other Activities Under Consideration

- Depending on the availability of funds, the BA will consider other activities including trade promotions in Spain, Hong Kong, and the UK, and market research studies of encouraging export markets throughout Europe.

The BA will soon distribute additional details about these events and begin the registration process for breweries interested in participating.

EXPORT DEVELOPMENT PROGRAM COMMITTEE MEETINGS

The BA encourages members to provide input regarding markets and activities of interest to them. Currently, the BA's export development program committee consists of Bruce Forsley (Shipyard), Fred Mendes (Boston Beer), Eric Warner (Flying Dog), Sam Calagione (Dogfish Head), Dan Gordon (Gordon Biersch), John Bryant (Odell), Ken Grossman (Sierra Nevada), Robert Widmaier (Breiss), and Keith Kinsey (Kona). The next meeting of the export development committee is being planned for August. More information on that meeting will be distributed shortly. Please contact Mark Snyder if you would like to be included on the committee.