



Craft Beer

GUIDE

Tips for Selling Craft Beer

According to the American Brewers Association, 83 percent of the American population lives within 10 miles of a local brewery.

While this proves the industry is competitive, it also shows brewers that an audience is right at their fingertips.

If sales have fallen flat, consider adjusting your strategies to keep up with the burgeoning. The ABA reports there were more than 6,000 breweries operating in the United States in 2017.

What are you doing to stand out?

COMMON BREWING MISTAKES TO AVOID

Perfecting your craft beer is both an art and science. If you dream of turning your homebrew into a business, there are common mistakes many beginners make. Avoid these issues reported by Popular Mechanics to get your home brew to the masses.

- **Sanitation:** A big enemy new brewer's face are wild yeasts and bacteria. Maintaining a clean space does more than ensure the safety of those consuming it. Even a perfect brew can be tainted and soured by using contaminated equipment.

- **Temperature control:** Pay attention to the yeast you're using. The provider should reveal the proper temperature that their product reacts to. During the fermenting process, ensure that the ideal heat is being used and maintained throughout.

- **Making too many changes:** Perfecting your craft takes time and experimentation. However, when you change too many variables, too quick-



© ADOBE STOCK

ly, you may miss important lessons and produce lackluster beer. Take your time to discover the exact science when creating your ideal brew.

MARKETING

After you have figured out how to brew the perfect beer, do you know how to get the word out? Today's technology makes it simple to reach a wide audience in no time. Create buzz

of your brand by posting on social media and reaching out to local advertisers. Successful craft beer manufacturers are all about community. Consider sponsoring or donating to charity drives in your neighborhood.

POWERFUL DESIGN

Standing out in a world of beer bottles can be difficult. Before designing

your label, understand your brand's personality and target audience. Witty names, eye-catching designs and color schemes paired with a powerful tagline can be just as important as the taste of beer inside

With proper marketing and a stellar design, craft-beer enthusiasts will be enticed to give your beer a chance. The perfect brew inside can take it from there.

Understanding the Lingo

Once your passion for these special craft brews grows, you may even consider trying your hand at the process. Whether you are pining to be a home brewer, a craft brewer or just want to be a part of this close-knit community, you'll need to understand these definitions.

These commonly used terms are defined by the Craft Brewer's Guild.

Aerate: To mix air into solution to provide oxygen for the yeast.

Lager: Beers produced with a bottom-fermenting yeast strain. Requires colder fermentation temperatures than ales.

Malting: The process by which barley is steeped in water, germinated, then kilned to convert insoluble starch to soluble substances and sugar.

Yeast: In the fungus family; responsible for consuming fermentable sugar and producing alcohol, carbon dioxide, flavors and aromas in beer.

Wort: Sweet liquid produced in the brewing process by mashing malted barley and water.

Shelf life: The number of days a beer will retain its peak drinkability.

Ale: Brews bottled with top-fermentation yeast strains.

Hops: Green cone-shaped flowers from a female hop vine are used to add flavor and aromatics and to bitter beer.

Hoppy: A hop aroma or flavor of the essential oils of hops.

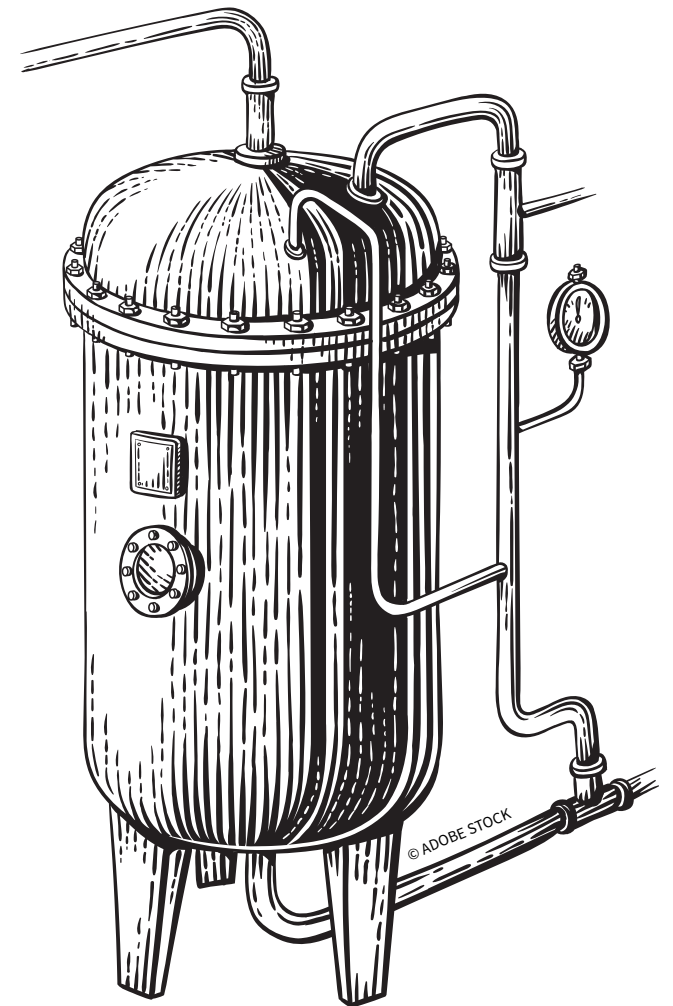
Sediment: Byproducts at the bottom of a bottle created by yeast and fermentation.

Serving tank: Vessel in which beer is served.

Liquor: Brewer's term for hot or cold water used in the brewing process as included in the mash or used to sparge the grains after mashing.

Lauter: To strain or separate the wort from grain via filtering and sparging.

Understanding these terms may not make you a craft beer expert right away, but it can make it easy to keep up with the conversations around the water (or beer) cooler.



Coffee and Beer

For many, coffee and beer serve completely different purposes. One is a great aide in kickstarting the morning, while enjoying a cold one is a relaxing way to unwind after a busy day. In the craft-beer world, the two have been intertwined and the result is extremely popular.

When the two beverage bookends are brewed together, the flavor is unique, bold and delicious if done correctly. The thing that may surprise you the most about the process is that most manufacturers prefer to cold brew their coffee.

HOW IT'S MADE

To perfect the art of cold brewing, time and patience are required. The process is more involved than simply cooling down a pot of joe and mixing it into a brewing pot.

In fact, most coffee-and-beer brewers choose to steep dark-roasted coffee beans in cold water for 12 to 24 hours before straining them for sediment. The Brewer's Association states this strategy eliminates the burnt qualities that come with hot brewing. These bold tastes are welcome in a warm cup of coffee but can be overpowering when mixed with beer.

Many brewers prefer to keep their coffee sealed for a few days before adding it to their brew. It is sometimes added right to the boil or before its bottled.

WHY IT'S POPULAR

Coffee beer certainly has its place in the craft market thanks to its rich flavor and bold personality. The popularity isn't only expressed by con-



© ADOBE STOCK

sumers, as more and more craft breweries are creating their own versions to one-up their competition. The trend has even spread to major breweries offering their own takes on the phenomenon in

seasonal brews.

CHOOSE THE RIGHT BEANS

A great coffee stout begins with choosing the right beans. The American Homebrewer's

Association suggests finding a delicious coffee and creating your brew to complement its roasted flavor, rather than adding it to an existing recipe.

Becoming a master coffee-beer brewer can take a lot

of patience and several attempts. Don't be discouraged if it doesn't come easily at first. Once you have perfected your batch, don't be surprised if you discover new and exciting ways to mix the two beverages.

Learning to Pair

Consuming craft beer is not just about having a drink, it's an experience. Brewers perfect their beverages to entice your taste buds and all your other senses. Much like wine, there are foods which pair perfectly with the different types of beers.

Impress the guests at your next dinner party by offering foods that complement their favorite craft beers. Here are some great tips to remember from the American Brewer's Association when you're planning the meal for your next get together.

TAKE ADVANTAGES OF STRENGTHS

The balance between craft beer and food is a fine line. If one or the other overpowers their companion's tastes or aromas, the results will fall flat. Understanding how certain qualities in each item works together will enhance the experience.

- **Hop bitterness and roasted malt:** These features help balance the sweetness and richness to meals. They work best with foods rich in fat. You will also find that these two components emphasize the spiciness in meals. When looking to add an extra punch to your favorite spicy dish, the bitterness in hops will bring it to the forefront.

- **Sweet beers:** Consider pairing these special brews when you're aiming to balance the heat and acidity in meals.

PAIR YOUR FAVORITE TYPE OF CRAFT BEER

Understanding the interactions between special brews



© ADOBE STOCK

and their food counterparts is a good start when learning to pair the two. You should also consider these meals when planning an event with your favorite type of craft beer.

- **Pale ale:** Great for dinner or dessert, serve with grilled

burgers, cheddar cheese and even maple-bread pudding.

- **Porter:** Are you a smoked-meat enthusiast? Porter beers offer an incredible pair with barbecue, blackened fish and sausage.

- **Amber ale:** Serve this red-

dish beer with spicy foods, chicken or banana-pound cake.

- **Wheat ale:** This American favorite works best with light meals like salads, sushi and vegetable dishes.

Don't hesitate to experi-

ment when finding the pairings that impress your friends and hit the mark for your experience. Once you get the hang of it, it can be fun to brew your own recipe that compliment your favorite dish.

Craft Beer and the Economy

According to the National Beer Wholesalers Association, the United States beer industry is responsible for creating more than 2.23 million jobs and paying a combined \$103.3 billion in wages and benefits.

Between 2008 and 2016, the number of brewery workers has increased by 120 percent and the craft beer industry has clearly been a huge contributor. A report from the American Brewer's

Association states that craft breweries were responsible for creating more than 456,000 jobs in 2016 and contributed \$67.8 billion to the United States economy.

WHY IT'S BOOMING

If you have ever walked into a liquor store, you have likely seen the dedicated cooler space strictly for craft beer. It has also found its way to most major sporting arenas and restaurants across the country. Enthusiasts are excited to share their dollars with local breweries or their favorite brands who showcase innovation.

A report from The Atlantic states that between 2007 and 2016, shipments from five major brewers fell by 14 percent. This steep decline is largely due to consumers choosing to support local business and the greater variety which is offered from craft brewers.

WHERE IT'S BOOMING

While the movement can be seen in nearly every state in the country, there are a few leading the pack. A study by the investment platform CircleUp reveals



© ADOBE STOCK

which areas are most passionate about their craft beer. A look at the American cities with the most brewery headquarters.

- **Portland:** With a long history in craft brewing and host of annual Oregon Brewers Festival, it's no surprise that

this Western city is ahead of the rest.

- **Denver:** Colorado's craft community is close knit and unique.

- **San Diego:** Just behind Denver, San Diego is a popular location thanks to an initiative in 2016 which offered dis-

counts for the costs breweries paid to hook up to local water supplies.

WHO IT BENEFITS

Consumers aren't the only ones who benefit from the incredible experience provided by enjoying a craft beer.

Typically, employees in the industry are treated to awesome benefits including insurance and a rewarding way to support their families. Brewery owners are also giving back to their communities by donating profits to charities and local neighborhoods.

Craft Brewing for a Cause

It's no surprise that the craft brewing community is a close knit group who revel over great-tasting drinks and a sense of belonging. Fanatics are no strangers to traveling outside their neighborhoods to taste unique hops, build bonds and share stories about perfecting their brews.



Because the sense of camaraderie is so strong, it shouldn't shock you that brewers are notorious for giving back to their communities. The craft beer industry is responsible for donating about \$73.4 million to charitable causes in 2016, this according to the Brewer's Association.

Take a look at some of the most notable breweries who made it their mission statement to give to incredible causes.

SAVE THE WORLD BREWING CO.

Marble Falls, Texas

Formed in 2012, this charitable brewery set out to make great beer and donate 100 percent of their profits to charity. In an incredible attempt to support causes they are passionate about, Save the World has helped efforts for Hurricane Harvey and Hurricane Maria.

They even donate all tips left in their tasting room to a different organization each month. A few notable charities they have chosen include Food for the Hungry, Meals on Wheels and Habitat for Humanity.

RAHR & SONS BREWING CO.

Fort Worth, Texas

In 2016, this group donated over \$5,500 to the USS Fort Worth Support Committee, all from sales of a special brew.

They also raised \$10,000 to support the cause of building wells in developing parts of the world.

EX NOVO BREWING COMPANY

Portland, Oregon

Another amazing brewery who donates all their profits to charitable partners. This company supports causes like Friends of the Children, IJM, Impact NW and MercyCorps. The decision to donate the money isn't the hard part – founder Joel Gregory says, "It's tough picking causes, but the brewery is devoted to working with social justice issues."

Once the group meets its commitment of \$100,000 in donations, they choose another organization to support.

MEDUSA BREWING COMPANY

Hudson, Massachusetts

The first brewery to get involved in the Brewing Black Ale for Veterans program, it donated \$7,100 in net profits to the New England Center and Home for Veterans. More than 30 breweries have followed suit and raised over \$36,000 for veteran-minded causes.

If these breweries are in your area or your local business does their part in supporting great causes, you can play a part by thanking them by spending your dollars in their establishments.

Craft Beer: By the Numbers

The operation of craft brewing has never been more popular. In 2017, the number of breweries reached an all-time high and shows no signs of slowing down. The next time you're enjoying your favorite brand, show support by spreading the word.

The boom of craft beer would be nothing without the aficionados who consume it or the dedicated brewers who perfect the recipe. Check out these statistics from the American Brewer's Association to see just how big the phenomenon is becoming.

- There are more than 6,000 breweries operating in the United States.

- 83% of adults aged 21+ live within 10 miles of a brewery.

- Full-time craft beer jobs have seen a 7.5 percent increase since 2014.

- There are more than 2,700 certified independent breweries, accounting for more than 75 percent of independent craft beer production.

- Tourism is growing.

Average craft drinkers are visiting 3.5 breweries near their homes and 2.5 establishments within two hours' driving distance.

- In 2016, donations from craft brewers to charitable causes in 2016 reached \$73.4 million, up from \$71 million in 2014.

- More than one million homebrewers produced over 1.4 million barrels of beer.

These hobbyists were responsible for 1 percent of the total beer production in the United States.



© ADOBE STOCK

- A humorous consumer awareness campaign to raise \$213 billion to purchase Anheuser-Busch garnered

more than \$3.7 million from craft beer enthusiasts.

- In 2017, the overall U.S. beer volume sales were down

1 percent. However, craft brewery sales continued to grow at a rate of 5 percent.

- Retail dollar sales of craft

beers increased by 8 percent, up to \$26 billion. It accounts for over 23 percent of the U.S. beer market.