



# POST-EVENT REPORT 2014

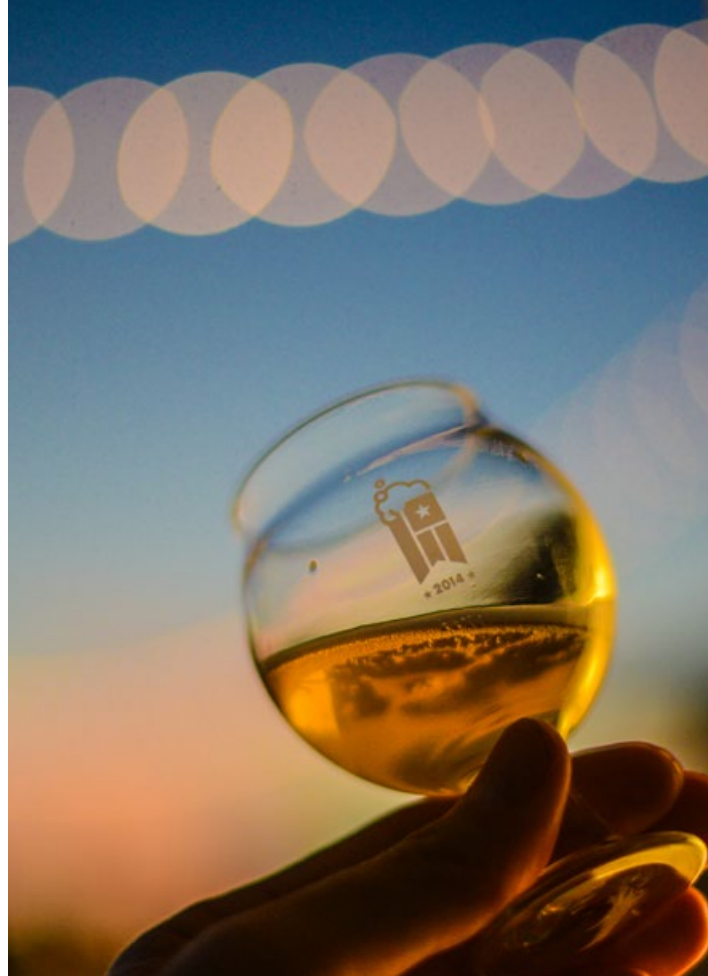




"GABF absolutely rocked. 2013 was our first year with a double end-cap, which allowed us to actually interact with fans rather than just handing out beers at warp speed. You'd never have known there were 49,000 attendees this year with how smooth everything ran—from our pre-planning with the BA staff to the volunteers on-site, everyone worked in harmony to deliver yet another extraordinary GABF. Bravely done!"

**Jeff Billingsley**

Director of Marketing, Deschutes Brewery





# Facts + Figures

October 2-4, 2014 • Colorado Convention Center  
Awards Ceremony • October 4



## ATTENDANCE

(DURING FOUR TASTING SESSIONS)

2012	2013	2014
49,000	49,000	49,000
same capacity	same capacity	same capacity

## VOLUNTEERS

2012	2013	2014
3,023	3,245	3,390
41,919 hours	47,214 hours	50,155 hours

## FESTIVAL BEER

2012	2013	2014
2,774 BEERS	3,142 BEERS	3,500+ BEERS
578 breweries	624 breweries	710 breweries

## COMPETITION BEER

2012	2013	2014
4,338 BEERS	4,809 BEERS	5,507 BEERS
666 breweries	732 breweries	1,309 breweries



## COMPETITION FACTS

Judging Sessions: 5

Medals awarded: 268 medals plus 3 Pro-Am

Judges: 222 judges from 10 countries

Beer-style categories evaluated: 90 plus GABF Pro-Am

Average # of beers entered in each category: 61 beers

Category with highest number of entries:

American-Style India Pale Ale, 279



# Attendee Demographic Information

## Age:

21-24	3%
25-34	39%
35-44	31%
45-54	17%
55+	10%
<b>Average</b>	<b>34.5 years</b>

## Gender:

Male	76%
Female	24%

## Marital status:

Single	35%
Married	62%
Other	3%

## Combined household income:

\$110K+	48%
\$90K-\$109K	18%
\$60K-\$89K	20%
\$35K-\$59K	11%
Under \$34K	3%

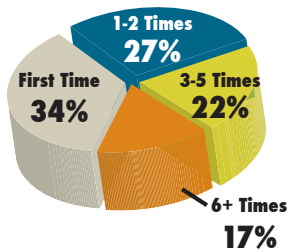
## Educational level:

High School	11%
Undergraduate Degree	51%
Graduate Degree	38%

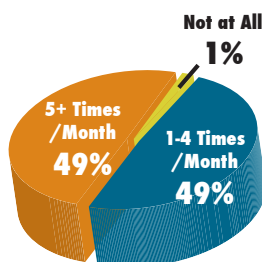
## Are you a homebrewer?

Yes	61%
No	27%
Would like to start	12%

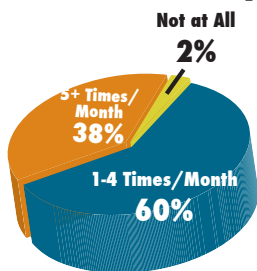
## How many times have you attended GABF?



## How Often Do You Purchase Craft Beer?



## How Often Do You Visit Your Local Brewery/Pub?



## Do you live in the Greater Denver area?

Yes	52%
No	48%

## Activities attendees enjoy:

Pubs/Breweries	93%
Travel/Vacation	80%
Dining	68%
Camping/Hiking	63%
Sporting Events	62%
Cooking	61%
Homebrewing	61%
Live Music/Concerts	60%
Recreational Sports	44%
Skiing/Snowboarding	41%
Running	33%
Cycling	32%
Hunting/Fishing	23%
Casinos	20%
Off-roading/Snowmobiling	12%
Climbing	10%

## What was your primary mode of transit to the event?

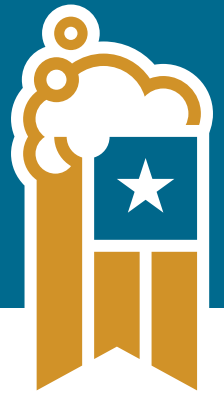
(select all that apply)

Public Transit	37%
Walk	34%
Taxi	23%
Drive	20%
Carpool/Dropoff	16%
Bike	3%



# Sponsorship Benefits

Sponsorship Recognition • Event Marketing



## Billboards

20 billboards placed in the Denver, Boulder and Fort Collins metro areas for 4 weeks.

## Emails

Multiple HTML emails sent to over 100,000 American Homebrewers Association members, non-members, Brewers Association members and past festival attendees.

Hundreds of thousands of Ticketmaster emails sent with a GABF banner highlighting the event.

## News Releases

Three news releases distributed to local, national and beer media.

## Postcards

10,000 distributed to homebrew shops and clubs, bars, breweries, American Homebrewers Association members and others.

## Posters

2,000 distributed to breweries, bars, liquor stores, homebrew shops and clubs.

## Print Advertising

*DRAFT* magazine

(1) full color ad.

*BeerAdvocate* magazine

(1) full color ad.

*Elevation Outdoors* periodical

(2) full color ads.

Planet Bluegrass

(1) full color ad in Telluride Bluegrass Festival Program.

(1) full color ad in RockyGrass Festival Program.

*Boulder Weekly* periodical

(3) full color ads.

## Television

1,310 30-second spots on Comcast television network broadcast in Denver metro area.

## Programs

More than 20,000 distributed to festival attendees.

## Ticket Giveaways

Radio sponsors 97.3 KBCO, 103.5 The Fox, 850 KOA gave away tickets online and on-air. Official sponsor CraftBeer.com conducted a ticket giveaway as did other sponsors and exhibitors.

## Website

There were more than 569,000 visits and 1,260,000 page views on the GABF website between July and mid-October.

## Online & Social Media

Nearly 50,000 Likes on Facebook, with a weekly total reach averaging 108,000 unique people. Facebook reach the week of the festival exceeded 1 million individuals.

More than 29,000 Twitter followers with significant #GABF conversation.

Nearly 5,000 Instagram followers.

167,000 impressions on comcast.net.

Thousands of impressions on Clear Channel websites and e-newsletters, Ticketmaster.com and other blogs and websites.





# Festival Marketing



Official Website



Billboards



Posters



Social Media



Television



My GABF App



Postcards



Advertisements

# Thanks to our sponsors for their generous support!

## OFFICIAL SPONSORS

carhartt

**DRAFT**  
MAGAZINE

MicroStar



CRAFTBEER.COM

## ASSOCIATE SPONSORS



## PREMIER SUPPORTERS

ArdaghGroup



CountryMaltGroup



GROUPON



glassislife.com



UBER

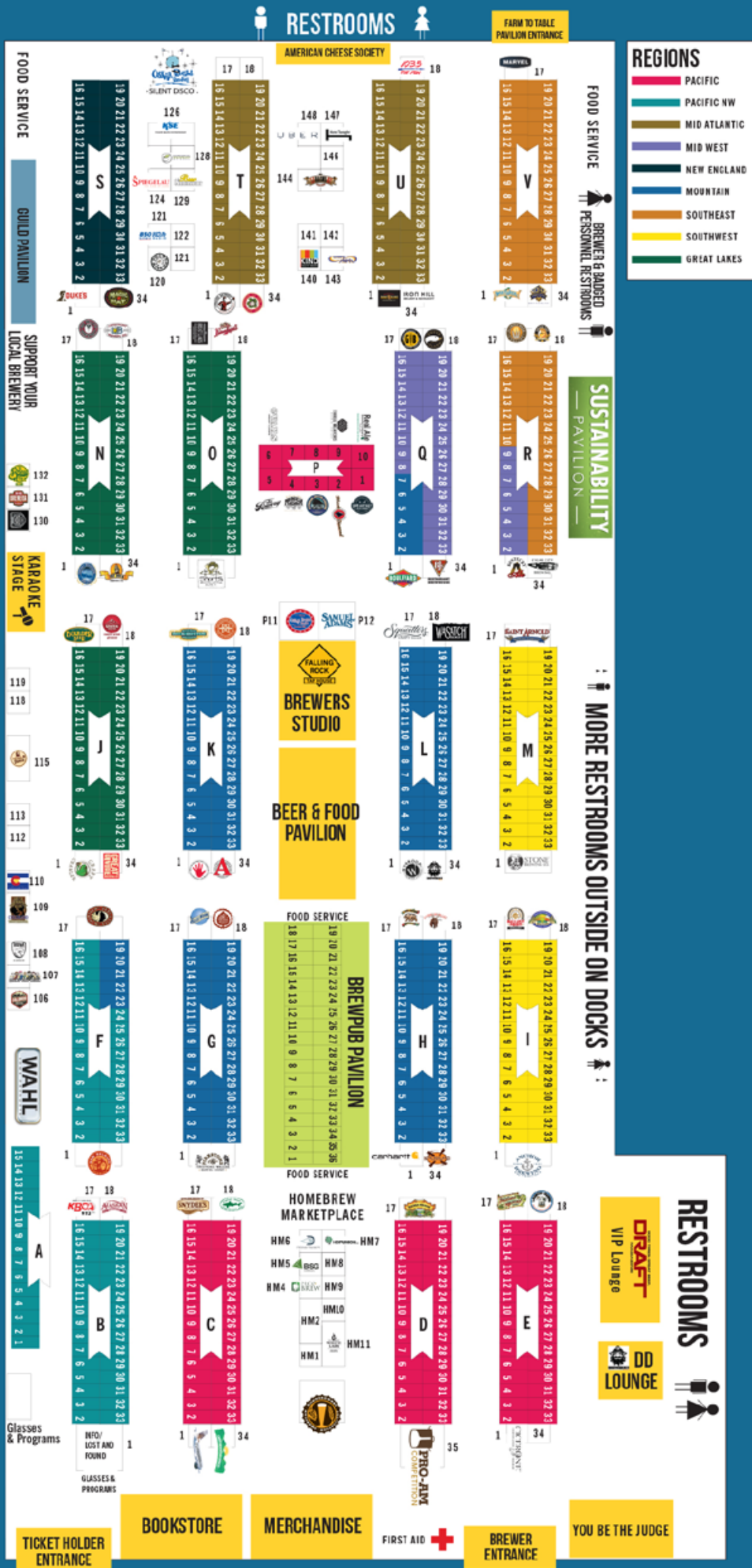


## SUPPORTERS





# GREAT AMERICAN





# Festival Highlights



## 54 Exhibitors (non-breweries)

Exhibitors displayed products such as beer cookbooks, brewing supplies, glassware, hop candles, kegerators, apps, portable hammocks, skis, hats, T-shirts, sunglasses and magazines.

## Festival Flair Awards

*All breweries were invited to decorate their booths.*

### 2014 Brewery Booth Winner:

Uinta Brewing

### 2014 Brewery Table Winner:

Deep Ellum Brewing Co.

## Silent Disco

### Sponsored by Oskar Blues

Attendees sported wireless headsets and boogied to the tunes of a DJ. It was fun for participants and even more fun for spectators!

## Eco-Friendly Initiatives

Great American Beer Festival is committed to creating a zero waste event. Compost, recycling and waste stations are placed throughout the venue. Energy usage is offset through the Colorado Carbon Fund and attendees can learn more in an educational area which featured sustainability in breweries.

## Designated Driver Lounge Area

### Sponsored by Tommyknocker Brewery

Designated drivers were offered chair massages, complimentary snacks, a free GABF hat and unlimited non-alcoholic refreshments, including craft brewed sodas.

## Great American Beer Pavilions

The eight educational areas at this year's festival allowed attendees to explore the world of beer and food, learn about the brewers behind their favorite beers, understand what judges look for in a beer, pick up a few books to learn more about our favorite beverage and more.



### Beer & Food Pavilion

Professional chefs and brewers presented fresh food pairings with craft beer in the Beer & Food Pavilion to 90 participants per session.

### Farm to Table Pavilion

AHA and BA members joined noted chefs and small & independent brewers in an intimate setting located just off the main hall. Showcasing how well craft beer pairs with local food, attendees sampled beers paired with foods prepared by chefs from across the country. Beers here were available only in the pavilion and not in the festival hall.

### Beer Enthusiast Bookstore

This year, the Beer Enthusiast Bookstore offered more than 70 titles to GABF attendees. Multiple book signings were offered during each festival session. Books were arranged into nine different categories so shoppers could browse by interest. More than 50 book signings were offered to attendees.

### Brewers Studio Pavilion

#### Sponsored by Falling Rock Tap House

Attendees observed and participated as brewers held discussions on key topics ranging from collaboration beers, creating a pub culture and learning what it takes to go pro in the craft brewing industry.

### GABF Pro-Am Competition

#### Sponsored by Briess Malt & Ingredients Co., The Country Malt Group, Hopunion and White Labs

This booth featured 94 entries from teams of a homebrewer and commercial brewers who scaled up a homebrew recipe for this competition. Winners of the competition were awarded gold, silver, and bronze medals.

### Support Your Local Brewery (SYLB) Pavilion

At the SYLB Pavilion, attendees experienced a virtual road trip across the country as they explored a variety of beers from 14 state guilds. Guests had the chance to talk to the brewers, enjoy beers from nowhere else in the festival and learn about the passion that defines small brewers in America.

### You Be the Judge Pavilion

GABF judges were on hand to teach attendees how the GABF competition judging process works.

### Brewpub Pavilion

To celebrate the growing tradition of locally brewed beers enjoyed straight from the source, the 2013 Great American Beer Festival featured a Brewpub Pavilion with 35 breweries representing all regions of the country.



# Media Coverage

We try to be comprehensive, but with such extensive nationwide coverage, this list represents only a sampling of GABF's media coverage.

## National Coverage

Associations Now.....	September 15
CNBC .....	October 4
Deadspin .....	October 6
Fox News .....	October 7
Men's Journal.....	October 1
Outside Magazine .....	October 8
Paste Magazine.....	September 26; October 5, 6
The Washington Post.....	October 6
The Weather Channel.....	October 3
Thrillist .....	September 30; October 3
USA Today .....	September 29; October 1, 5, 6, 7
Yahoo! Finance .....	September 9; October 5

## Beverage/Food Industry Coverage

Beer Advocate.....	August 26; October 5
Beer Street Journal.....	July 30
Bitch Beer.....	September 29
Bottles & Beer Cans Podcast.....	October 1
Brew Blog.....	July 29
Brew York .....	September 29
Brewbound .....	September 9, 30; October 3, 6
Brewtally Insane .....	September 19
Colorado Beer Girl.....	September 30
Craft Beer & Brewing.....	September 26
Denver off the Wagon.....	September 22
Dining out Magazine.....	September 30
Draft Magazine .....	August 29
Eater Denver.....	September 26, 29; October 1, 6
Everything on Tap.....	August 5
Florida Beer news.....	July 30
Food Republic .....	August 28
Hoppy Trails Beer News.....	July 30
Porch Drinking .....	July 28; September 23; October 4, 6
The Brew Lounge .....	September 29; October 4
The Drink Nation .....	September 13, 29
The Drinking Craft .....	September 23
Women Enjoying Beer .....	September 28
Brew Chief.....	October 4
Brew Public .....	October 5
Dining out Magazine.....	October 2
Draft Magazine .....	October 3
Eater .....	October 3
Growler Magazine .....	October 6
Guys Drinking Beer .....	October 6
Hoppy Trails Beer News.....	October 6
Side Dish Magazine.....	October 6
The Artful Pint.....	October 5
The Barley Blog.....	October 6
The Beer Drifter.....	October 4
The Full Pint.....	October 3, 6
We Like Drinking.....	October 6
Wine Enthusiast Magazine .....	October 6

## Colorado Regional Coverage

303 Magazine.....	September 25, 30; October 1, 3
5280 The Denver Magazine.....	September 30
9 News .....	July 30; September 25; October 1
Boulder Daily Camera .....	September 26
Colorado Public Radio .....	July 30
Denver Business Journal.....	July 18, 30; September 26; October 1
Denver Westword.....	July 30; September 11, 29, 30; October 1, 3, 4
KDVR-DEN (Fox) .....	September 26

KMGH-DEN (ABC).....	July 31; September 30; October 1
KOA-AM (RADIO) .....	July 30
KOA-AM (RADIO) .....	July 31; September 18, 25, 26
KTVD (MyTV) .....	July 29; September 9, 17, 26, 30
KUSA- DEN .....	July 29, 30; September 18, 25, 26
KWGN (CW) .....	July 31; October 1
The Denver Post.....	July 29, 30; August 27; September 28, 30; October 1
University of Denver Magazine.....	September 29
Vail Daily .....	September 30
5280 Magazine .....	October 2, 6
Colorado Public Radio .....	October 2, 5
Colorado Springs Gazette.....	October 5
Coloradoan .....	October 6
Denver Business Journal.....	October 2, 3, 4, 5
Denver Off the Wagon .....	October 6
FOX 31 Denver .....	October 2
Herald Business .....	October 6
KCEC (Univision) .....	October 3
KCNC-DEN (CBS) .....	October 2
KCRA-SAC (NBC).....	October 6
KDVR-DEN (Fox) .....	October 2, 3
KMGH-DEN (ABC).....	October 2, 3
KOA-AM (Radio).....	October 2
KOA-AM (Radio).....	October 2, 3
KTVD (MyTV) .....	October 2, 3, 6
KUSA-DEN (NBC).....	October 2, 3
KWGN (CW).....	October 2, 3
Longmont Times-Call .....	October 6
Loveland Reporter-Herald .....	October 5
Pagosa Daily Post .....	October 6
The Coloradoan .....	October 4
The Denver Post.....	October 2, 3, 5, 6
The Durango Herald .....	October 5

## Regional Media Outside Colorado

Akron Beacon Journal .....	August 29; September 29
Albuquerque Journal .....	September 29; October 4
Boston Globe .....	September 9
LA Times.....	September 29
Milwaukee Public Radio .....	October 1
Ottawa Citizen .....	September 26
Reporter Herald .....	September 29
Ski Curbed.....	September 30
The Beer Blog at Ohio.com .....	September 29
WCPO-CIN (ABC).....	September 25
WZZM 13 .....	September 13
Albuquerque Business First .....	October 4
Asheville Citizens Time.....	October 6
Austin Eater .....	October 6
Bay News 9 .....	October 6
BBC 2 Radio.....	October 2
Beartooth NBC .....	October 6
Charlotte Business Journal .....	October 6
Chicago Now .....	October 6
Cincinnati.com .....	October 6
Dallas News.....	October 6
DC Beer .....	October 6
Dcist .....	October 6
Democrat & Chronicle .....	October 6
Examiner.....	October 5, 6
FOX 11 News at 9 .....	October 6
FOX 11 Online .....	October 5
Fox Sports 1 .....	October 3

Go at omaha.com.....	October 3
Good Day Wisconsin.....	October 6
Guardian Liberty Voice .....	October 6
Houston Chronicle.....	October 4
Inland Empire .....	October 6
Inside Indiana Business.....	October 6
Kansas City Star.....	October 6
KECI (NBC).....	October 6
KHOU-HOU (CBS).....	October 2
KRLD Dallas (Radio) .....	October 2
KSTP-MIN (ABC).....	October 6
KSWB-SD (Fox).....	October 4
KTVK-PHX .....	October 2
KTVM (NBC) .....	October 5
KTVQ (CBS) .....	October 6
LA Weekly .....	October 4, 6
Lehigh Valley Morning Call.....	October 6
LGBT Weekly.....	October 5
Miami News Times .....	October 6
Milwaukee Journal Sentinel.....	October 6
Minneapolis/St. Paul Journal.....	October 6
Missoula Independent .....	October 6
Montana This Morning .....	October 6
Morning Star Advisor.....	October 5
Nashville Scene .....	October 3
News 92 FM .....	October 6
News Radio 740 KTRH.....	October 6
nj.com.....	October 4
Oregon Live .....	October 5
PennLive.....	October 4
Phoenix New Times.....	October 6
Philly Magazine.....	October 6
Philly.com .....	October 6
Phoenix News Times.....	October 6
Reno Gazette-Journal .....	October 5, 6
Salt Lake Tribune.....	October 6
San Diego Entertainer Magazine.....	October 6
San Diego Reader .....	October 4
Seattle Beer News.....	October 6
Seattle Pi .....	October 3
Shreveport Times .....	October 6
Sioux City Journal .....	October 6
St. Louis Post-Dispatch .....	October 6
The Beer Blog at Ohio.com .....	October 3, 4
The New School .....	October 6
The Oregon Live .....	October 6
The Plain Dealer .....	October 4
The Press Democrat.....	October 5
The Star- Ledger.....	October 3
The Star- Ledger.....	October 4
The Ypsilanti Courier .....	October 4
Twin Fall Times (beer blog).....	October 3
Washington Beer Blog .....	October 6
Washington City Paper.....	October 6
WBBM-AM .....	October 2
WCPO-CIN (ABC).....	October 4, 6
WCSH (NBC) .....	October 4, 5
WKRK .....	October 6
WLBZ (NBC) .....	October 4, 6
WLW-AM .....	October 4
WLW-AM (RADIO) .....	October 6
WLWT-CIN (NBC) .....	October 6





"When marketing dollars are tight, we have to carefully consider where we want to spend our money. It is always difficult to calculate a return on a sponsorship of this nature but there is not a doubt in my mind that our sponsorship will reward us with additional business. For Brewery Finance to contact all of these potential customers individually, it would take a lot more time and money than we spend on the sponsorship. We truly appreciate the opportunity to affiliate our brand with the preeminent beer festival in the country."

**Rick Wehner**  
President, Brewery Finance



"Snyder's of Hanover was proud to partner with the Brewers Association at the Great American Beer Festival. This was our 4th year as a sponsor of GABF and every year has exceeded our expectations for what we aim to achieve at our consumer engagement events. The consumers that attend the event are incredibly enthusiastic and passionate about craft beer. We appreciate that the attendees are looking beyond just sampling new beer; for Snyder's of Hanover, we love that consumers are also there to learn about pairing beer with food to heighten their overall sensory experience. After all, pretzels and beer are a natural fit. For the past 4 years, GABF has been one of highlights of the year on the Snyder's of Hanover event calendar."

**Sean B. Adams**  
Associate Brand Manager, Snyder's of Hanover





# Save the Date

**SEPTEMBER 24-26, 2015**

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**We look forward to  
working with you**

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