



Brewers Association presents

GREAT AMERICAN

BEER

FESTIVAL[®]

Denver



Colorado

★ **2012 POST-EVENT REPORT** ★

**SAVOR THE FLAVOR
RESPONSIBLY**

The Great American Beer Festival
is presented by the Brewers Association
www.BrewersAssociation.org





"WE COULDN'T BE MORE PLEASED WITH THE SUPPORT AND GUIDANCE PROVIDED BY THE BREWERS ASSOCIATION FOR OUR FIRST YEAR AS A FEATURED BREWERY SPONSOR AT GABF."



MARCUS DUFFEY
GENERAL MANAGER, GREAT NORTHERN BREWING CO.





FACTS & FIGURES

OCTOBER 11-13, 2012 • COLORADO CONVENTION CENTER

AWARDS CEREMONY - OCTOBER 13

ATTENDANCE (DURING FOUR TASTING SESSIONS)

2010	2011	2012
49,000	49,000	49,000
same capacity	same capacity	same capacity

VOLUNTEERS

2010	2011	2012
3,281	3,411	3,023
52,075 hours	54,515 hours	41,919 hours

FESTIVAL BEER

2010	2011	2012
2,248 BEERS	2,375 BEERS	2,774 BEERS
455 breweries	460 breweries	578 breweries

COMPETITION BEER

2010	2011	2012
3,523 BEERS	3,930 BEERS	4,338 BEERS
516 breweries	526 breweries	666 breweries

COMPETITION FACTS

Judging Sessions 5

Medals awarded 254 medals plus 3 Pro-Am

Judges 185 judges from 11 countries

Beer-style categories evaluated 84 plus GABF Pro-Am

Average # of beers entered in each category 50.6 beers

Category with highest number of entries American-Style India Pale Ale, 203



DEMOGRAPHIC INFO

Age:

21-24	5%
25-34	45.7%
35-44	28.1%
45-54	14%
55+	7.2%
Average	32.6 years

Gender:

Male	75.7%
Female	24.3%

Marital status:

Single	36.8%
Married	58.3%
Other	4.9%

Combined household income:

\$110K +	40%
\$90K - \$109K	17%
\$60K - \$89K	21.2%
\$35K - \$59K	14.4%
Under \$34K	7.4%

Educational Level:

High School	10%
Undergraduate Degree	53.2%
Graduate Degree	36.8%

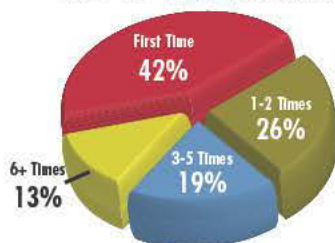
How did you learn about the festival?

AHA/BA Member	49.6%
Friend/Coworker	33%
Other	9.3%
Internet	6.5%
Radio	0.9%
TV	0.4%
Billboard	0.3%
Newspaper	0.5%

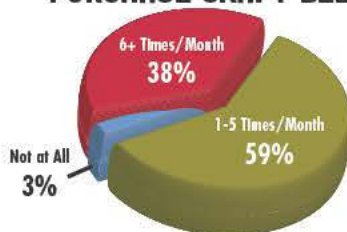
Are you a homebrewer?

Yes	57.6%
No	42.4%

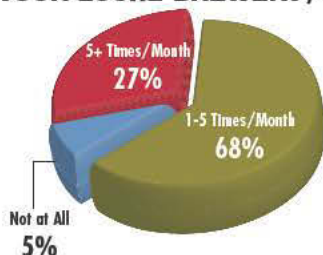
HOW MANY TIMES HAVE YOU ATTENDED GABF?



HOW OFTEN DO YOU PURCHASE CRAFT BEER?



HOW OFTEN DO YOU VISIT YOUR LOCAL BREWERY/PUB?



Activities attendees enjoy:

Pubs/Breweries	89%
Travel/Vacation	83.1%
Dining	71.2%
Camping/Hiking	70.7%
Cooking	66.3%
Live Music/Concerts	65.1%
Sporting Events	59.5%
Homebrewing	56.4%
Recreational Sports	48.8%
Skiing/Snowboarding	45.6%
Cycling	36%
Running	32%
Hunting/Fishing	27.8%
Casinos	26%
Off-roading/Snomobiling	16%
Climbing	14.7%

Planned purchases in next 12 months:

Vacations	73.4%
Concert/Sporting Event Tickets	58.9%
Homebrewing Equipment	44.8%
Sporting Goods	36.8%
Computer Accessories	33%
Furniture	28%
Mobile Phone	26.1%
Appliances	18.4%
Lottery Tickets	17.5%
Camera/Video Camera	10.7%
House/Condominium	10.4%
Beer/Wine of the Month Club	9.9%
MP3 Player/Stereo Equipment	9%
Motor Vehicle	8.9%
Pets	8.6%
Motor Vehicle	2.3%

What was your primary mode of transit to the event?

Public Transit/Taxi	43.6%
Walk	37.1%
Drive	22.2%
Carpool/Dropoff	18.1%
Bike	2.4%

What was your primary mode of transit home?

Public Transit/Taxi	46.8%
Walk	30.8%
Drive	22.4%
Carpool/Dropoff	16.1%
Bike	2.6%

How many total miles did you travel to attend the festival?

500+	37.2%
101-500	4.9%
51-100	6.1%
26-50	8.5%
11-25	18.2%
5-10	11.6%
0-4	13.5%



SPONSORSHIP BENEFITS

SPONSORSHIP RECOGNITION • EVENT MARKETING

Billboards

14 billboards placed in the Denver metro area for 2 weeks.

1 billboard on Highway 93 for 2 weeks.

1 billboard in downtown Denver for 4 weeks.

2 billboards in downtown Fort Collins for 2 weeks.

1 outdoor marquee (Colorado Convention Center) for 5 days.

Emails

Multiple html emails sent to nearly 80,000 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.

Westword periodical

(3) full color ads

The Onion

(2) full color ads.

Planet Bluegrass

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

(1) full color ad in RockyGrass Festival Program.

(1) full color ad in Folk Festival Program.

Elevation Ourdoors magazine

(1) full color ad.

Television

475 30-second spots on Comcast television network broadcast in Denver metro area.

Programs

More than 24,000 distributed to festival attendees.

Ticket Giveaways

Radio sponsors 97.3 KBCO, 103.5 The Fox, AM 760 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 486,870 visits and 1,225,524 page views on the GABF website between July and October.

Online & Social Media

More than 32,000 "Likes" on Facebook, with a weekly total reach averaging 40,000+ unique people. Facebook reach the week of the festival exceeded 250,000 individuals.

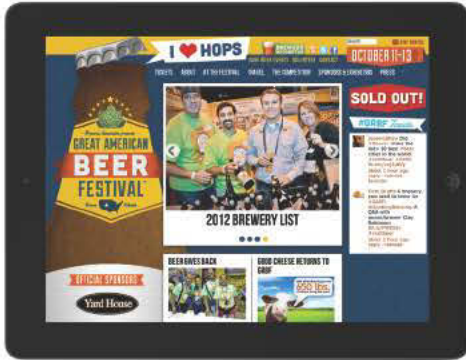
More than 15,000 Twitter followers with significant #GABF conversation.

109,000 impressions on comcast.net.

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



FESTIVAL MARKETING



Official Website



Billboards



Television



Posters



Social Media



Postcards



Advertisements



THANKS TO ALL OUR SPONSORS FOR THEIR GENEROUS SUPPORT!

OFFICIAL SPONSORS



ASSOCIATE SPONSORS



FEATURED BREWERY SPONSORS



LOCAL & INDUSTRY SPONSORS



GREAT AMERICAN BEER FESTIVAL MAP

REGIONS

- PACIFIC
- PACIFIC NW
- MID WEST
- NEW ENGLAND
- MID ATLANTIC
- MOUNTAIN
- SOUTHWEST
- SOUTHEAST



LOOK FOR THE ZEROHERO TENTS THROUGHOUT THE HALL.

WATER STATIONS CAN BE FOUND AT EVERY COLUMN



RESTROOMS

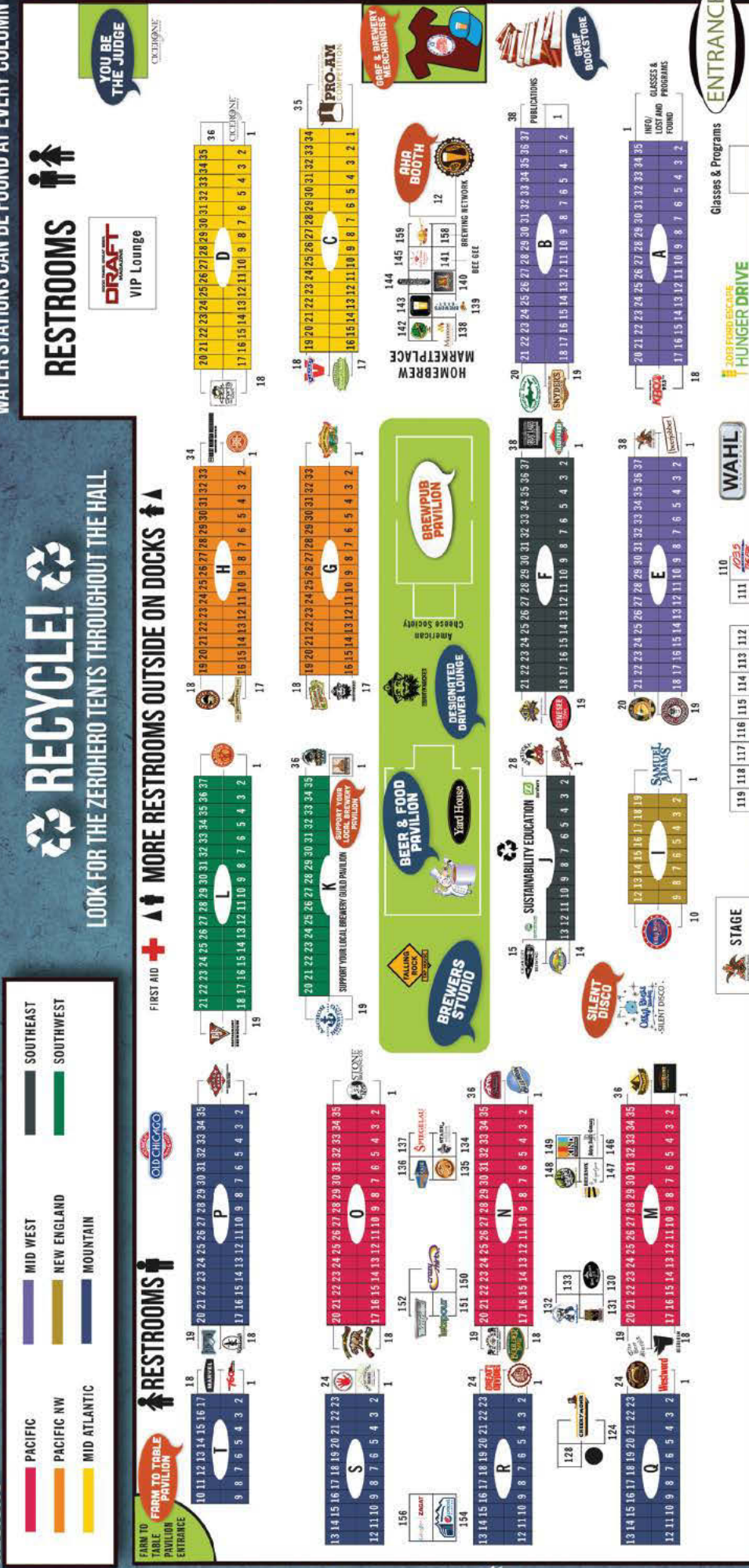


YOU BE THE JUDGE

FIRST AID + MORE RESTROOMS OUTSIDE ON DOCKS



FORM TO TABLE PAVILION ENTRANCE



ENTRANCE

HUNGER DRIVE

WAHL

STAGE

110 111 112 113 114 115 116 117 118 119

STAGE

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ENTRANCE



FESTIVAL HIGHLIGHTS

63 Exhibitors (non-breweries)

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

Festival Flair Award

All breweries were invited to decorate their booths.

2012 Brewery Booth Winner:

Stone Brewing Company

2012 Brewery Table Winner:

Swamp Head Brewery

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

Sponsored by Ecosyste.ms

Great American Beer Festival is committed to creating an eco-friendly event. Compost, recycling and waste stations are placed throughout the event. 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 School

The eight educational areas at this year's festival formed the Great American Beer School, which 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.

The Great American Beer School areas included:

Beer & Food Pavilion

Sponsored by Yard House Restaurants

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

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 60 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 Competition Awards Ceremony

The competition saw 666 U.S. breweries vying for medals in 84 beer style categories. Gold,

silver and bronze medals were awarded to breweries in these categories for brewing excellence.

GABF Pro-Am Competition

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

This booth featured 93 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 11 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 Booth

Sponsored by Cicerone Certification Program

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

NEW IN 2012

Brewpub Pavilion

To celebrate the growing tradition of locally brewed beers enjoyed straight from the source, the 2012 Great American Beer Festival featured a new Brewpub Pavilion with 24 breweries representing all regions of the country.





MEDIA COVERAGE

National Coverage

	Date(s)
CNBC	October 8, 11, 15
Huffington Post	October 8, 15
Thrillist	October 9
Yahoo! Finance/CNBC	October 12
Gnom.es National News Service	October 12
The Street	October 12, 13
Examiner	October 13, 14
NPR (The Salt, NPR's Food Blog)	October 14
Yahoo! Finance	October 14
CNBC	October 15
Today Online "Bites" blog	October 18
Esquire Magazine	October 18
CNN Eatocracy Blog	October 18
Maxim Magazine	October 19
Skiing Magazine	October 19

Beverage/Food Industry Coverage

	Date(s)
The Drink Nation	October 4
Bay Area Bites	October 8
Eater Denver	October 9
The Daily Meal	October 9
DRAFT Magazine	October 11, 13
Beerpulse.com	October 12, 13
Brewpublic	October 14
Drink Baltimore	October 15
Drinks Business Review (DBR)	October 15
Eater Chicago	October 15
Grub Street Chicago	October 15
Grub Street Pennsylvania	October 15
Seattle Beer News	October 15
The Full Pint	October 15

Colorado Regional Coverage

	Date(s)
Denver Post	October 3, 9, 10, 11, 12, 13, 14
Herald-Tribune	October 4
North Denver Tribune	October 4
The Mountaineer	October 4
CBS 4 Denver	October 8
Fort Collins Coloradoan	October 8, 9, 11, 13
The Longmont Times-Call	October 8
Westword (Denver blog and weekly)	October 8, 9, 10, 12, 13, 15
9 News (KUSA-TV, NBC)	October 10, 13
Canon City Daily Record	October 10
KUNC 91.5 (Colorado)	October 10, 11, 12
5280 The Denver Magazine	October 11, 15
9 News Colorado (KUSA-TV, NBC)	October 11
DailyCamera.com (Boulder, CO)	October 11, 12
Denver Business Journal	October 11, 12, 14
Mile High Sports	October 11
Fox 31 Denver	October 12
AP/CBS 4 Denver	October 13
Colorado Springs Independent	October 13
The Durango Herald	October 13



Northern Colorado Business Report	October 15
Boulder County Business Report	October 15
Summit Daily News	October 15

Regional Media Outside Colorado

	Date(s)
Milwaukee Mag	October 8
New York Daily News	October 9
Houston Chronicle	October 10, 12, 13
NBC 4 New York	October 10
NBC 5 Chicago	October 10
Toronto Star	October 10
Union-Tribune San Diego	October 10, 12, 14
12 WBOY (Clarksburg, WV)	October 11
Atlanta Business Chronicle	October 11
New Jersey Star Ledger	October 11
ABC 6 Rhode Island, WLNE-TV	October 12
Chicago Now	October 12, 13
Dallas South News	October 12
LA Weekly	October 12
Oregon Live	October 12
San Bernardino County Sun	October 12
San Diego Reader	October 12, 13
St. Louis Post Dispatch	October 12
Chicago Tribune	October 13
KSNT.com - KSNT 27, NBC (Topeka, KS)	October 13
PennLive.com	October 13
Sacramento Bee	October 13
San Antonio Express-News	October 13
The Seattle Post-Intelligencer	October 13
Billings Gazette	October 14
BlueRidgeNow.com: Hendersonville Times-News	October 14

Chicagoist	October 14, 15
North County Times	October 14
The Bulletin (Bend, OR)	October 14
Wisconsin State Journal	October 14
ABC 12 (Flint, MI)	October 15
Atlanta Business Chronicle	October 15
Dallas Observer	October 15
Fox 19 (Cincinnati, OH)	October 15
KCTV 5 (Kansas City, MO)	October 15
KFVS 12, CBS (MO/KY/IL)	October 15
LA Weekly	October 15
Lebanon Daily News (PA)	October 15
Milwaukee-Wisconsin Journal Sentinel	October 15
Minneapolis-St. Paul Business Journal	October 15
NBC 29 News WVIR-TV	October 15
Portland Business Journal	October 15
Red Eye Chicago	October 15
The Akron Beacon Journal	October 15
The Florida Times Union	October 15
The Lowell Sun (MA)	October 15
The Milwaukee Business Journal	October 15
Topeka Capital Journal (KS)	October 15
Tucson News Now (AZ)	October 15
WALB 10 News, ABC/NBC	October 15
Washington City Paper (D.C.)	October 15
WHBL News Radio 1330 (Sheboygan, WI)	October 15
WTAQ News Talk 1360 AM, 97.5 FM (Green Bay, WI)	October 15
WUWM Milwaukee Public Radio	October 15

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



"WE GAUGE MUCH OF OUR SUCCESS ON OUR VERY FIRST GABF IN 2008, AND HAVE ONLY SEEN CONSISTENT INCREASE IN SALES AND EXPOSURE EVERY YEAR AFTER. THE EVENT IS HIGHLY ORGANIZED, INNOVATIVE, AND CONSUMER AND BUSINESS FRIENDLY WHICH MAKES GABF OUR #1 EVENT IN THE OVER 40 WE ATTEND A YEAR."

SPONSOR & EXHIBITOR, JAY KRINER
 FOUNDER / PRESIDENT / CHIEF SMILE MAKER,
 BEER CLOTHING COMPANY, LLC & STRONGHOLD BEER

"IT WAS TRULY A WONDERFUL WEEKEND FROM ALL FACETS. I WAS AWESTRUCK HOW SEEMINGLY SEAMLESS THE WHOLE OPERATION WAS, AND THE OVERALL PROFESSIONALISM. THE GABF WAS TOTALLY DIALED IN FOR US TO HAVE A GREAT EVENT. THANK YOU FOR ALLOWING US THE OPPORTUNITY—IT WAS A GREAT TIME FOR US AND WE HOPE TO MAKE NEXT YEAR EVEN MORE GRAND!"

OFFICIAL SPONSOR, SEAN B. ADAMS
 ASSOCIATE BRAND MANAGER, SNYDER'S OF HANOVER



PHOTOS © 2012 TASHA KAPLAN and BREWERS ASSOCIATION

SAVE *the* DATE!

— OCTOBER 10-12, 2013 —

**WE LOOK FORWARD TO
WORKING WITH YOU**

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