



2013

GREAT AMERICAN

BEER

Festival

DENVER, CO

2013

POST-EVENT REPORT

SAVOR THE FLAVOR
RESPONSIBLY

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





"GABF 2013 absolutely rocked. It 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 10-12, 2013 • Colorado Convention Center
Awards Ceremony - October 12

ATTENDANCE (DURING FOUR TASTING SESSIONS)

2011	2012	2013
49,000	49,000	49,000
<i>same capacity</i>	<i>same capacity</i>	<i>same capacity</i>

VOLUNTEERS

2011	2012	2013
3,411	3,023	3,245
<i>54,515 hours</i>	<i>41,919 hours</i>	<i>47,214 hours</i>

FESTIVAL BEER

2011	2012	2013
2,375 BEERS	2,774 BEERS	3,142 BEERS
<i>460 breweries</i>	<i>578 breweries</i>	<i>624 breweries</i>

COMPETITION BEER

2011	2012	2013
3,930 BEERS	4,338 BEERS	4,809 BEERS
<i>526 breweries</i>	<i>666 breweries</i>	<i>732 breweries</i>

COMPETITION FACTS

Judging Sessions 5

Medals awarded 252 medals plus 3 Pro-Am

Judges 201 judges from 11 countries

Beer-style categories evaluated 84 plus GABF Pro-Am

Average # of beers entered in each category 51 beers

Category with highest number of entries American-Style India Pale Ale, 252



ATTENDEE DEMOGRAPHIC INFO

Age:

21-24	4%
25-34	42%
35-44	31%
45-54	15%
55+	8%
Average	33.5 years

Gender:

Male	76%
Female	24%

Marital status:

Single	35%
Married	62%
Other	3%

Combined household income:

\$110K+	43%
\$90K-\$109K	19%
\$60K-\$89K	19%
\$35K-\$59K	13%
Under \$34K	6%

Educational level:

High School	11%
Undergraduate Degree	54%
Graduate Degree	35%

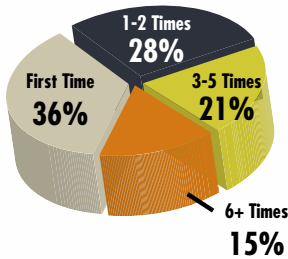
Do you live in the greater Denver area?

Yes	50%
No	50%

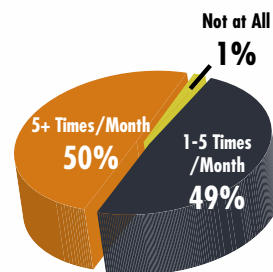
Are you a homebrewer?

Yes	64%
No	23%
Would like to start	13%

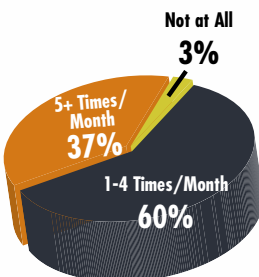
HOW MANY TIMES HAVE YOU ATTENDED GABF?



HOW OFTEN DO YOU PURCHASE CRAFT BEER?



HOW OFTEN DO YOU VISIT YOUR LOCAL BREWERY/PUB?



Activities attendees enjoy:

Pubs/Breweries	94%
Travel/Vacation	83%
Dining	70%
Camping/Hiking	69%
Cooking	66%
Live Music/Concerts	61%
Sporting Events	59%
Homebrewing	63%
Recreational Sports	45%
Skiing/Snowboarding	40%
Cycling	35%
Running	32%
Hunting/Fishing	25%
Casinos	23%
Off-roading/Snowmobiling	12%
Climbing	12%

What was your primary mode of transit to the event?

(select all that apply)

Public Transit/Taxi	38%
Walk	34%
Drive	19%
Carpool/Dropoff	18%
Bike	3%

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

500+	37%
101-500	5%
51-100	6%
26-50	9%
11-25	18%
5-10	12%
0-4	13%



SPONSORSHIP BENEFITS

Sponsorship Recognition • Event Marketing

Billboards

14 billboards placed in the Denver metro area for 4 weeks.

1 billboard near Highway 93 for 2 weeks.

2 billboards in downtown Denver for 2 weeks.

1 billboard in downtown Fort Collins for 2 weeks.

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

Emails

Multiple html emails sent to over 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.

Elevation Outdoors periodical
(2) 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.

Boulder Weekly periodical
(3) full color ads.

Television

483 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 465,000 visits and 1,177,000 page views on the GABF website between July and mid-October.

Online & Social Media

Nearly 44,000 "Likes" on Facebook, with a weekly total reach averaging 75,000+ unique people. Facebook reach the week of the festival exceeded 275,000 individuals.

More than 23,000 Twitter followers with significant #GABF conversation.

Nearly 1,500 Instagram followers in first year on the platform.

100,000 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



App



Postcards



Advertisements



Thanks to all our sponsors for their generous support!

OFFICIAL SPONSORS



CRAFTBEER.COM

ASSOCIATE SPONSORS



LOCAL & INDUSTRY SPONSORS



GREAT AMERICAN BEER FESTIVAL MAP

REGIONS

- █ PACIFIC
- █ PACIFIC NW
- █ MID ATLANTIC
- █ MID WEST
- █ NEW ENGLAND
- █ MOUNTAIN
- █ SOUTHEAST
- █ SOUTHWEST
- █ GREAT LAKES



LOOK FOR THE ZEROHERO
TENTS THROUGHOUT THE HALL

WATER STATIONS CAN BE FOUND AT EVERY COLUMN

FIRST AID **MORE RESTROOMS OUTSIDE ON DOCKS**



BREWER & BADGED PERSONNEL RESTROOMS



FAW TO
TABLE
PAVILION
ENTRANCE

SEATING

U 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Q 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

P 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

L 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

K 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

H 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

G 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

D 18 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

C 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

T 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

S 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

R 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

N 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

J 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

I 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

F 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

E 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

B 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

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SUPPORT YOUR LOCAL BREWERY

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DD LOUNGE

BREWERS STUDIO

BEER & FOOD PAVILION

BREW PUB PAVILION

FOOD SERVICE

HOMEBREW MARKETPLACE

PRO-100 COMPETITION

BOOKSTORE

R 126 124 122 120 118 116 114 112 110 108 106 104 102 100 98 96 94 92 90 88 86 84 82 80 78 76 74 72 70 68 66 64 62 60 58 56 54 52 50 48 46 44 42 40 38 36 34 32 30 28 26 24 22 20 18 16 14 12 10 9 8 7 6 5 4 3 2 1

BEER & FOOD PAVILION

FOOD SERVICE

MARKETPLACE

PRO-100 COMPETITION

BOOKSTORE

GLASSES & PROGRAMS FOUND

FOOD SERVICE

AMERICAN CHEESE SOCIETY

STAGE

WAHL

TICKET HOLDER ENTRANCE

Glases & Programs

PHILIPS

110 111 112 113 114 115 116 117 118 119 120

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FESTIVAL HIGHLIGHTS

51 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 Award

All breweries were invited to decorate their booths.

2013 Brewery Booth Winner:

Speakeasy Ales & Lagers

2013 Brewery Table Winner:

Big Choice Brewing

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 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.

The Great American Beer Festival Pavilions:



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 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 100 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

Sponsored by Cicerone Certification Program

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



National Coverage	Date(s)
Examiner	July 28, 31; October 7, 10-12, 14, 15, 17
Huffington Post	August 1
Bloomberg Business Week	August 1
Chicago Tribune	August 8
Yahoo! Travel	September 27
Business Insider	October 1
Liftpia Blog	October 1
Reddit	October 2
Yahoo! Finance	October 11
CNN	October 11
CNBC	October 11
Washington Post Magazine	October 11
The Washington Post	October 15
NBC News	October 11-16
National Public Radio (NPR)	October 12-17
USA Today	October 10, 11, 14, 15, 17

Beverage/Food Industry Coverage	Date(s)
Brewbound	July 24, 31; September 10, 27; October 4, 7, 11, 14, 15, 17
Beer Pulse	July 25, 30, 31; October 2, 9
Porch Drinking	July 30, October 3, 10
The Daily Meal	July 31

The Full Pint	September 12, 19, 25, 26, 30; October 1, 3, 6, 15
Beer Advocate	October 2
Draft Magazine	October 7, 8
Denver Off The Wagon	October 9, 10
Brookston Beer Bulletin	October 12
Serious Eats	October 15

Colorado Regional Coverage	Date(s)
Denver Post	July 26, 31; August 1; September 24; October 3, 4, 7, 9-11, 13
The Colorado Springs Gazette	July 29, 31; September 24
Denver Westword	July 30, 31; August 1; September 4, October 3, 7-14, 16
9 News Colorado	July 31
KDVR Denver	July 31
Daily Camera	July 31; October 3, 9
Denver Business Journal	July 31; October 2, 8, 10, 11, 13
The Denver Channel	August 1
Denver Post Blog	October 9, 10
The Denver Press Box	October 9
5280 The Denver Magazine	October 9
FOX 31 Denver	October 10
Channel 9 News Denver	October 11, 14
Channel 4 CBS Denver	October 11

Durango Herald	October 12
The Coloradoan	October 14
Colorado Springs Independent	October 17

Regional Media Outside Colorado	Date(s)
The Press Democrat	July 26
Jacksonville.com	September 10
All Alabama	September 20
Michigan Live	September 21
Los Angeles Magazine	October 9, 12
The Salt Lake Tribune	October 10, 14
UT San Diego	October 10, 12, 16
Newschannel 8 Portland	October 10
WTOP 103.5 FM Radio	October 10
St. Louis Today	October 12
Oregon Live	October 14
Boston.com	October 14
KSDK Channel 5	October 14
Sacramento Bee	October 14
WTOP 103.5 FM Radio	October 15
Bellingham Herald	October 15
NJ.com	October 17, 18
AZ Central	October 17
My Fox NY	October 17
Pittsburgh-Post Gazette	October 17
Sacramento Bee	October 17

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



"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 2013 Great American Beer Festival. This was our 3rd 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 3 years, GABF has been one of highlights of the year on the Snyder's of Hanover event calendar, and we are already looking forward to seeing what the BA has in store for in 2014."

SEAN B. ADAMS
Associate Brand Manager, Snyder's of Hanover



SAVE *the* DATE!

— OCTOBER 2-4, 2014 —

WE LOOK FORWARD TO
WORKING WITH YOU

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