POST-EVENT REPORT 2015
“GABF offers several opportunities to connect with our customers. Through the event itself, and the fact it draws so many brewers and brewery owners, it offers a place and time where our craft brewing customers are in high concentration and good spirits; this allows to have face-to-face meetings, conduct hop selection remotely, and/or just have casual interactions. By having a booth in the Homebrew Marketplace, we also connect with homebrew shop owners, and the homebrewers themselves; this is a great way to promote our key ingredient lines.”

Jake Keeler, Director of Marketing
Brewers Supply Group
(Premier Supporter)

“As the biggest and best (and one of the oldest) craft beer festivals in the country, GABF is clearly the right event for us to support, and the right place for us to exhibit our craft brewery insurance program. Our banner and our ad in the program provide us with great exposure, and the opportunity to connect with craft brewers from across the country is unparalleled. They get to learn about our services and expertise, and we get to learn about their fine products and unique personalities. On top of all that, it's always a great time, too!”

Richard Beall, Owner/President
Beall Brewery Insurance
(Non-exhibiting Supporter)
ATTENDANCE  
(DURING FOUR TASTING SESSIONS)

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49,000</td>
<td>49,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>

VOLUNTEERS

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,245</td>
<td>3,390</td>
<td>3,572</td>
</tr>
</tbody>
</table>

47,214 hours 50,155 hours 55,188 hours

FESTIVAL BEER

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,142</td>
<td>3,500+</td>
<td>3,800</td>
</tr>
</tbody>
</table>

BEERS

624 breweries 710 breweries 750 breweries

COMPETITION BEER

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,809</td>
<td>5,507</td>
<td>6,647</td>
</tr>
</tbody>
</table>

BEERS

732 breweries 1,309 breweries 1,552 breweries

COMPETITION FACTS

Judging Sessions: 6
Medals awarded: 275 medals plus 3 Pro-Am
Judges: 242 judges from 15 countries
Beer-style categories evaluated: 92 plus GABF Pro-Am
Average # of beers entered in each category: 72 beers
Category with highest number of entries: American-Style India Pale Ale, 336
Attendee Demographic Information

Age:
- 21-24: 2%
- 25-34: 40%
- 35-44: 31%
- 45-54: 17%
- 55+: 10%
- Average: 34.3 years

Gender:
- Male: 73%
- Female: 27%

Marital status:
- Single: 35%
- Married: 62%
- Other: 3%

Combined household income:
- $110K+: 48%
- $90K-$109K: 17%
- $60K-$89K: 19%
- $35K-$59K: 12%
- Under $34K: 4%

Educational level:
- High School and below: 10%
- Undergraduate Degree: 54%
- Graduate Degree: 36%

Are you a homebrewer?
- Yes: 56%
- No: 31%
- Would like to start: 13%

How many times have you attended GABF?
- First Time: 38%
- 1-2 Times: 26%
- 3-5 Times: 21%
- 6+ Times: 15%

How Often Do You Purchase Craft Beer?
- Not at All: 1%
- 1-4 Times/Month: 50%
- 5+ Times/Month: 49%

How Often Do You Visit Your Local Brewery/Pub?
- Not at All: 2%
- 1-4 Times/Month: 61%
- 5+ Times/Month: 37%

Do you live in the Greater Denver area?
- Yes: 27%
- No: 73%

Activities attendees enjoy:
- Pubs/Breweries: 92%
- Travel/Vacation: 82%
- Dining: 72%
- Camping/Hiking: 68%
- Sporting Events: 64%
- Cooking: 62%
- Homebrewing: 56%
- Live Music/Concerts: 66%
- Recreational Sports: 43%
- Skiing/Snowboarding: 41%
- Running: 32%
- Cycling: 32%
- Hunting/Fishing: 25%
- Casinos: 21%
- Off-roading/Snowmobiling: 14%
- Climbing: 12%

What was your primary mode of transit to the event?
- Public Transit: 34%
- Walk: 39%
- Taxi: 21%
- Drive: 16%
- Carpool/Dropoff: 16%
- Bike: 2%

“Groupon works with hundreds of breweries, brew pubs, and tap rooms around the country, promoting everything from tours and beer flights to growler sales and dining options. GABF is the perfect opportunity to connect with the people behind our favorite beers and talk shop about all of the exciting trends and developments in their industry. We’ve proudly sponsored the festival for the past two years and look forward to being part of this community for years to come.”

Jon Wild, VP/North America Marketing
Groupon
(Premier Supporter)
Billboards
10 billboards and 15 light rail posters placed in the Denver, Boulder and Fort Collins metro areas for 5 weeks.

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

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.

*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
850 30-second spots on Comcast television network broadcast in Denver metro area.

Programs
More than 27,500 distributed to festival attendees.

Ticket Giveaways
Radio partners 97.3 KBCO, 103.5 The Fox, 850 KOA gave away tickets online and on-air. as did other sponsors and exhibitors.

Website
There were 581,000 visits and 1,235,000 page views on the GABF website between July and September.

Online & Social Media
Over 54,000 Likes on Facebook.

More than 33,100 Twitter followers with significant #GABF conversation; #GABF trended nationally on Saturday, September 26.

Over 8,700 Instagram followers.

350,000 impressions on comcast.net.

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

“GABF is a great platform for an up and coming transportation company like Pepsi Logistics to not only visit with our existing brewery customers but also to get our name out there to new breweries so that we can help solve their transportation needs as they grow.”

Leland Nislow, LD&T Sr. Associate/Business Development
Pepsi Logistics Company, Inc.
(Non-exhibiting Supporter)
Festival Marketing

- Official Website
- Billboards
- Lightrail Poster
- Television
- Posters
- Social Media
- My GABF App
- Postcards
- Advertisements
Thanks to our sponsors for their generous support!

OFFICIAL SPONSORS

carhartt • DRAFT MAGAZINE • MicroStar LOGISTICS

Red Robin • CRAFTBEER.COM

ASSOCIATE SPONSORS

FALLING ROCK TAP HOUSE

GREEN MOUNTAIN CRAFT CO

Yard House

OFFICIAL RADIO PARTNERS

KBCO 97.3 FM

103.5 THE FOX

850 KOA NEWS RADIO

PREMIER SUPPORTERS

ArdaighGroup • BRIESS • BSG • CountryMalt Group

DRINK TANKS • gessiliscools.com

Groupon • HUSTLE BOTTLE

KIND • KSE

Muntons • OI:GLASS IS LIFE

UBER • WHITE LABS

WILD GOOSE • WYeast

YCHOPS • YETI

SUPPORTERS

MARVEL • AMBRACH • BEER NEWS

Beer Toolz • Capital Leasing

Brewery Pak • Cargill • Cicerone

CliftonLarsonAllen • LOTTERY

Columbia Label • crazyshark

Davidsons • Dukes

1876 • Snyders

Spiegelau • surveygizmo

Synek • Whitcomb LAW

zTrip
“GABF is an invaluable event for us to showcase our involvement in the brewing industry. It’s remarkable to have more than 60,000 potential consumers in one room where we can share the Carhartt brand story, and our beer story. There’s nothing better than meeting beer enthusiasts and talking about what makes a great brew.”

Eli Greening, Strategic Partnership Specialist
Carhartt
(Official Level Partner)

“Attending GABF and having a presence there is very important to our company in many ways. It allows us to keep our finger on the pulse of the industry. The heart of the brewing community is there and in an ever-changing landscape it is vital to remain connected to the network. Additionally, there is no better place to get a chance to have your beers tested by not only 60,000 beer lovers during the festival, but also by the best beer judges in the world during the GABF competition. It is a “must” for our brewing company every year.”

Jaime Dietenhofer, Founder/CEO
Figueroa Mountain Brewing Co.
(Featured Brewery Sponsor)
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
Sponsored by Red Robin
Professional chefs and brewers presented fresh food pairings with craft beer in the Beer & Food Pavilion to 90 participants per session.

Paired
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 70 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, Yakima Chief-Hopunion and White Labs
This booth featured 91 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.

BeerX: The CraftBeer.com Experience
GABF judges, brewers and local artists were on hand to talk with attendees about how the GABF competition judging process works, the stories behind the beer, and the beer behind the art.

Brewpub Pavilion
To celebrate the growing tradition of locally brewed beers enjoyed straight from the source, the Great American Beer Festival featured a Brewpub Pavilion with 36 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

Adl.com ................................................................. September 26
Bon Appetit ......................................................... September 30
Chicago Tribune ..................................................... September 26
CNN ................................................................. September 25
Cool Hunting ......................................................... September 30
Deadspin ............................................................. September 28
Fortune ............................................................... September 23, September 25, September 26, September 27
Los Angeles Times ................................................... September 28
Outside Online ..................................................... September 29, September 30
Paste Magazine ..................................................... September 29, September 30
The New York Times ............................................... September 24
The Washington Post .............................................. September 28, September 29
Thrillist ............................................................... September 25, September 26, September 29, September 30
Travel + Leisure ..................................................... September 28

Beverage/Food Industry Coverage

All About Beer Magazine ........................................ September 24, September 26
American Homebrewers Association ...................... September 26
AmericanBeer.com ................................................. September 23
Appellation Beer ................................................... September 28, September 30
Beer in Florida ....................................................... September 27
Beer Marketer’s Insights Express ............................. September 24
Beer News .......................................................... September 26, September 27, September 29
Beer Page ........................................................... September 29
Beer Run Blog ....................................................... September 29
Beer Street Journal ................................................. September 29
Beer47 ............................................................... September 21
Beverage Industry .................................................. September 29
Beverage World ..................................................... September 28
Brewbound.com .................................................... September 24, September 25, September 26, September 28, September 29, September 30
Brookston Beer Bulletin .......................................... September 26, September 28, September 29
CraftBeer.com ...................................................... September 26, September 28, September 29
DC Beer ............................................................. September 29
Dining Out .......................................................... September 17, September 29
Drink Philly .......................................................... September 30
Eater Austin .......................................................... September 29
Eater DC ............................................................. September 30
Eater Seattle ........................................................ September 28
Focus on the Beer .................................................. September 29
Food and Wine ..................................................... September 30
Freshpints.com ..................................................... September 28
Growler Pub ........................................................ September 23
Imbibe Magazine .................................................. September 27
NBWA: America’s Beer Distributors ......................... September 29
New School Beer ................................................. September 29, September 29
Northwest Beer Guide (aka, The Pickled Liver) ........... September 30
Pegasus News: Drinking and Dining ......................... September 28
PorchDrinking.com ................................................ September 23, September 23
RealBeer.com ....................................................... September 26, September 27, September 29
Sauce Magazine Blog ............................................. September 29
The Beer Diary ..................................................... September 27, September 29
The Beverage Journal ............................................. September 26
The Brew Site ...................................................... September 24
The Full Pint ....................................................... September 25, September 29
Washington Beer Blog ......................................... September 27
Wine Enthusiast ................................................... September 28
Yelp Community Blog .......................................... September 25
Young & Hungry ................................................... September 29
Yours for Good Fermentables ................................ September 27

Regional Media Outside Colorado

Albuquerque Business First ................................. September 23
Albuquerque Business News ................................ September 29
Albuquerque Journal ........................................... September 26
Arizona Republic .................................................. September 29
arkansasattorneys.com .......................................... September 26
Austral60 ........................................................... September 28
BabyKeysinPhoenix ............................................. September 30
Beer in Florida ..................................................... September 27
BizWest ........................................................... September 29
blogs.mercynews.com ........................................ September 29
Building Indiana ................................................ September 29

Burlington Record ................................................ September 23
CBS Atlanta (by Denver Post) ................................. September 23
CBS Baltimore .................................................... September 23
CBS Boston ........................................................ September 23
CBS Chicago ....................................................... September 23
CBS Cleveland .................................................... September 23
CBS Connecticut ............................................... September 22
CBS DFW .......................................................... September 23
CBS Los Angeles ................................................ September 23
CBS Miami ........................................................ September 23
CBS Minnesota ................................................... September 22
CBS New York .................................................... September 23
CBS Philly ........................................................ September 23
CBS Pittsburgh .................................................... September 24
CBS Sacramento ................................................ September 23
Central Coast Sun Bulletin ..................................... September 30
centralillinoisproud.com ....................................... September 25
CentralInfo.com .................................................. September 27
Channel 3 News at 6 - WCIA-TV ............................. September 26
Charlotte Business News ....................................... September 29
Chicago Tribune .................................................. September 26
Citizen Telegram .................................................. September 28
Cleveland Plain Dealer .......................................... September 28
Click Orlando ..................................................... September 26
Columbus Business First ....................................... September 22
Columbus Business News ..................................... September 29
Columbus Business Dispatch ................................ September 29
DCist ............................................................... September 29
DEADLINE DETROIT ........................................... September 28
Detroit Free Press ................................................ September 28
DFW.com ......................................................... September 23, September 28, September 30
Fox 8 News in the Morning - WJW-TV ...................... September 25
Good4Utah.com ................................................... September 26
Greensboro Business News .................................... September 29
GuideLive .......................................................... September 28
Home - Chicago Tribune ....................................... September 28
Hood River News ................................................ September 30
Idaho Statesman .................................................. September 28
Jacksonville Entertainment and Nightlife .................. September 27
KABC (ABC) - Los Angeles .................................... September 29
Kansas City Business News .................................... September 29
KARE - Home ..................................................... September 28
KARE (NBC) - Minneapolis-St. Paul, MN ................. September 28
KCCI (CBS) - Des Moines ...................................... September 25
KCOY (CBS) - Santa Barbara, CA ......................... September 29
KCOY (CBS) - Santa Barbara, CA ......................... September 30
KCRA (NBC) - Modesto, Stockton, Sacramento ........... September 25
KCRW-FM - Los Angeles ....................................... September 23
KDFW (ABC) - Medford, OR ................................. September 28
KESQ (ABC/CBS) - Palm Springs, CA ..................... September 25
KESQ-TV/Palm Springs, CA ................................. September 25
KETV (ABC) - Omaha ......................................... September 25
KEV (Fox) - Rapid City, SD .................................... September 27
KEV (Fox) - Rapid City, SD .................................... September 28
KEYC (ABC) - Mankato, MN ............................... September 27
KEYT (ABC) - Santa Barbara, CA ......................... September 25, September 28, September 29
KEZI (ABC) - Eugene, OR ................................. September 27, September 28
KGW (NBC) - Portland ........................................ September 24
KPIX (CBS) - San Francisco ................................ September 25
KKFX (Fox) - Santa Barbara, CA ......................... September 30
KLPR 11 - St. Louis ............................................. September 25
KLRT & KASN (Fox) - Central Arkansas - Little Rock, Pine Bluff .......................... September 25
Save the Date

OCTOBER 6–8, 2016

We look forward to working with you