



**GREAT AMERICAN  
BEER FESTIVAL®  
POST-EVENT REPORT 2016**





"We needed to be at GABF in order to hear directly from our potential consumers. We are looking to design & build products that complement not complicate lives. We have one, the Vessi Fermentor, that we think is a great start. But, it was imperative that we get it out in front of the beer community. Plus, it was a blast to be a part of GABF!"

**Noel Dolan, Sr. Marketing & Open Innovation Manager**  
Vessi™ Fermentor & Dispenser  
(Premier Supporter)

"GABF provides an incredible opportunity to support our current customers and meet new prospects. We partner with craft brewers all over the country who are seeking capital to expand, so to be able to connect with all of these folks in one place at the industry's biggest event is highly valuable. The exposure we gain by sharing a beer with brewers and owners in such a cool atmosphere, as well as them seeing our logo around the venue, is great!"

**Randall Behrens & Tracy Sheppard,**  
**Senior Loan Officers**  
Live Oak Bank  
(Non-Exhibiting Supporter)



# Facts + Figures

October 6–8, 2016 • Colorado Convention Center  
Awards Ceremony • October 8



## ATTENDANCE

(DURING FOUR TASTING SESSIONS)

2014	2015	2016
49,000	60,000	60,000

## VOLUNTEERS

2014	2015	2016
3,390	3,572	3,732
50,155 hours	55,188 hours	57,681 hours

## FESTIVAL BEER

2014	2015	2016
3,500+ BEERS	3,800 BEERS	3,800+ BEERS
710 breweries	750 breweries	780 breweries

## COMPETITION BEER

2014	2015	2016
5,507 BEERS	6,647 BEERS	7,227 BEERS
1,309 breweries	1,552 breweries	1,752 breweries



## COMPETITION FACTS

Judging Sessions: 6

Medals awarded: 286 medals plus 3 Pro-Am

Judges: 264 judges from 15 countries

Beer-style categories evaluated: 96 plus GABF Pro-Am

Average # of beers entered in each category: 75 beers

Category with highest number of entries:  
American-Style India Pale Ale, 312





# Attendee Demographic Information

## Age:

21-24	3%
25-34	36%
35-44	30%
45-54	19%
55+	12%
<b>Average</b>	<b>35.3 years</b>

## Gender:

Male	72%
Female	28%

## Marital status:

Single	35%
Married	62%
Other	3%

## Combined household income:

\$110K+	49%
\$90K-\$109K	17%
\$60K-\$89K	18%
\$35K-\$59K	12%
Under \$34K	4%

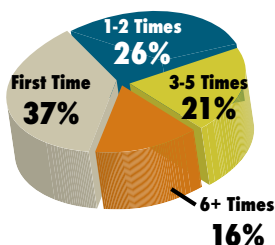
## Educational level:

High School and below	11%
Undergraduate Degree	52%
Graduate Degree	37%

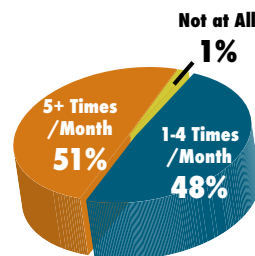
## Are you a homebrewer?

Yes	51%
No	35%
Would like to start	14%

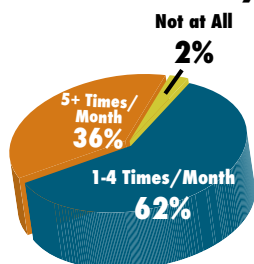
## How many times have you attended GABF?



## 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	27%
No	73%

## Activities attendees enjoy:

Pubs/Breweries	91%
Travel/Vacation	83%
Dining	70%
Camping/Hiking	68%
Sporting Events	64%
Live Music/Concerts	64%
Cooking	61%
Homebrewing	51%
Recreational Sports	44%
Skiing/Snowboarding	41%
Running	31%
Cycling	30%
Hunting/Fishing	24%
Casinos	23%
Off-roading/Snowmobiling	14%
Climbing	12%

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

(select all that apply)	
Walk	37%
Public Transit	35%
Taxi	19%
Drive	16%
Carpool/Dropoff	19%
Bike	1%

"Carhartt is proud to be a part of the Great American Beer Festival. It is a unique event that allows us to reach tens of thousands of customers in one space. It is showcasing the talent and hard work of men and women from across the country and celebrating their success. From start to finish we are glad to support the teams who really epitomize "Outworking Them All" to make the event go off without a hitch. We are excited to see what future festivals bring!"

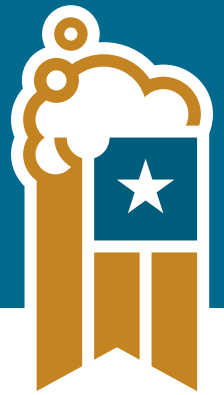
**Anna Metcalf, Associate Manager of Strategic Partnerships**

Carhartt  
(Official Level Sponsor)



# Sponsorship Benefits

Sponsorship Recognition • Event Marketing



## Billboards

24 billboards plus light rail wrap and posters placed in the Denver, Boulder and Fort Collins metro areas for 5 weeks.

## Emails

Multiple HTML emails sent to over 200,000 American Homebrewers Association members, non-members, Brewers Association members and past festival attendees.

## News Releases

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

## Postcards

14,000 distributed to homebrew shops and clubs, bars, breweries, American Homebrewers Association members and others.

## Posters

4,600 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

852 30-second spots on Comcast television network broadcast in Denver metro area.

## Programs

More than 37,775 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 579,408 visits and 1,227,050 page views on the GABF website between July and October.

## Online & Social Media

Over 58,800 Likes on Facebook.

More than 36,400 Twitter followers with significant #GABF conversation; #GABF trended nationally on Saturday, October 8.

Over 16,500 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 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."

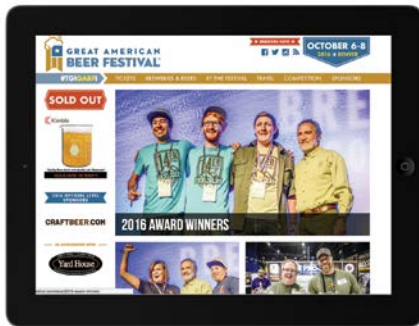
**Jake Keeler, Director of Marketing**

Brewers Supply Group  
(Premier Supporter)



# Festival Marketing

Light Rail Wrap and Poster



Official Website



Billboards



Television



Posters



Social Media



Advertisements



My GABF App



Postcards



# Thanks to our sponsors for their generous support!

## OFFICIAL SPONSORS



## ASSOCIATE SPONSORS



## OFFICIAL RADIO PARTNERS



## PATRON SUPPORTERS



## FEATURED BREWERY SPONSORS



## PREMIER SUPPORTERS



## SUPPORTERS



**Jaime Dietenhofer, Founder/CEO**  
Figueroa Mountain Brewing Co.  
(Featured Brewery Sponsor)



# 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.*

### 2016 Brewery Booth Winner:

3 Weavers Brewing Company

### 2016 Brewery Table Winner:

Odd13 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

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

#### 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 40 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 25 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 90 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

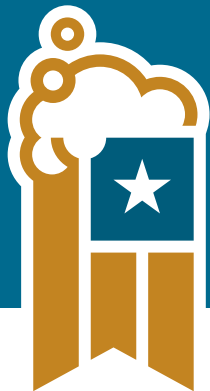
At the SYLB Pavilion, attendees experienced a virtual road trip across the country as they explored a variety of beers from 14 state guilds. Guests had the chance to talk to the brewers, enjoy beers from nowhere else in the festival and learn about the passion that defines small brewers in America.

### BeerX: The CraftBeer.com Experience

GABF judges, brewers and others were on hand to talk with attendees about how the GABF competition judging process works and the stories behind the beer.

### 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

Airport Revenue News  
BizTimes Media  
BizWest  
Blue Ridge Outdoors  
Business Insider  
CCTV America  
CNBC.com  
Competitor Magazine  
Dealnews.com  
Ecommerce Journal  
Elevation Outdoors Magazine  
ESPN NEWS  
ESPN2  
Esquire  
GuideLive  
Huffington Post  
Investopedia  
Investor Place  
Mashable  
Mens Journal  
Mental Floss  
MLive.com  
Mybeerbuzz.com  
Newstimes.com  
Northwest Beer Guide  
Paste Magazine  
SKI Magazine  
Summit Daily News  
The Business Journals  
The Manual  
The Morning Call  
Thrillist

## International

Beijing Bulletin | Beijing, China  
Business Insider Indonesia | Indonesia  
Business Insider Singapore | Singapore  
China Economic Net | China  
Guyana Chronicle Online | Guyana  
Hong Kong Herald | Hong Kong  
India Today | India  
Jamaican Times | Jamaica  
Japan Herald | Japan  
Kaieteur News | Guyana  
London Mercury | London, UK  
Singapore Star | Singapore  
Sri Lanka Source | Sri Lanka  
Stabroek News | Guyana  
The Telegraph | UK  
Vancouver Star | Vancouver, Canada  
Xinhua News Agency - New York/UN Bureau | China

## Beverage/Food Industry Coverage

All About Beer  
Beer Search Party  
Beer Street Journal  
BeerGraphs  
Beernet.com - Beer Business Daily  
BeerPulse  
Beers Made By Walking  
Beverage Industry  
Beverage World  
Bon Appetit

Brand Eating  
Brewbound  
Brewpublic.com  
Burger Busienss  
Chow Hound  
Craft Beer Page  
Craft Business Daily  
Craft Taste  
CraftBeerTime.com  
Daily Beer Review  
DRAFT Magazine  
Drinks Business Review  
Drunk & Unemployed  
Echo Magazine  
Edible Feast  
Fermentedly Challenged  
Fermentedly Challenged  
Fermentology  
Focus on the Beer  
Food & Beverage Magazine  
Food & Dining Magazine  
Food & Food Equipment News  
Food & Wine  
Food and Drink Magazine International  
Foodbeast News  
Freshpints.com  
Good Beer Hunting  
GreatBeerNow.com  
Green Rush Daily  
Growler Fills | Craft Beer Enthusiasm  
Growler Magazine  
Huck's Beer Buzz  
Imbibe Magazine  
I-P-A River  
MittenBrew  
Monday Night Brewing  
Mountain Xpress  
Mouth By Southwest  
Musings Over a Pint  
New School Beer  
New School Beer  
Obsev  
Paul Ryburn's Journal  
Philly Beer Scene  
Pillar to Post  
Pints for Prostates  
PorchDrinking.com  
Retail DIVE  
Sheppy's Blog  
Shop-Eat-Surf  
SixPackTech.com  
Sustainable Brands  
TapHunter For Business  
Task & Purpose  
The Alcohol Professor  
The Barley Blog  
The Bitter Nib  
The Brew Lounge  
The Brew SiteThe Brew Site  
The Buzz: Siciliano's Market News & Notes  
The Cheat SheetThe Cheat Sheet  
the colorado beer scribe  
The Daily Meal  
The Drinks Business  
The Full Pint  
The Gourmet Retailer

The Hardball Times  
The Not So Professional Beer Blog  
The Pour Travelers  
The Roosevelts  
Untappd - Drink Socially  
Westword  
Whiskey Tango Globetrot  
Wine Industry Insight  
Wine Times  
Women Enjoying Beer

## Regional Media Colorado

Colorado AvidGolfer Magazine 10/13/16  
Colorado AvidGolfer Magazine  
Colorado Beer News  
Colorado Bucket List  
Colorado Community Media  
Colorado Daily  
Colorado Star  
Colorado State News.net  
ColoradoBiz  
Rocky Mountain News  
The Colorado Independent  
Uncover Colorado | Colorado Travel Blog  
Colorado State News.net  
Colorado Springs Gazette  
KXRM (FOX)  
The Gazette  
303 Magazine  
5280 Magazine  
Denver Business Journal  
Denver Post  
Denver Sun  
Eater Denver  
KCNC (CBS)  
KDVR (FOX)  
KGWN (CW)  
KHOW Radio  
KMGH (ABC)  
KNUS Radio  
KOA Radio  
KUSA (NBC)  
KUVO  
KWGN (CW)  
MNT  
NBC - Denver, CO  
North Denver Tribune  
The Denver Egotist  
thedenverchannel.com  
Denver Post  
Denver Sun  
The Durango Herald  
The Durango Telegraph  
Glenwood Springs Post Independent  
What's Happening in Golden?  
KJCT (FOX)  
NBC - Grand Junction, CO  
Greeley Tribune  
The Greeley Tribune  
Kenya Star  
Times-Call  
Loveland Reporter-Herald  
Northglenn Thornton Sentinel  
KKZN Radio  
Vail Valley Times



## Regional Media Outside Colorado

107.9 The RiverCasper, WY9/21/16  
 1107.9 The River | Casper, WY  
 1500 ESPN Twin Cities | Minneapolis-St. Paul, MN  
 Akron Beacon Journal | Akron, OH  
 Albuquerque Beer Scene | Albuquerque, NM  
 Albuquerque Express | Albuquerque, NM  
 Albuquerque Journal | Albuquerque, NM  
 Anchorage Press | Anchorage, AK  
 Arizona Republic | Arizona  
 Austin Chronicle | Austin, TX  
 Austin360 | Austin, TX  
 Baltimore Star | Baltimore, MD  
 Broward New Times | Broward County, FL  
 Business Insider Malaysia | Malaysia  
 California Telegraph | California  
 Camel City Dispatch | Winston-Salem, NC  
 Canton Observer (MI) | Canton, MI  
 Charlotte Magazine | Charlotte, NC  
 Chicago Tribune | Chicago, IL  
 Cincinnati Sun | Cincinnati, OH  
 Cleveland Plain Dealer | Cleveland, OH  
 Cleveland Star | Cleveland, OH  
 Clovis News Journal | Clovis, NM  
 Crains NY Business | New York, NY  
 CultureMap Austin | Austin, TX  
 CultureMap Houston | Houston, TX  
 Daily Press | Victorville, CA  
 Dallas Morning News | Dallas, TX  
 Dallas Observer | Dallas, TX  
 Dallas Observer - Restaurants | Dallas, TX  
 DC Beer | Washington, DC  
 Detroit Free Press | Detroit, MI  
 DFW.com | Dallas, TX  
 Eater Austin | Austin, TX  
 Eugene Weekly | Eugene, OR  
 Fort Worth Weekly | Fort Worth, TX  
 FOX 11 Tucson | Tucson, AZ  
 Greater Milwaukee Today | Milwaukee, WI  
 Greenwich Time | Greenwich, CT  
 Hawaii State News.net | Hawaii  
 Houston Chronicle | Houston, TX  
 HoustonNewcomerGuides.com | Houston, TX  
 Iowa Living Magazines | Iowa  
 Isthmus : Madison, Wisconsin : News, Politics, Music, Movies, Restaurants, Calendar of Events | Madison, WI  
 Isthmus : Madison, Wisconsin : News, Politics, Music, Movies, Restaurants, Calendar of Events | Madison, WI  
 KABB (FOX) | San Antonio, TX  
 Kansas City Post | Kansas City, MO  
 Kansas State News.net | Kansas  
 KATU (ABC) | Portland, OR  
 KBBF (FOX) | Bakersfield, CA  
 KBMT (Beaumont, TX) | Beaumont, TX  
 KBTU (FOX) | Beaumont, TX  
 KCBS (CBS) | Kansas City, MO  
 KCGY - Y95 Country | Laramie, WY  
 KDBC (CBS) | El Paso, TX  
 KEYT (FOX) | Santa Barbara, CA  
 KFBK Radio | Sacramento, CA  
 KFMB-AM | San Diego, CA  
 KGWN (CBS) | Cheyenne-Scottsbluff, WY  
 KIDY (FOX) | San Angelo, TX  
 KLBK Radio | Austin, TX  
 KMPH (FOX) | Fresno, CA  
 Knoxville Times | Knoxville, TN  
 KOAT (ABC) | Albuquerque, NM  
 KOGO Radio | San Diego, CA  
 KOIA Radio | Storm Lake, IA  
 KOMO (ABC) | Seattle, WA  
 KOTA (FOX) | Rapid City, SD  
 KPAM Radio | Troutdale, OR  
 KPAX-TV | Missoula & Western Montana  
 KPNX-TV Online | Phoenix, AZ  
 KPRC-AM | Houston, TX  
 KPTV (FOX) | Portland, OR  
 KRIV (FOX) | Houston, TX  
 KRQE (CBS) | Albuquerque, NM  
 KRQE (FOX) | Albuquerque, NM  
 KSAZ (FOX) | Phoenix (Prescott), AZ  
 KSAZ-TV Online | Phoenix, AZ

KSTC | Minneapolis-St. Paul, MN  
 KSTP (ABC) | Minneapolis-St. Paul, MN  
 KSTU (FOX) | Salt Lake City, UT  
 KSWB (FOX) | San Diego, CA  
 KSTAR: The Voice of Arizona | Arizona  
 KTTV (FOX) | Los Angeles, CA  
 KTVB-TV | Boise, ID  
 KTVQ (CBS) | Billings, MT  
 KUFX-FM | San Jose, CA  
 KVRN (FOX) | Fargo, ND  
 KVVU (FOX) | Las Vegas, NV  
 KYTX (CBS) | Tyler, TX  
 L.A. Weekly | Los Angeles, CA  
 Law Week Colorado | Los Angeles, CA  
 Livingston County Daily Press & Argus | Livingston County, MI  
 LongIsland.com | Long Island, NY  
 Los Angeles Herald | Los Angeles, CA  
 Los Angeles Times | Los Angeles, CA  
 Maui Time | Maui, HI  
 MAUJNOW | Maui, HI  
 Miami New Times | Miami, FL  
 Michigan Travel | Michigan  
 Milwaukee Business News - Local Milwaukee News | Milwaukee, WI  
 The Business Journal of Milwaukee | Milwaukee, WI  
 Milwaukee Sun | Milwaukee, WI  
 Milwaukee Sun | Milwaukee, WI  
 MILWAUKEEMAG | Milwaukee, WI  
 Minneapolis Business News - Local Minneapolis News | The Minneapolis / St Paul Business Journal | Minneapolis-St. Paul, MN  
 MinnPost | Minneapolis-St. Paul, MN  
 Missoula Independent, Missoula News | Missoula, MO  
 MLive Michigan | Michigan  
 MSN Philippines | Philippines  
 My Statesman | Austin, TX  
 myFox8 | High Point, NC  
 MySanAntonio | San Antonio, TX  
 Nashville Herald | Nashville, TN  
 NBC - Albuquerque, NM | Albuquerque, NM  
 NBC - Grand Rapids, MI | Grand Rapids, MI  
 NBC - Indianapolis, IN | Indianapolis, IN  
 NBC - Minneapolis-St. Paul, MN | Minneapolis-St. Paul, MN  
 NBC - Oklahoma City, OK | Oklahoma City, OK  
 NBC - San Diego, CA | San Diego, CA  
 NBC - St. Louis, MO | St. Louis, MO  
 NBC San Diego | San Diego, CA  
 New Jersey Telegraph | New Jersey  
 New Orleans Sun | New Orleans, LA  
 New Times Broward-Palm Beach - Restaurants | Broward County, FL  
 New Times SLO | San Luis Obispo  
 North Bay Bohemian | California  
 North County Times | San Diego, CA  
 NUVO | Indianapolis, IN  
 OC Weekly - Restaurants | California  
 Orange County Weekly | Orange County, CA  
 Oregon Craft Beer | Oregon  
 Oregonian | Oregon  
 Orlando Echo | Orlando, FL  
 Orlando Sentinel | Orlando, FL  
 Pacific Northwest Inlander | Spokane, WA  
 Pennsylvania Sun | Pennsylvania  
 Philly.com | Philadelphia  
 Phoenix New Times | Phoenix, AZ  
 Pittsburgh Post-Gazette | Pittsburgh, PA  
 Portage County Gazette | Portage County, WI  
 Raleigh Times | Raleigh, NC  
 Reading Eagle | Reading, PA  
 RedEye | Chicago, IL  
 RedEye Chicago | Chicago, IL  
 Rock City Eats | Little Rock, AR  
 Ruidoso News | Ruidoso, NM  
 Sacramento News.Net | Sacramento, CA  
 Sacramento Sun | Sacramento, CA  
 San Antonio Post | San Antonio, TX  
 San Diego CityBeat | San Diego, CA  
 San Diego Magazine | San Diego, CA  
 San Diego Reader | San Diego, CA  
 San Diego Sun | San Diego, CA  
 San Francisco Chronicle | San Francisco, CA

San Francisco Star | San Francisco, CA  
 San Jose News.Net | San Jose, CA  
 Seattle Beer News | Seattle, WA  
 Seattle Bulletin | Seattle, WA  
 Seattle Post-Intelligencer | Seattle, WA  
 Seattlepi.com | Seattle, WA  
 SOURCE Weekly | Bend, OR  
 Sri Lanka Source | Sri Lanka  
 Tennessee Daily | Tennessee  
 The Akron Beacon Journal | Akron, OH  
 The Augusta Free Press | Augusta, GA  
 The Bulletin | Bend, OR  
 The Daily Tar Heel | North Carolina  
 The Express-Times | Easton, PA  
 The Hour | Norwalk, CT  
 The NC Triad's altweekly | North Carolina  
 The Oakland Press | Pontiac, MI  
 The Plain Dealer/Cleveland.com | Cleveland, OH  
 The Santa Clarita Valley Signal | Santa Clarita Valley, CA  
 The Source (Bend) | Bend, OR  
 The Spokesman-Review | Spokane, WA  
 The University Echo | Chatanooga, TN  
 The Washington Post | Washington, DC  
 The Wyoming Business Report | Wyoming  
 The Sentinel-Record | Hot Springs, AR  
 Time Out Los Angeles | Los Angeles, CA  
 Utah Beer | Utah  
 Visit Reno Tahoe | Reno, NV/Tahoe  
 WACH (FOX) | Columbia, SC  
 WANE-TV | Fort Wayne, IN  
 Washington Beer Blog - Seattle PI | Seattle, WA  
 Washington City Paper | Washington, DC  
 Washington Times | Washington, DC  
 Washington Times | Washington, DC  
 WBBM (CBS) | Chicago, IL  
 WBIR TV - Knoxville | Knoxville, TN  
 WBND (ABC) | South Bend, IN  
 WCBM | Baltimore, MD  
 WCCO-AM | Minneapolis-St. Paul, MN  
 WDAF (FOX) | Kansas City, MO  
 WDEZ-FM | Wausau, Wisconsin  
 West Coaster San Diego Beer News | San Diego, CA  
 WEVV (CBS) | Evansville, IN  
 WFXV (FOX) | Bangor, ME  
 WFXG (FOX) | Augusta, GA  
 WFXR (FOX) | Roanoke, VA  
 WGCH-AM | Greenwich, CT  
 WGHP (FOX) | Greensboro, NC  
 WGKA | Atlanta, GA  
 WGRZ-TV | Buffalo, NY  
 WHBQ (FOX) | Memphis, TN  
 WIFC 95.5 | Wausau, WI  
 Wisconsin Star | Wisconsin  
 WITI (FOX) | Milwaukee, WI  
 WJBK (FOX) | Detroit, MI  
 WJET (FOX) | Erie, PA  
 WJW (FOX) | Cleveland, OH  
 WJZY (FOX) | Charlotte, NC  
 WLK (FOX) | Green Bay, WI  
 WLW | Cincinnati, OH  
 WNEP (ABC) | Wilkes Barre-Scranton-Hztn, PA  
 WOAI | San Antonio, TX  
 WRAL | Raleigh, NC  
 WREC | Memphis, TN  
 WRIC (ABC) | Richmond, VA  
 WSAU (WI) | Wausau, WI  
 WSET | Lynchburg, VA  
 WSET (ABC) | Roanoke, VA  
 WSYM (FOX) | Lansing, MI  
 WTHI (FOX) | Terre Haute, IN  
 WTHR (NBC) | Indianapolis, IN  
 WTKR (CBS) | Norfolk, VA  
 WTMJ | Milwaukee, WI  
 WTTG-TV | Washington, DC  
 WTTV (CBS) | Indianapolis, IN  
 WTXF (FOX) | Philadelphia, PA  
 WUPW (FOX) | Toledo, OH  
 WXMI (FOX) | Grand Rapids, MI  
 WZZM (ABC) | Grand Rapids, MI  
 XETV (CW) | San Diego, CA





# Save the Date

**OCTOBER 5-7, 2017**

We look forward to  
working with you



Brewers Association | 1327 Spruce Street | Boulder, CO 80302 | 303.447.0816 | 888.822.6273 | [advertising@brewersassociation.org](mailto:advertising@brewersassociation.org)