



**GREAT AMERICAN
BEER FESTIVAL®
POST-EVENT REPORT 2017**



“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 Patron)

“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
(Exhibiting Supporter)



Facts + Figures

October 5–7, 2017 • Colorado Convention Center
Awards Ceremony • October 7



ATTENDANCE (DURING FOUR TASTING SESSIONS)

2015 - 2017	The event was sold to capacity in hours
60,000	

VOLUNTEERS

2015	2016	2017
3,572	3,732	4,308
55,188 hours	57,681 hours	66,854 hours

FESTIVAL BEER

2015	2016	2017
3,800 BEERS	3,800+ BEERS	3,900+ BEERS
750 breweries	800+ breweries	800+ breweries

COMPETITION BEER

2015	2016	2017
6,647 BEERS	7,227 BEERS	7,923 BEERS
1,552 breweries	1,752 breweries	2,217 breweries



COMPETITION FACTS

Judging Sessions: 6

Medals awarded: 293 medals plus 3 Pro-Am

Judges: 276 judges from 13 countries

Beer-style categories evaluated: 98 plus GABF Pro-Am

Average # of beers entered in each category: 81 beers

Category with highest number of entries:
American-Style India Pale Ale, 408



Attendee Demographic Information

Age:

21-24	3%
25-34	35%
35-44	32%
45-54	19%
55+	11%

Gender:

Male	70%
Female	30%

Marital status:

Single	33%
Married	61%
Other	6%

Combined household income:

\$110K+	52%
\$90K-\$109K	16%
\$60K-\$89K	19%
\$35K-\$59K	11%
Under \$34K	2%

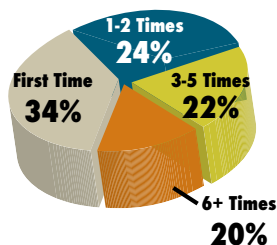
Educational level:

High School and below	10%
Undergraduate Degree	53%
Graduate Degree	37%

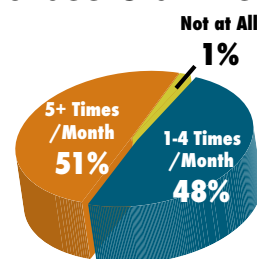
Are you a homebrewer?

Yes	48%
No	41%
Would like to start	11%

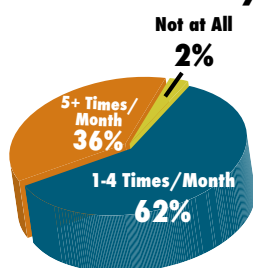
How many times have you attended GABF?



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	26%
No	74%

Activities attendees enjoy:

Pubs/Breweries	92%
Travel/Vacation	84%
Camping/Hiking	71%
Dining	68%
Live Music/Concerts	66%
Cooking	62%
Sporting Events	58%
Homebrewing	46%
Recreational Sports	45%
Skiing/Snowboarding	38%
Cycling	30%
Running	29%
Hunting/Fishing	25%
Casinos	21%
Off-roading/Snowmobiling	14%
Climbing	12%

What was your primary mode of transit to the event?

(select all that apply)

Ride Share (Uber, Lyft)	43%
Walk	33%
Light Rail	24%
Drive	14%
Bus	6%
Carpool/Dropoff	6%
Taxi	2%
Bike	1%



Event Marketing

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 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.

Elevation Outdoors magazine
(1) full color ad.

Television

490 30-second spots on Comcast television network broadcast in Denver metro area.

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 over 581,000 visits and 1,227,000 page views on the GABF website between July and October.

Online & Social Media

Over 62,900 followers on Facebook.

More than 38,742 Twitter followers with significant #GABF conversation; #GABF trended nationally on Saturday, October 7.

Over 22,541 Instagram followers.

400,000 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
(Exhibiting 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 CRAFT BREWERY SPONSORS



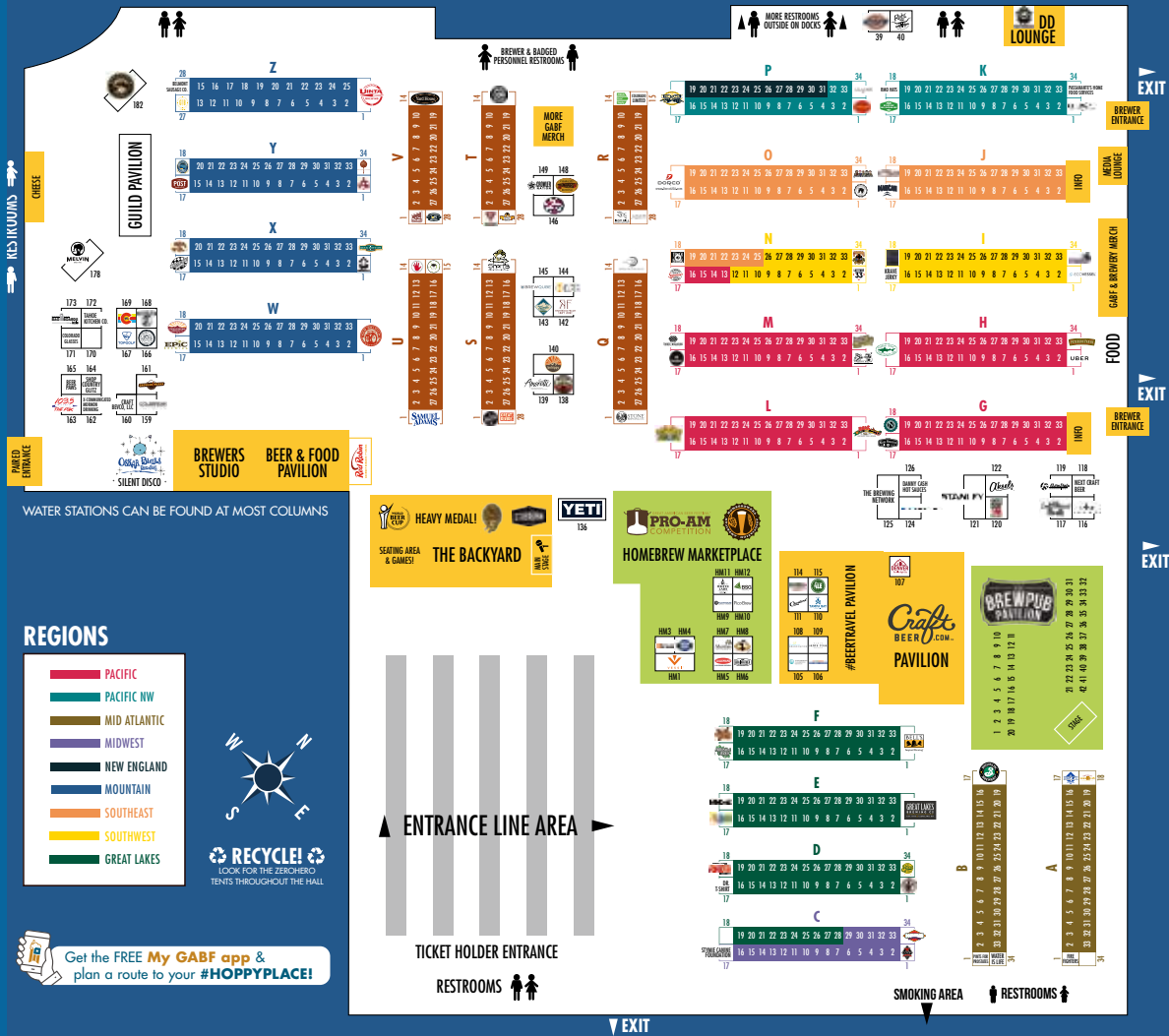
PREMIER SUPPORTERS



SUPPORTERS



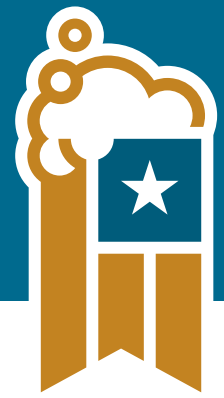
GREAT AMERICAN BEER FESTIVAL® MAP



“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 Diethofer, Founder/CEO
Figuroa Mountain Brewing Co.
(Featured Brewery Sponsor)

Festival Highlights



74 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.

2017 Brewery Booth Winner:

Shorts Brewing Co.

2017 Brewery Table Winner:

City Star 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 seven 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

Attendees 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.

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 118 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.

Protect Craft Guilds Pavilion

At the Protect Craft Guilds Pavilion, attendees experienced a virtual road trip across the country as they explored a variety of beers from 20 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.

The CraftBeer.com Pavillion

The CraftBeer.com Pavillion offered a fun and interactive way for attendees to immerse themselves in the world of small and independent craft brewers. The three main features were:

Sit & Sip: Attendees had the opportunity to sit down with top craft brewers, sip on some of their latest brews and learn more about the beers directly from the people behind them.

You Be The Judge: This feature gave attendees a chance to learn from officially certified judges and see how the thousands of beers in the GABF competition are evaluated.

#beertravel: Beer tourism is the best tourism and this area showcased some of the finest beery destinations in the known brewniverse.

Brewpub Pavilion

To celebrate the growing tradition of locally brewed beers, the Great American Beer Festival featured a Brewpub Pavilion with 48 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

Asset Magazine
CNBC
CNC
Cool Material
Fortune
Los Angeles Times
Market Watch
National Geographic
New York Times
Ok! Magazine
Paste Magazine
SmartMeetings
Travel + Leisure
Travel Pulse
USA Today
Xposer Magazine

International

4-Traders | France
ADVFN Deutschland | Germany
Digital Journal | Canada
Direktbroker.de | Germany
EuroInvestor | Denmark
Imbeer | China
Little Black Book | United Kingdom
NewKerala.com | India
The Barley Blog | United Kingdom
The Drum | United Kingdom
True Viral News | Russia
Yahoo! Canada
Yahoo! Canada

Beverage/Food Industry Coverage

Albuquerque Beer Scene
Ale Street News
Beer Pulse
Beer Run Blog
Beer Search Party
Beer Voyager
Beervana Buzz
Brewbound
BrewPublic
Cascadian Beer Podcast
Colorado Beer Girl
Daily Meal
Dark Side Brew Crew
Draft Magazine
Drink Michigan
Eat Drink and Be Hoppy
Eater Austin
Eater Chicago
Eater Denver
Eater Denver
Feast Magazine
Focus on the Beer
Food & Wine
FSR Magazine
Great Beer Now
Mouth by South
MyBeerBuzz
mybeerbuzz.com - Bringing Good Beers & Good People Together...
New School Beer
Oregon Craft Beer

The Barley Blog
The Brew Site
The Full Pint
The Hampton Roads Growler
The Jax Beer Guy
The Not So Professional Beer Blog
TheFullPint
This is Why I'm Drunk
Utah Beer Blog
Washington Beer Blog

Regional Media Colorado

Alamosa Valley Courier
Boulder Daily Camera
Colorado Springs Independent
News Channel 13 (ABC)
5280
303 Magazine
DU Newsroom
KNUS
KNUS-AM
KOAAM
KOA-AM
KUSA
KUSA (NBC) Online
KWGN
BusinessDen
Denver Business Journal
Denver Post
Denverite
FOX31 Denver
Housing Helpers Denver
KCNC (CBS)
KDEN (Telemundo)
KDVR (Fox)
KHOW-AM
KKZN-AM
KMGH (ABC)
KUSA (NBC)
KWGN (CW)
North Denver Tribune
The Colorado Independent
The Denver Channel
The Denver Post
The Know - Denver Post
University of Denver
Westword
The Coloradoan
KREX (CBS)
KFQX
Greeley Tribune
Tri 102.5
K99

Regional Media Outside Colorado

Abington Patch | Abington, PA
Akron Beacon Journal | Akron, OH
Times Union | Albany, NY
Albuquerque Business Journal | Albuquerque, NM
Albuquerque Journal | Albuquerque, NM
KOAT | Albuquerque, NM
KOB | Albuquerque, NM
Morning Call | Allentown, PA
The Morning Call | Allentown, PA
The Mountaineer | Asheville, NC
Atlanta Journal Constitution | Atlanta, GA

Austin 360 | Austin, TX
Austin Business Journal | Austin, TX
CultureMap Austin | Austin, TX
KEYE | Austin, TX
KLBJAM (KLBJ) | Austin, TX
KUT | Austin, TX
KUT-FM | Austin, TX
The Bend Bulletin | Bend, OR
KTVQ (CBS) | Billings, MT
WAPI-AM | Birmingham, AL
Idaho Statesman | Boise, ID
Boston.com | Boston, MA
NECN | Boston, MA
WBUR-FM | Boston, MA
WickedLocal.com | Boston, MA
KGBT | Brownsville, TX
WLS-AM | Buffalo, NY
KFVS (CBS) | Cape Girardeau, MO
Alive For Football | Carlisle, PA
Charlotte Business Journal | Charlotte, NC
NWS14 | Charlotte, NC
WCNC (NBC) | Charlotte, NC
Wyoming Business Report | Cheyenne, WY
Chicago Tribune | Chicago, IL
Cincinnati Business Courier | Cincinnati, OH
WCPO Cincinnati | Cincinnati, OH
WLWT | Cincinnati, OH
WLWT (NBC) | Cincinnati, OH
Cleveland.com | Cleveland, OH
Crain's Cleveland Business | Cleveland, OH
The Cleveland Scene | Cleveland, OH
WEWS | Cleveland, OH
Columbus Business First | Columbus, OH
WTVNAM | Columbus, OH
KUQI (Fox) | Corpus Christi, TX
Cuyahoga Falls Patch | Cuyahoga Falls, OH
KERAFM | Dallas - Fort Worth, TX
KERA-FM | Dallas - Fort Worth, TX
KRLD-AM | Dallas - Fort Worth, TX
Guide Live | Dallas, TX
Dayton Business Journal | Dayton, OH
KCCI (CBS) | Des Moines, IA
The Des Moines Register | Des Moines, IA
Detroit Free Press | Detroit, MI
WWJAM | Detroit, MI
WWJ-AM | Detroit, MI
Indy Week | Durham, NC
WFIE | Evansville, IN
Fayetteville Flyer | Fayetteville, AR
WFFT (Fox) | Fort Wayne, IN
WPTA (ABC) | Fort Wayne, IN
WPTADT2 (NBC) | Fort Wayne, IN
Fresno Bee | Fresno, CA
Pine-Richland Patch | Gibsonia, PA
Burbank Leader | Glendale, CA
WOOD-FM | Grand Rapids, MI
WZZM (ABC) | Grand Rapids, MI
Great Falls Tribune | Great Falls, MT
WXLV (ABC) | Greensboro, NC
Mountaineer Publishing Company | Grundy, VA
Central Penn Business Journal | Harrisburg, PA
PennLive.com | Harrisburg, PA
N12CT | Hartford - New Haven, CT
Chron | Houston, TX
Houston News | Houston, TX
KHOU (CBS) Online | Houston, TX

Media Coverage Continued

KRIV (Fox) | Houston, TX
KSEV-AM | Houston, TX
KTRH | Houston, TX
KTRH-AM | Houston, TX
KUHF-FM | Houston, TX
KUHF-FM | Houston, TX
The Houston Chronicle | Houston, TX
KPVI (NBC) Online | Idaho Falls, ID
Indianapolis Star | Indianapolis, IN
NUVO | Indianapolis, IN
WFYI | Indianapolis, IN
WFYI-FM | Indianapolis, IN
NJ.com | Iselin, NJ
Juneau Empire | Juneau, AK
Kankakee Daily Journal | Kankakee, IL
Flatland | Kansas City, MO
Kansas City Business Journal | Kansas City, MO
KCMO-AM | Kansas City, MO
WDAF (Fox) | Kansas City, MO
WBIR (NBC) Online | Knoxville, TN
Lancaster Online | Lancaster, PA
Fox 47 News | Lansing, MI
LMT Online | Laredo, TX
KXL-FM | Las Vegas, NV
Limerick-Royersford-Spring City Patch | Limerick-Royersford-Spring City, PA
KABC-AM | Los Angeles, CA
LA Weekly | Los Angeles, CA
Orange Coast Magazine | Los Angeles, CA
Orange County Weekly | Los Angeles, CA
WAVE (NBC) | Louisville, KY
Zip06.com | Madison, CT
Malvern Patch | Malvern, PA
Media Patch | Media, PA
Miami New Times | Miami, FL
Milwaukee Journal Sentinel | Milwaukee, WI
WDJT (CBS) | Milwaukee, WI
WITI (Fox) | Milwaukee, WI
Monterey Herald | Monterey, CA
Myrtle Beach Sun News | Myrtle Beach, SC
Lonely Planet | Nashville, TN
Branford Patch | New Haven, CT
WCTX | New Haven, CT
WCTX | New Haven, CT
WTNH (ABC) | New Haven, CT
WTNH.com | New Haven, CT
NBC New York | New York, NY
WGCH-AM | New York, NY
WNJT (PBS) | New York, NY
Tinley Park Patch | Orland Park, IL
Pasadena Star News | Pasadena, CA
Gluten Free Philly | Philadelphia, PA
Philadelphia Business Journal | Philadelphia, PA
Philly.com | Philadelphia, PA
PhillyVoice.com | Philadelphia, PA
Roxborough-Manayunk Patch | Philadelphia, PA
WKXW | Philadelphia, PA
BillyPenn | Philadelphia, PA
KYW-AM | Philadelphia, PA
KFNN | Phoenix, AZ
Patch.com | Pittsburgh, PA
Pittsburgh Post Gazette | Pittsburgh, PA
KATU (ABC) | Portland, OR
KGW (NBC) | Portland, OR
KPAM | Portland, OR
KPAM-AM | Portland, OR
Statesman Journal | Portland, OR
The News & Observer | Raleigh, NC
KKOH | Reno, NV
The Sacramento Beer | Sacramento, CA
Salisbury News | Salisbury, MD
KSL-AM | Salt Lake City, UT
Salt Lake Tribune | Salt Lake City, UT
KABB (Fox) | San Antonio, TX
KSTX (NPR) | San Antonio, TX
KSTX-FM | San Antonio, TX
San Antonio Current | San Antonio, TX
WOAIAM | San Antonio, TX
WOAI-AM | San Antonio, TX
KFMB-AM | San Diego, CA
KUSI | San Diego, CA
San Diego Reader | San Diego, CA
SanDiegoVille | San Diego, CA
The San Diego Tribune | San Diego, CA
San Luis Obispo Tribune | San Luis Obispo, CA
Noozhawk.com | Santa Barbara, CA
Santa Fe Reporter | Santa Fe, NM
Santa Maria Times | Santa Maria, CA
KEX | Seattle, WA
KOMO-AM | Seattle, WA
Seattle Magazine | Seattle, WA
WBNDLD | South Bend, IN
Spokesman-Review.com | Spokane, WA
KSDK | St. Louis, MO
KMOV.com | St. Louis, MO
KMOX-AM | St. Louis, MO
Sauce Magazine Blog | St. Louis, MO
St. Louis Business News - Local St. Louis News | The St. Louis Business Journal | St. Louis, MO
Phoenixville Patch | Swathmore, PA
Creative Loafing Tampa | Tampa, FL
N12NJ | Trenton, NJ
KNXAM | Tuscon, AZ
WFED-AM | Washington, DC
KAKE | Wichita, KS
Wichita Eagle | Wichita, KS



Save the Date

SEPTEMBER 20-22, 2018

**We look forward to
working with you**

