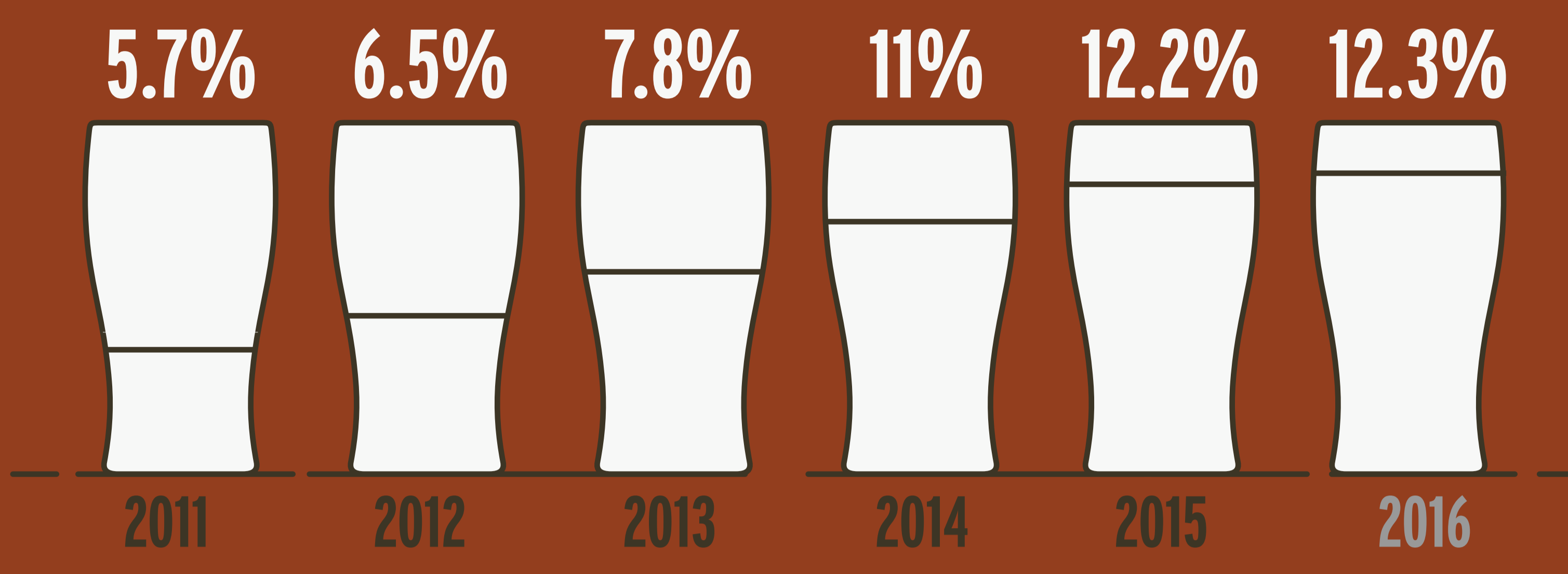


2016

# SMALL & INDEPENDENT U.S. Craft Brewers

## Growth in the Beer Category

### 2016 Volume Share for Craft Brewers



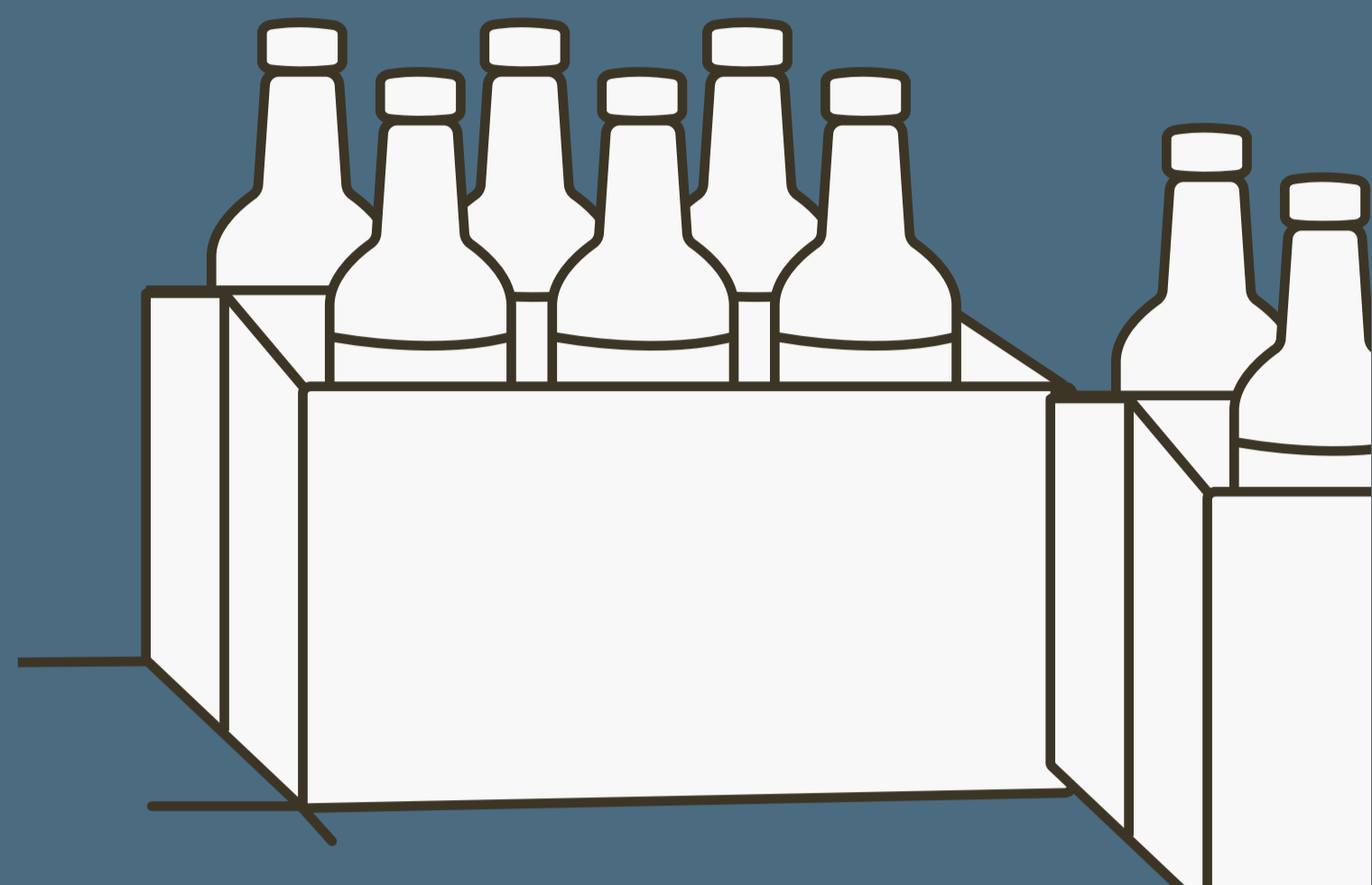
### 2016 Craft Retail Dollar Value Growth

**\$23.5 billion**

(10% growth over 2015)

Craft Dollar Share = 21.9%

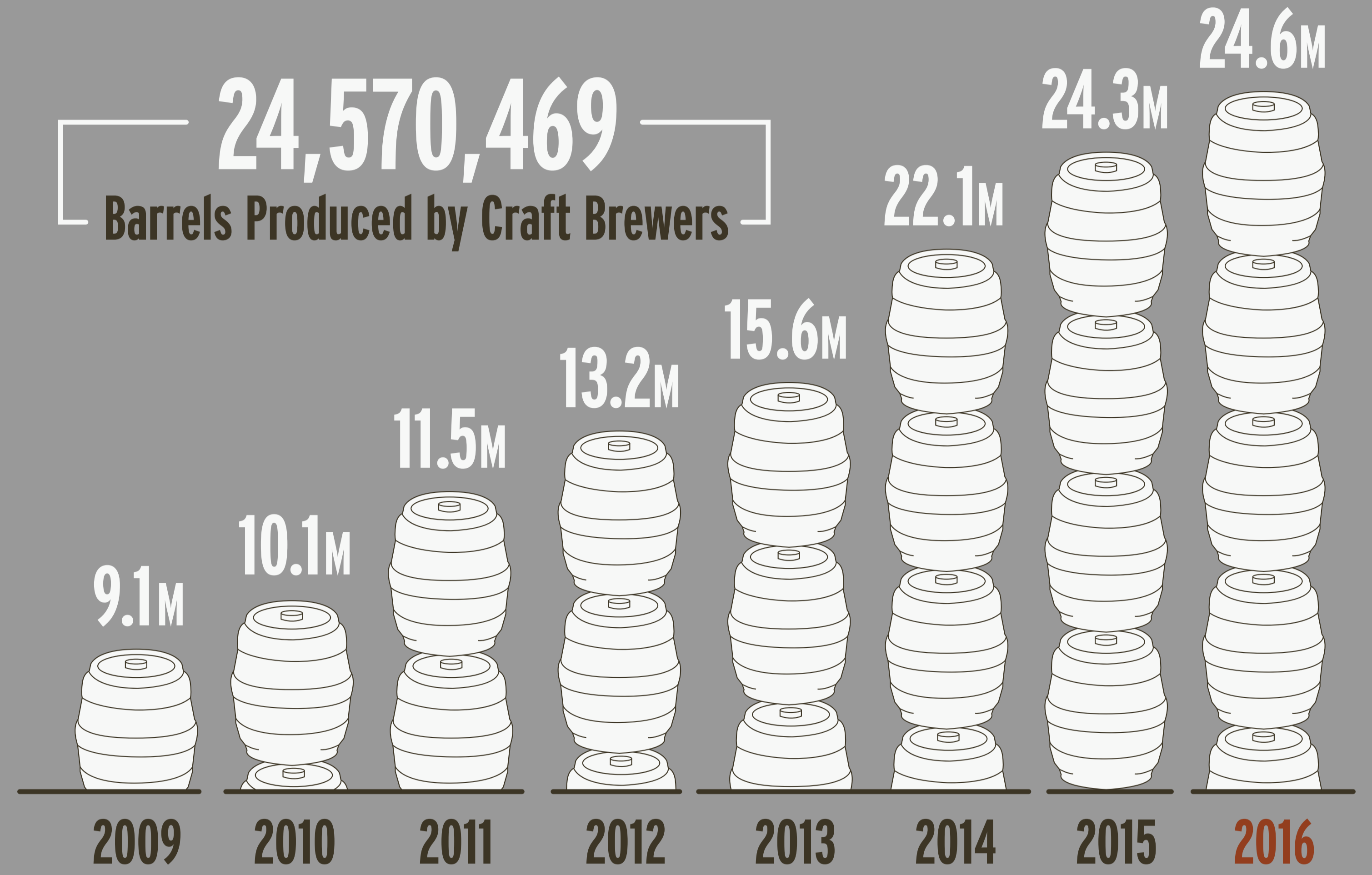
(Total U.S. beer market retail dollar value \$107.6 billion)



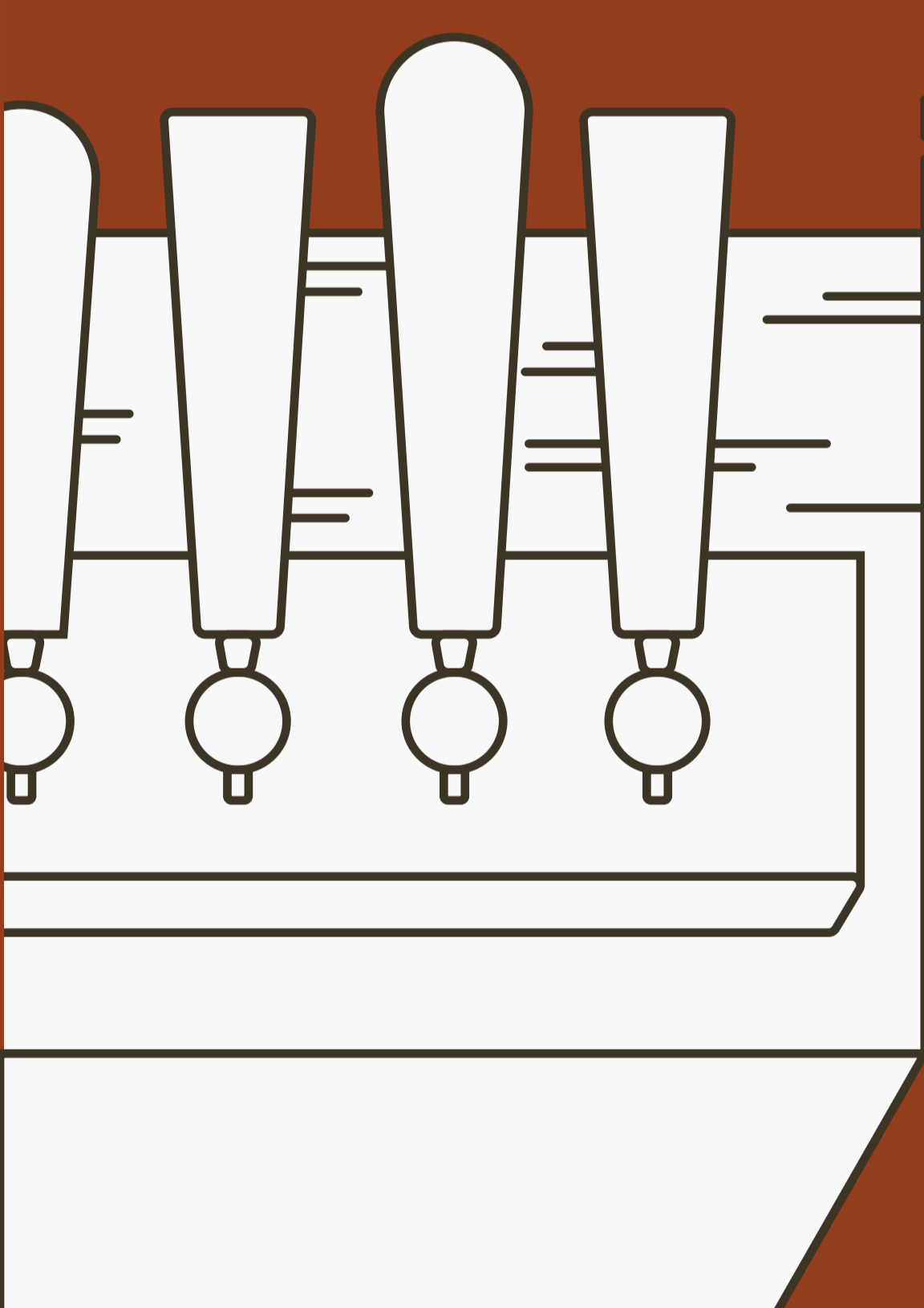
### 2016 Craft Brewer Volume Growth



### 2016 Craft Brewer Barrels Produced



### 2016 U.S. Operating Breweries



**5,301**  
Total Breweries

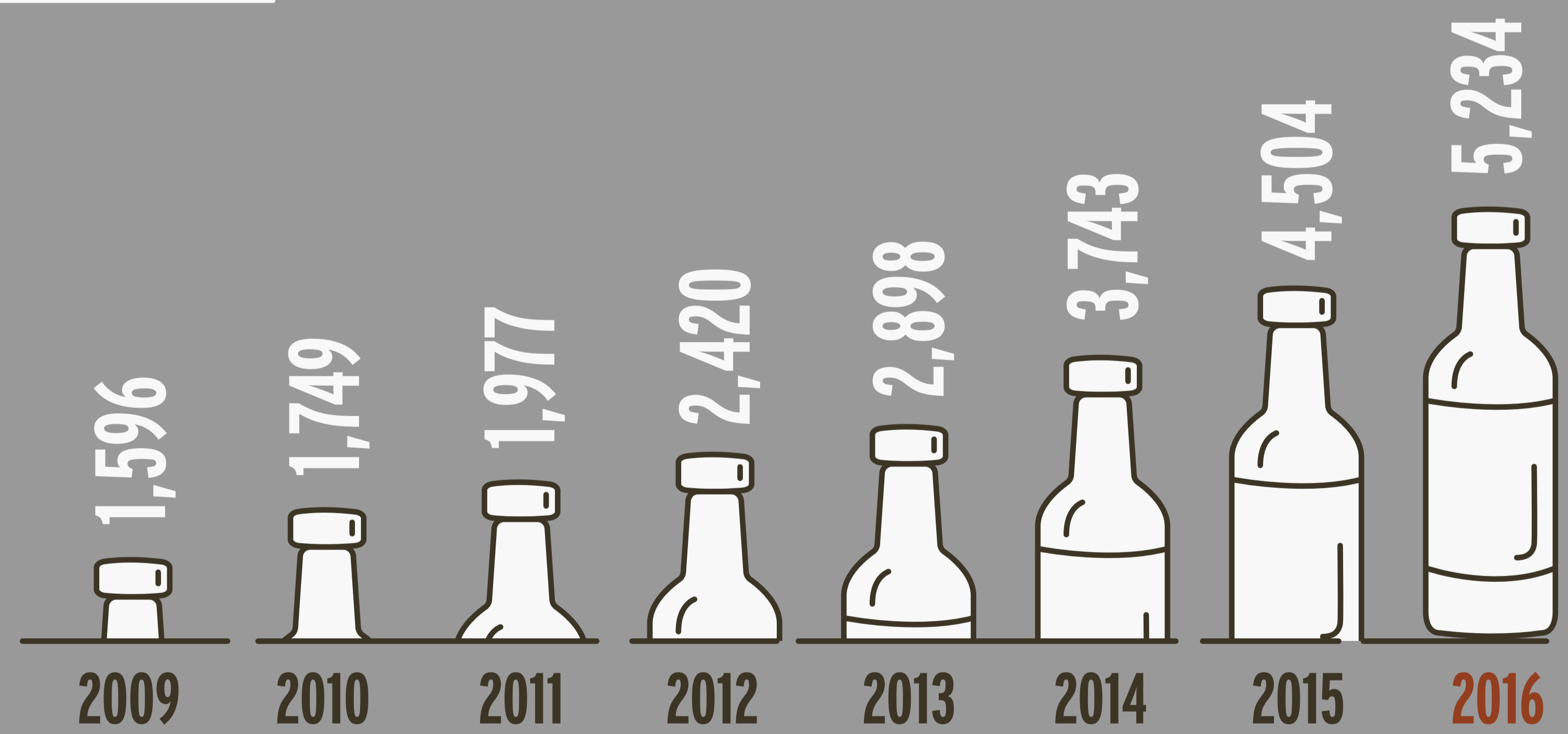
5,234 Craft Breweries  
67 Other Breweries

1,916 Craft Brewpubs (11% Increase over 2015)

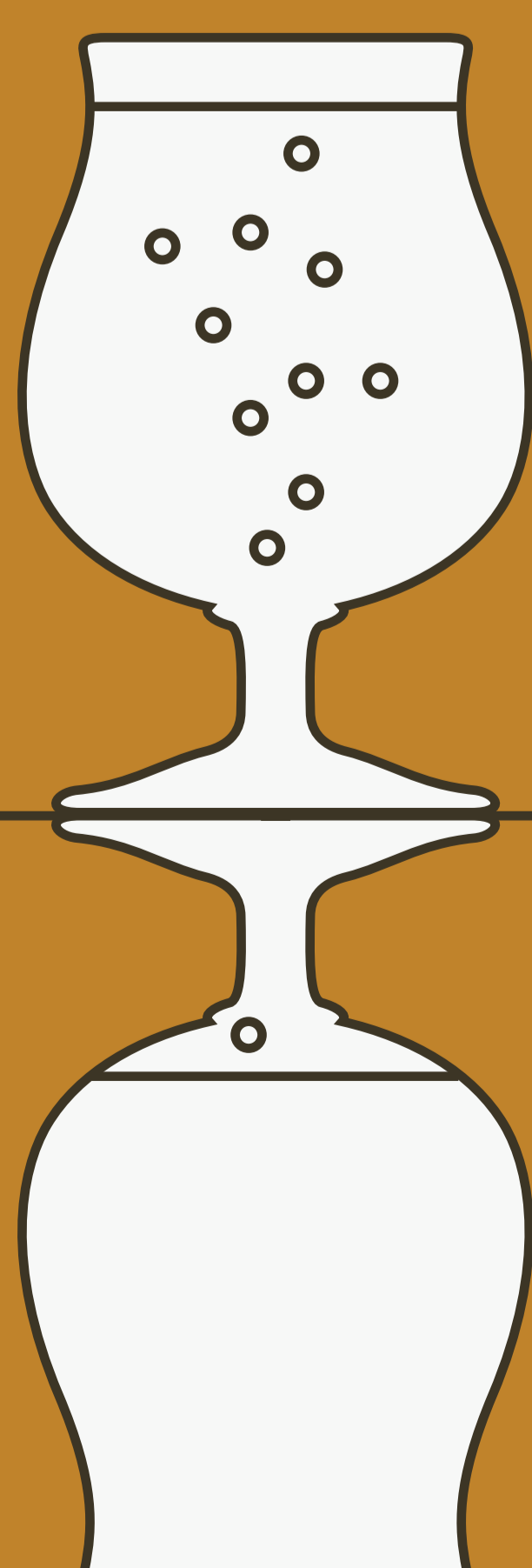
3,132 Craft Microbreweries (21% Increase over 2015)

186 Regional Craft Breweries (4% Increase over 2015)

### 2016 Operating Craft Breweries Over Time



### Openings & Closings



Openings

**826**

Closings

**97**

### 2016 Small Brewing Jobs

**128,768**

Small brewing companies employed 128,768 people in 2016. This is a 5.7% increase from 121,843 jobs in 2015.

