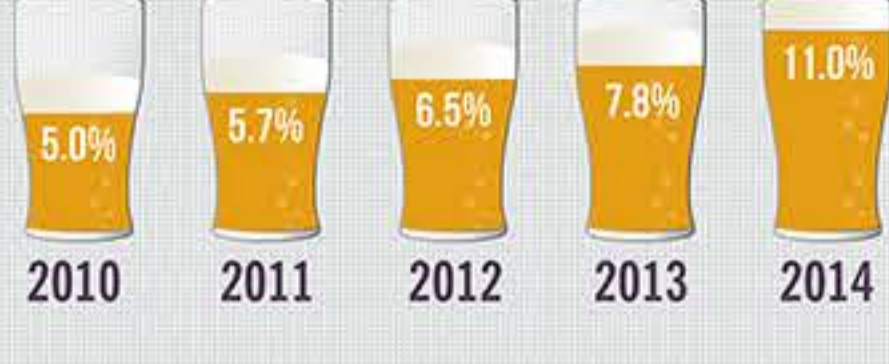


2014 Small & Independent

U.S. CRAFT BREWERS'

Growth in the Beer Category

Volume Share for Craft Brewers



Craft Retail Dollar Value Growth



\$19.6 BILLION
22% GROWTH OVER 2013

Craft Dollar Share = 19.3%

{ Total U.S. beer market retail dollar value \$101.5 billion }

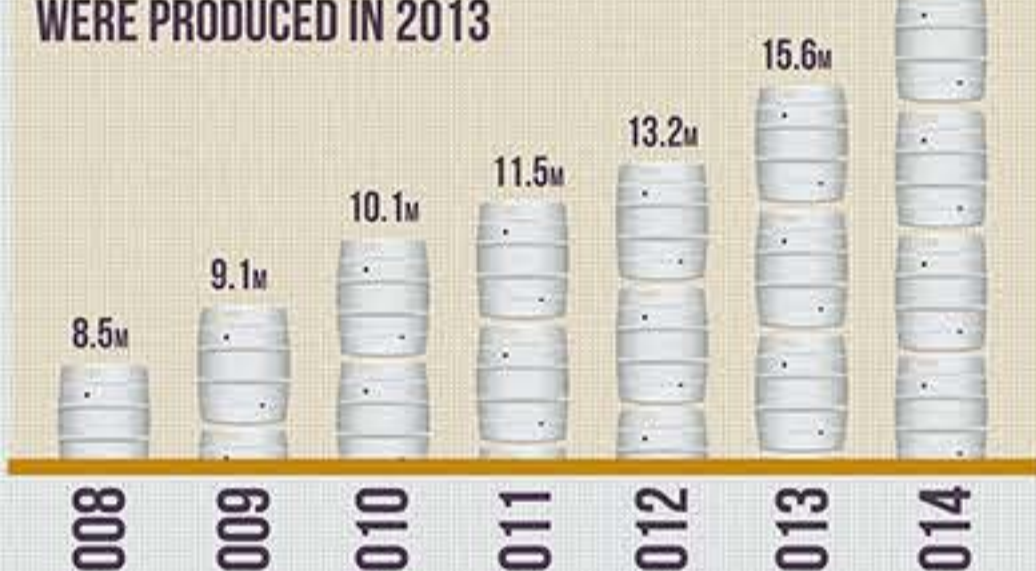
Craft Brewer Volume Growth

180%

{ TOTAL U.S. BEER MARKET UP 0.5% IN 2014 }

Craft Beer Barrels Produced

22,159,327 BARRELS OF CRAFT BEER WERE PRODUCED IN 2013



U.S. Operating Breweries



19%
increase over 2013

1,412 Brewpubs
(10% increase over 2013)
1,871 Microbreweries
(24% increase over 2013)
135 Regional Craft Breweries
(13% increase over 2013)

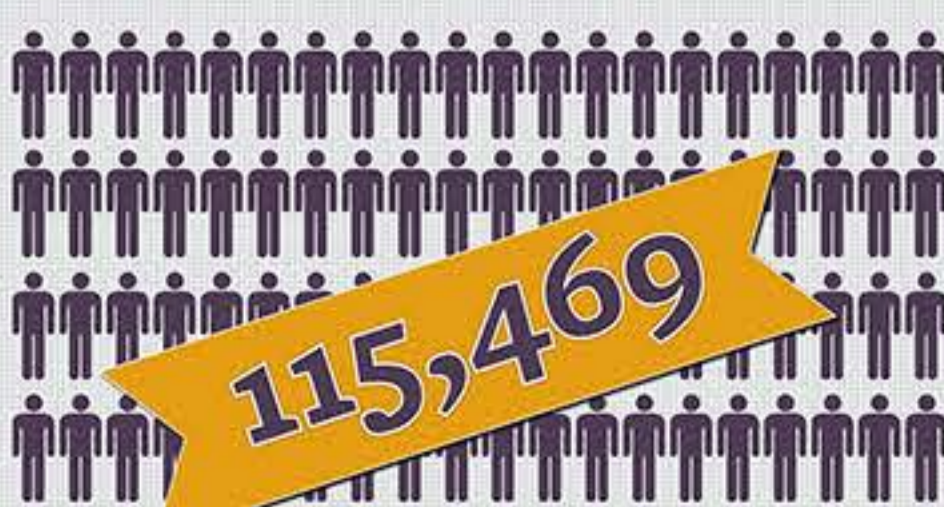
OPERATING CRAFT BREWERIES OVER TIME



Openings and Closings



Small Brewing Jobs



Small brewing companies employed approximately 115,469 people in 2014.

This is a 4.3% increase from 110,748 jobs in 2013.