



**GREAT AMERICAN
BEER FESTIVAL®
POST-EVENT REPORT 2019**



"Working with GABF is a great way to get brand recognition and work directly with guests. Being able to get our brand in front of such a large audience is worth every penny. Patrons are interested and engaged. Being able to bring a fun activation and a unique experience to guests in an unexpected place is priceless. The Brewers Association is great to work with and the event itself is run seamlessly."

Angela Maly,
Field Sales Senior Manager
 Alterra Mountain Company (Ikon Pass)



Facts + Figures

October 3–5, 2019 • Colorado Convention Center
Awards Ceremony • October 5



ATTENDANCE

2017	2018	2019
60,000	62,000	60,000

(DURING FOUR TASTING SESSIONS)

VOLUNTEERS

2017	2018	2019
4,308	4,086	4,280
66,854 hours	68,596 hours	63,623 hours

FESTIVAL BEER

2017	2018	2019
3,900+ BEERS	4,000+ BEERS	4,000+ BEERS
800+ breweries	800+ breweries	800+ breweries

COMPETITION BEER

2017	2018	2019
7,923 BEERS	8,496 BEERS	9,497 BEERS
2,217 breweries	2,404 breweries	2,295 breweries



COMPETITION FACTS

Judging Sessions: 6

Medals awarded:
318 medals plus 3 Pro-Am + Collaboration

Judges: 322 judges from 18 countries

Beer-style categories evaluated:
107 plus GABF Pro-Am + Collaboration

Average # of beers entered in each category: 88 beers

Category with highest number of entries:
Juicy or Hazy IPA, 348 entries



Attendee Demographic Information

Age:

21-24	2%
25-34	32%
35-44	32%
45-54	19%
55-64	10%
65+	5%

Gender:

Male	68%
Female	30%
Prefer Not to Say	2%

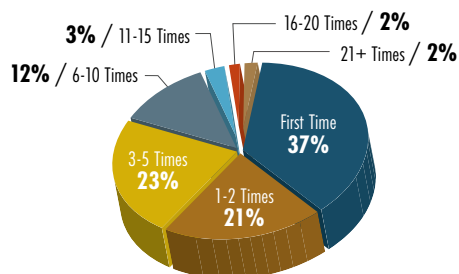
Marital status:

Single	37%
Married	57%
Other	6%

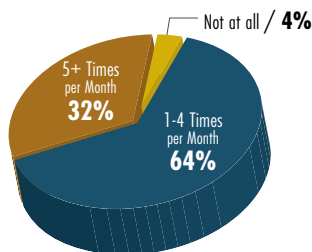
Combined household income:

\$250K+	6%
\$150-249K	15%
\$100-149K	23%
\$50-99K	34%
Under \$49K	22%

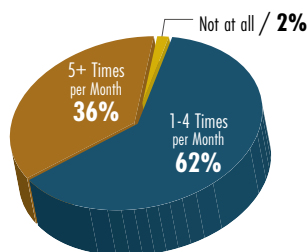
How Many Times Have You Attended GABF?



How Often Do You Purchase Craft Beer?



How Often Do You Visit Your Local Brewery/Pub?



What was your mode of transit to and from the event?

(select all that apply)

Ride Share (Uber, Lyft)	47%
Walk	32%
Light Rail	23%
Drive	12%
Carpool/Dropoff	8%
Bus	6%
Taxi	1%
Bike	2%

Educational level:

Less than H.S. Diploma	4%
High School Diploma	12%
Some College	30%
Bachelor Degree	36%
Graduate Degree	18%

Lifestyle Interests:

Pubs/Breweries	97%
Travel	93%
Camping/Hiking	72%
Live Music/Concerts	74%
Cooking	64%
Sporting Events	66%
Homebrewing	43%
Skiing/Snowboarding	40%



Sponsorship Benefits

Event Marketing



Billboards & Transit

Outdoor billboards plus light rail and bus wraps, and posters placed in the Denver, Boulder and Fort Collins metro areas for 4-10 weeks, location dependent.

Emails

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

News Releases

News releases distributed pre- and post- event to national and local media.

Posters

5,000+ distributed to breweries, bars, liquor stores, homebrew shops and clubs.

Print Advertising

Print ads in *Beer Advocate*, *Boulder Weekly*, *Westword*, *The Rooster*, *The New Brewer*, *Zymurgy* and the Craft Brewer's Conference and Homebrew Con programs.

Radio & Television

Paid advertising on iHeart Media radio stations 97.3 KBCO, 103.5 The Fox, 106.7 KWBL The Bull, and 850 KOA, as well as paid partner promotions on CBSDenver.com

Ticket Giveaways

Radio partners 97.3-FM KBCO, 103.5-FM The Fox, 106.7-FM KWBL The Bull, and 850-AM KOA gave away tickets online and on-air as did other sponsors and exhibitors.

Website

There were more than 554,000 visits and 1.2 million page views on the GABF website between July and September.

Online & Social Media

Ongoing, year-round conversations with the 120,000+ #GABF social community on Instagram, Facebook and Twitter.

"Being involved in The Great American Beer Festival is a huge opportunity for our brand. It is truly a rare experience to see so many people with a shared passion for one thing under the same roof. And the attendees go so far beyond just wanting to drink craft beer at the festival.

They really want to learn, connect, share ideas and celebrate what is an amazing industry—and for us to be a part of that and associate our brand with it is an honor. With so many amazing craft brewery partners from different neighborhoods across the U.S., we loved the opportunity to bring them all together and celebrate our Jameson Caskmates brewery partner program under one roof."

Gary Feeney,
Associate Brand Manager

Pernod Ricard USA &
Jameson Caskmates





Festival Marketing



LIGHT RAIL EXTERIOR WRAP



LIGHT RAIL INTERIOR POSTERS



POINT OF PURCHASE DIGITAL ADVERTISING



DIGITAL BILLBOARDS



TRADITIONAL OUTDOOR BILLBOARDS



PRINT ADVERTISING



TELEVISION ADVERTISING



BUS EXTERIOR WRAPS

Thanks to our sponsors for their generous support!

OFFICIAL SPONSORS



ASSOCIATE SPONSORS



OFFICIAL RADIO PARTNERS



PATRON SUPPORTERS



PREMIER SUPPORTERS



FEATURED CRAFT BREWERY SPONSORS

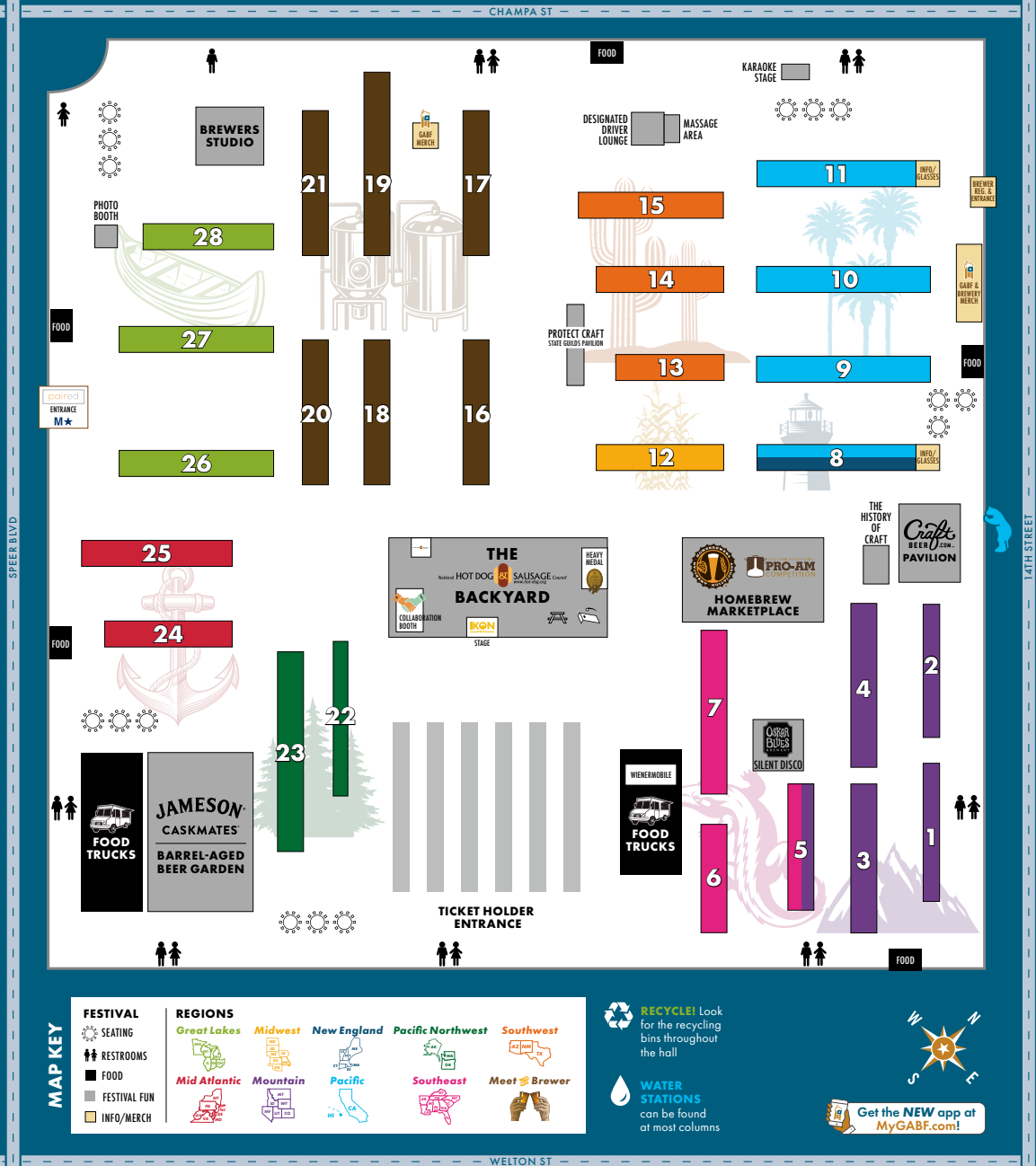


SUPPORTERS





FESTIVAL MAP OVERVIEW



"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.

Festival Highlights



70 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.

2018 Brewery Table Winner:

Spice Trade Brewing

2019 Brewery Table Winner:

Parts & Labor Brewing Company

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.

Fresh Hops

The Washington Beer Commission brought the freshest beers from the 2019 hop harvest. Each session featured five fresh hop beers from 10 breweries that were not found elsewhere at the festival.

Great American Beer Festival Hot Spots



Ikon Pass Stage

Sponsored by WinterWonderGrass®

Nothing goes better with beer than music! Located in The Backyard, WinterWonderGrass presented three sets of incredible live music per session. The 2020 WinterWonderGrass lineup was announced onsite and attendees had the opportunity to pick up their 2019-2020 IKON passes and WinterWonderGrass tickets all in one spot.

Paired

Sponsored by MicroStar Logistics

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.

Jameson Caskmates Barrel Aged Beer Garden

Jameson brought its small and independent brewery partners from across the USA together to give craft beer lovers a chance to sample all of their barrel aged beers in one location. The interactive space allowed attendees to sample barrel aged beer and learn more about the aging process and the neighborhood collaborations that produced those amazing beers.

GABF Pro-Am Booth

Sponsored by Briess Malt & Ingredients Co., The Country Malt Group 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.

Heavy Medal Booth

Attendees were able to sample medal-winning beers from previous Great American beer Festival and World Beer Cup competitions all in one spot. These beers represent some of the finest examples of beer styles in the world!

Camp CraftBeer.com

The CraftBeer.com Campground offered a fun and interactive way to immerse yourself in the world of small and independent craft brewers. Attendees were able to meet some of today's hottest brewers and industry professionals, taste beers with professional beer judges, and go on a fun scavenger hunt to earn a CraftBeer.com merit badge.

The National Hot Dog & Sausage Council Backyard

The backyard continued to be a crowd favorite with a variety of yard games, music and exciting photo ops! The backyard was the DON'T miss festival within the festival.



Media Coverage

We try to be comprehensive, but with such extensive nationwide coverage, this list represents only a sampling of GABF's media coverage. More than 500 million total media impressions!

National Coverage

102.5 The Bear - iHeartRadio

10News

1st Discount Brokerage

303 Magazine

3NewsNow

5280 Magazine

97.3

9News

9News.com

ABC15 Arizona

ABQJournal Online

Aleris

Alice 105.9

All About Apres Ski

American Homebrewers Association

AP (Hosted)

ApalachTimes.com

Arizona Foothills Magazine

Arkansas Times

ARLnow.com

Ascensus

Austin American-Statesman

AVING USA

AXS.com

Az Big Media

Azcentral.com

Bakersfield.com

Barchart.com

Beer Search Party

BendBulletin.com

Benzinga

Beverage Media Group

Big Spring Herald

BizTimes

BizWest

Boise Weekly

Borger News Herald

Boston Herald

BOSW - Market

Boulder DailyCamera.com

BoulderWeekly.com

BPAS

Brewbound.com

BrewPublic

Business Class News

Business North

California Latino News

CALIFORNIA'S HIGH SIERRA

Camedia

CBS Denver

CBS Pittsburgh

Centre Daily Times

Channel 3000.com

Charleston City Paper

Cheapism.com Blog

Chicago Tribune

ChicagoNow

Chronicle Journal

Cincinnati Enquirer

City News

CityBeat Blogs

Cleveland Scene

Cleveland.com

Colorado Latino News

Colorado Patch.com

Colorado Public Radio

Colorado Springs Gazette

ColoradoPols.com

ColoradoSprings.com

Colorado Sun

Columbia Missourian

Company Week

Concordmonitor

Condé Nast Traveler

Cooking Channel

Cookistry's Kitchen Gadget & Food Reviews

Cori's Cozy Corner

Craft Beer and Brewing

Craft Brewing Business

CraftBeer.com

Crain Business Insurance

Crain's Cleveland Business

Crestview News Bulletin

Crookston Times

Crow River Media

Cruise Critic US

Cruise Industry News

Daily Herald

Daily Penny Alerts

DailyHeralds

Davis Enterprise

Decorah News

Dental Economics

Denver 7

Denver Business Journal

Denver Eater

Denverite.com

Detroit Free Press

DiningOut

DNRonline

Door County Pulse

Dow Theory Letters

Down East

DrunkedIn Blog

Duluth News Tribune

East Bay Times

Eater Austin

Eater Portland

EDGE Denver

EIN Presswire

Electric Light & Power

Eu Jsonline

EVENTA

Fat Pitch Financials

Feast Magazine

FFF Challenge

Forbes

Fort Worth Weekly

Fortune

Fox 21 Delmarva

FOX 31 KDVR

FOX 40 WICZ TV

Franklin Credit Business Services

Fredericksburg.com

Frugalnovice

Gear Patrol

Geneseo Republic

GistGear

GlobeNewswire

Good Beer Hunting

Granite Falls Advocate Tribune

Great American Financial Resources

Green Vacation Deals

Herald Online

Hop Culture

Houstonia Magazine

Idaho Statesman

IDC Chase

IndyStar

Inside INdiana Business

Intelligent Value

International Business Times

Investor Place

InvestorPoint.com

Investors Hangout

JOT / UP

JournalStar.com

KABB-TV

KADN-TV

KBAK-TV

KBFX-TV

KCCI-TV

KCFR-FM

KCNC-TV

KDHL Radio

KDKA-AM

KDKA-TV

KDVR-TV

Kern Valley Sun

KEX-AM

KEZI-TV

KFBK-AM

KFYI-AM

KGAB 650AM Radio

Kgw.com

Khou.com

KIDY-TV

KIVI-TV

KJCT-TV

KJTV-TV

KKCO-TV

KKTV-TV

KLAF-TV

KLBJ-AM

KLFY-TV

KMGH-TV

KMGH-TV

KMSP-TV

KNXV-TV

KOA-AM

KOAA-TV

KOAT-TV

KOB.com

KOLO-TV

KOMO-AM

kool1079

KPAX-TV

KPTM-TV

KQTV-TV

KRIV-TV

KSAW-TV

KSBW.com

KSCC-TV

KSDK.com

Ktar.com

KTAR-FM

KTFT-TV

KTRH-AM

KTVB-TV

KTVB-TV

KTVQ-TV

KUNC

KUSA-TV

KUSI-TV

KUTV

KVUE-TV

KVVU-TV

KWGN-TV

KXGN-TV

Laredo Morning Times

Las Vegas Weekly

Laser Focus World

Life in a House

Live For Live Music

Media Coverage Continued

LocalSYR.com
 Lompoc Record
 Long Beach Press-Telegram
 Luggage and Lipstick
 Luxury Real Estate
 Magic 106.5
 Malvern Daily Record
 Mammoth Times
 Market Screener
 Marketnewsdesk
 Markets - Ask
 Markets Insider- Business Insider
 Media Industry Today - EIN News
 Medicine Hat News
 Men's Journal
 Merrill Edge
 Miami New Times
 Millenniummagazine
 Milwaukee Journal Sentinel
 Milwaukee Magazine
 MinnPost
 Minyanville
 Mix 94.9 Radio - True Variety
 Montrose Daily Press
 Morning News
 MSN.com
 My Central Oregon
 My Love of Style
 Mybeerbuzz.com
 myMotherLode.com
 MyrtleBeachOnline.com
 NashvillePost.com
 NC Beer Guys
 Newburgh Gazette
 News Chief
 News Live TV
 News-JournalOnline.com
 NewsOK
 NewtonDailyNews.com
 NorthBay Biz Magazine
 Northern Virginia Magazine
 Northwest Florida Daily News
 Northwest Travel Magazine
 NUVO News

Observer Reporter
 Oenologist
 One News Page
 Orange Coast Magazine
 OregonLive
 Outside Online
 Pacific Coast Business Times
 Palm Beach Post
 Passion Passport
 Pawtucket Times
 Pdx Pipeline
 PennLive.com
 Pennsylvania Latino News
 Penticton Herald
 Pittsburgh Post-Gazette
 PorchDrinking.com
 Poteau Daily News
 PR Newswire
 PR.com
 Press-Enterprise
 Press-Telegram
 PRNewsWire
 ProfitQuotes.com
 PRWeb
 Public Radio International
 Quirky Chrissy
 Raine Magazine
 Rapidcityjournal.com
 Real Clear Markets
 Real Home Chef
 Release Wire
 Renewable Energy World
 Reno Gazette-Journal
 Restaurant Magazine
 RestaurantNews.com
 Rhode Island Hispano News
 RICentral - FinancialContent
 Richmond BizSense
 Richmond Magazine
 Richmond Times-Dispatch
 Ridgecrest Daily Independent
 Rock 969
 Roseville Today
 Rum & Oak

San Antonio Current
 San Antonio Express-News
 San Bernardino County Sun
 San Diego CityBeat
 San Diego Metro Magazine
 San Diego Reader
 Santa Maria Times
 Santa Ynez Valley News
 Sarasota Herald-Tribune
 SD Entertainer Magazine
 Seacoastonline.com
 Senegal-Actu.Com
 SevenFifty Daily
 SFGate
 SGVTribune.com
 Shepherd Express
 Sheridan Media
 Silicon Investor
 Sioux City Journal
 Sip Northwest Magazine
 SM Daily Press
 Smoky Mountain News
 SNews
 Socalfnbpro.com
 Sogotrade - Barchart.com
 Sonoma County Go Local
 South Carolina Latino News
 South Dakota Latino News
 Spectrum News Buffalo
 Spoke
 Springs Magazine
 SPY
 StamfordAdvocate.com
 Star Tribune
 Starkville Daily News
 StarTribune.com
 Steamboat Pilot & Today
 Steelers Lounge
 Stock Market
 Stocks News Feed
 StreetInsider
 Summit Daily News
 Synacor
 Tahoe Onstage

Tailgater Magazine
 Tallahassee Democrat
 Tamar Securities
 Tasting Room Confidential
 Telegram.com
 Telemundo Lubbock
 Texas Latino News
 The Advocate
 The Amery Free Press
 The Antlers American
 The Arizona Republic
 The Beer Connoisseur
 The Beer Rover
 The Bellingham Herald
 The Brewing Network
 The Buffalo News
 The CantonRep
 The Charlotte Observer
 The Colorado 100
 The Colorado Sun
 The Coloradoan
 The Columbus Dispatch
 The Community Post
 The CW Lubbock
 The Daily Home
 The Daily Journal
 The Daily Press
 The Daily Record
 The Daily Times Leader
 The Decatur Daily Democrat
 The Denver Channel
 The Denver Post
 The Des Moines Register
 The Destin Log
 The Durango Herald
 The Eau Claire Leader Telegram
 The Evening Leader
 The Gleaner
 The Growler
 The Independent
 The Inyo Register
 The Island Packet
 The Journal Times Online
 The Kane Republican



Media Coverage Continued

The Know – The Denver Post
 The Ladysmith News
 The Lethbridge Herald
 The Manual
 The Mercury News
 The Middletown Press
 The Mountaineer Publishing Company
 The Navigator
 The New School
 The Newport Daily Express
 The News & Observer
 The News-Examiner
 The Observer News Enterprise
 The Pilot News
 The Post and Courier
 The Poteau Daily News
 The Poughkeepsie Journal
 The Press Democrat
 The Punxsutawney Spirit
 The RIDGWAY Record
 The Sacramento Bee
 The Saline Courier
 The Salt Lake Tribune
 The San Diego Union-Tribune
 The Santa Fe New Mexican
 The Santa Fe Reporter
 The Shelby Report
 The Statesman Examiner
 The Sweetwater Reporter
 The Takeout
 The Tennessean
 The Times of Noblesville
 The Traderszone Network
 The Tribune
 The Union
 The Valley City Times Record
 The Valley's CW
 The Wapakoneta Daily News
 The Wichita Eagle and Kansas.com
 The Wilson Times
 The Wine Siren
 The Yums
 The Zebra
 TheFullPint.com
 TheGazette.com
 Thesouthern.com
 TheState.com
 TheStreet
 THIRST Colorado
 Thrillist
 Ticker Technologies
 Times Record
 Times Union
 Travel Awaits
 TravelPulse
 Tribune (Premium)
 Tyler Paper
 Unified News Group
 Union-Bulletin.com
 US 93.3
 USA Today
 USAgNet
 Utah Beer Blog
 Value Investing News
 Valuespectrum.com

VB Profiles
 Vermont Latino News
 Virginia Latino News
 Visitindiana
 Vox
 WAOV - News Line 9
 WAOV-TV
 Wapakoneta Daily News
 Washington Beer Blog
 Washington DC News - Severna Park
 Chamber Guide
 Washington Latino News
 Waterloo-Cedar Falls Courier
 Watertown Daily Times Online
 WBND-TV
 WBOC Tv 16
 WBZ-AM
 WCAX.com
 WCAX-TV
 WCPO
 WCPO-TV
 WDEL-FM
 WDJT-TV
 Weekly View
 WESA-FM
 West Virginia Latino News
 Westword
 WEWS-TV
 WFMJ TV-21
 WFMJ News 2
 WHBL-AM
 WHIO
 Whittier Daily News
 WIBC-FM
 Willamette Week
 Wine News
 Winslow Evans Crocker
 WiscNews
 Wisconsin Gazette
 Wisconsin Latino News
 WISC-TV
 WISH-TV
 WKRC-TV
 WKYC-TV
 WLW-AM
 WOAI-AM
 WOIO-TV
 Woonsocket Call
 Workboat Indexes
 World News Report - EIN
 WPCW-TV
 WPTF-AM
 WRAL
 WRBI Radio.com
 Wsoctv.com
 Wspynews.com
 WSYR-TV
 WTAQ-AM
 WTMJ-AM
 WVEC-TV
 Yahoo!
 Yahoo! Finance
 YES! Weekly
 Your Valley
 Your Valley Voice





Save the Date

SEPTEMBER 24-26, 2020

We look forward to
working with you!



Brewers Association | 1327 Spruce Street | Boulder, CO 80302 | 303.447.0816

Sales@brewersassociation.org