



## POST-EVENT REPORT 2022









# Facts + Figures

October 6–8, 2022 • Colorado Convention Center

## 2022 COMPETITION STATISTICS



**Entries Judged:** 9,904 (from 2,154 Breweries)

**Judges:** 235

**Days of Judging:** 9

**Medals awarded:** 300 medals

**Beer Categories:** 98

**Different beer styles, plus  
Pro-Am and Collaboration categories:** 177

**Largest category:** American Style India Pale Ale, 423 entries



## FESTIVAL STATS

**Attendees:** 40,000

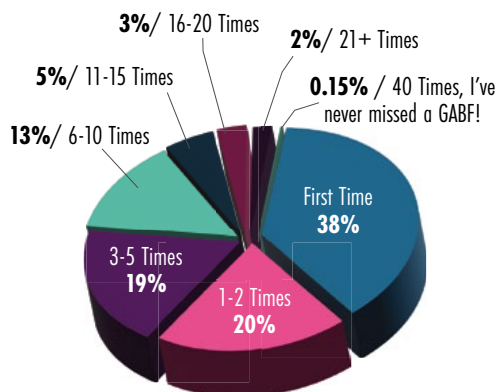
**Volunteers:** 2,500, pouring 2,000 Beers

**Number of Breweries:** 500 across 46  
States plus Washington D.C.

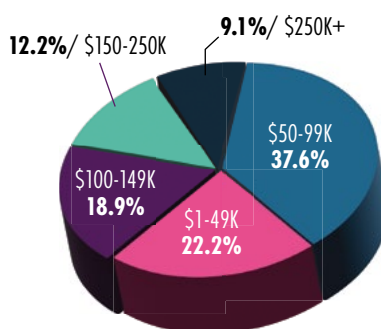


# Attendee Demographic Information

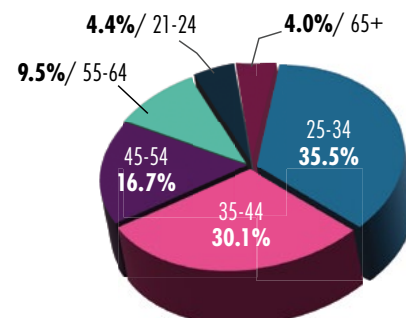
## HOW MANY TIMES HAVE YOU ATTENDED GABF?



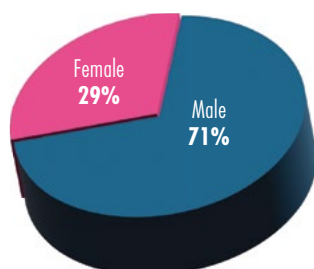
## HOUSEHOLD INCOME:



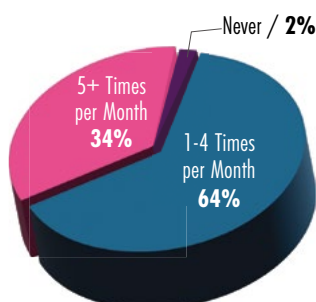
## AGE:



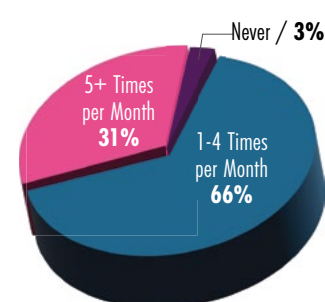
## GENDER IDENTITY:



## HOW OFTEN DO YOU VISIT YOUR LOCAL BREWERY/PUB?



## HOW OFTEN DO YOU PURCHASE CRAFT BEER AT A LIQUOR OR GROCERY STORE?



## What are the reasons you attend GABF?

### Discover new beers and breweries:

97% said Very or Somewhat Important

### See the latest trends in beer:

78% said Very or Somewhat Important

### Spend time with friends:

95% said Very or Somewhat Important

## How likely are you to attend GABF in 2023?

81% said Extremely or Somewhat Likely

## How likely are you to recommend GABF to a friend or colleague?

92% said Extremely or Somewhat Likely

## Are you a homebrewer?

44% Said they are or would like to start

## Educational level:

High School or Below . . . . . 9%

Associate Degree . . . . . 12%

Undergraduate Degree . . . . . 44%

Graduate Degree . . . . . 36%

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

(select all that apply)

Walk . . . . . 37%

Ride Share (Uber/Lyft) . . . . . 36%

Light Rail . . . . . 23%

Drive . . . . . 14%

Carpool/Dropoff . . . . . 7%

Bus . . . . . 5%

Bike . . . . . 2%

Taxi . . . . . 1%

## Lifestyle Interests:

Pubs/Breweries . . . . . 97%

Travel/Vacation . . . . . 92%

Dining . . . . . 81%

Live Music/Concert . . . . . 72%

Camping/Hiking . . . . . 69%

Sporting Events . . . . . 64%

Cooking . . . . . 61%

Recreational Sports . . . . . 44%

Skiing/Snowboarding . . . . . 37%

Homebrewing . . . . . 36%

Cycling . . . . . 28%

Running . . . . . 22%

Hunting/Fishing . . . . . 21%

Casinos . . . . . 21%

Off-roading/Snowmobiling . . . . . 14%

Climbing . . . . . 8%



# Thanks to our sponsors for their generous support!



## ASSOCIATE SPONSORS



## OFFICIAL MEDIA PARTNERS

## PATRON SPONSOR



## PREMIER SUPPORTERS



## CRAFT BREWERY SPONSORS

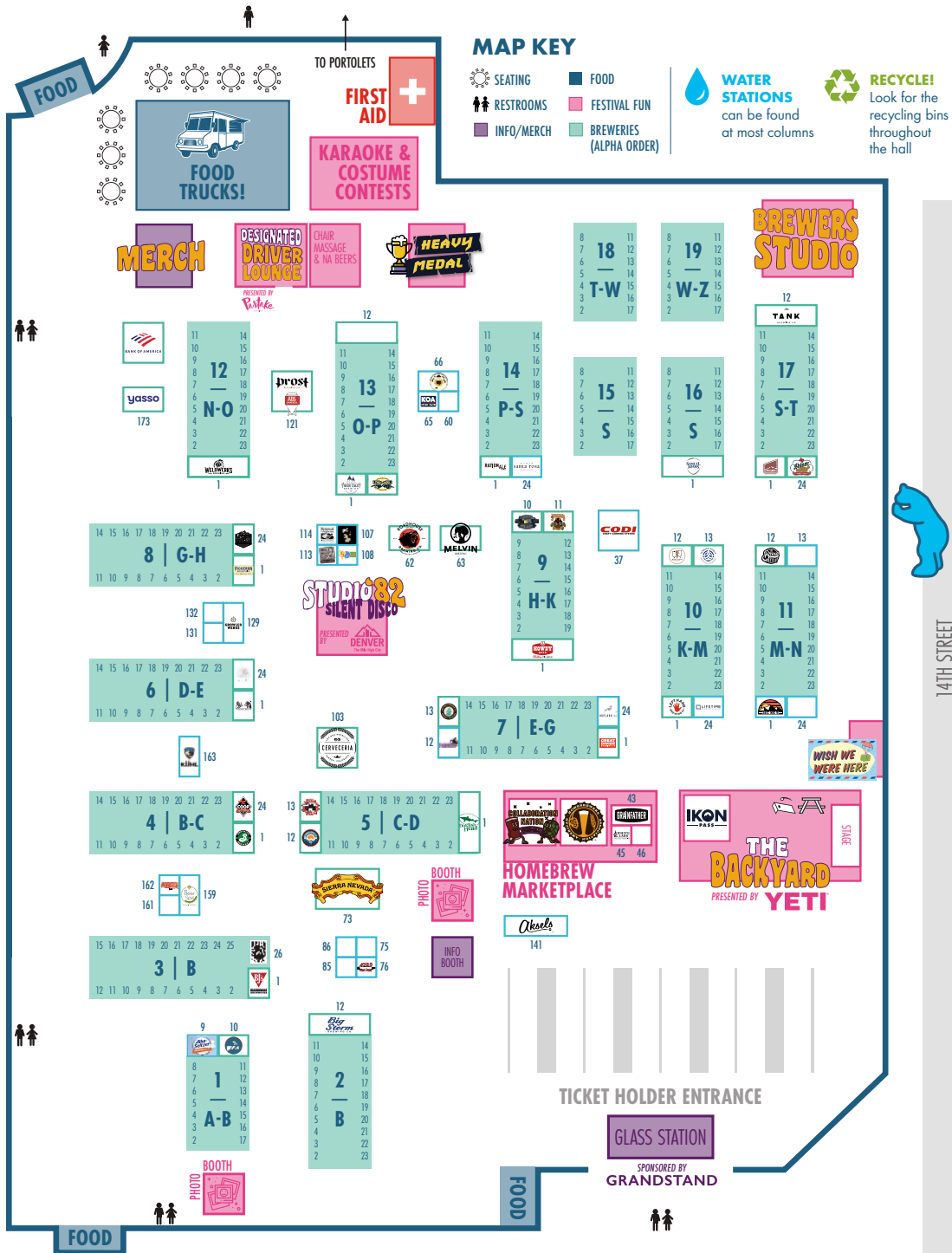


## SUPPORTERS





# FESTIVAL MAP



WELTON STREET



# Festival Highlights

## HOT SPOTS

### **Ikon Pass Stage in the Backyard**

*Sponsored by Yeti*

Live music and great beer — if there's a better pairing, we haven't found it. Festival goers grooved at the Ikon Pass Stage for some upbeat tunes while they sipped. Comfy Yeti chairs and cornhole boards kept folks relaxed and entertained throughout the sessions.

### **Paired**

*Sponsored by MicroStar Logistics*

Attendees joined award-winning chefs and small & independent brewers in an intimate setting located in the Belco Theater Lobby. 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.

### **Studio '82 Silent Disco**

*Sponsored by Visit Denver*

Attendees sported wireless headsets and boogied our DJs' best tunes of 1982 and more. It was fun for participants and even more fun for spectators!

### **39 Exhibitors (non-breweries)**

Exhibitors displayed products such as spa getaways, brewing supplies, glassware, hop candles, kegerators, apps, portable hammocks, skis, hats, T-shirts, sunglasses and magazines.

### **Costume Contests & Sing City Karaoke Stage**

The loudest and proudest fixed their wigs and took the stage for Costume Contests and Sing City Karaoke. The bravest and best in song and costume were awarded in each session for their creativity and musicality!

### **Collaboration Nation**

The craft brewing community is all about teamwork. Attendees had the chance to sample 70 brews from craft brewery cross-overs and homebrewer/brewery collabs!

### **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 brews represent some of the finest examples of beer styles in the world!





# Media & Other Nationwide Impressions

**The 40th Annual Great American Beer Festival secured more than 1.4 Billion impressions thru 474 placements across online, broadcast, and print coverage – a near 40% increase of views over 2019.**

## Billboards & Transit

Outdoor billboards plus light rail and bus wraps, and posters placed in the Denver, Boulder and Fort Collins metro areas.

## 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

3,600+ distributed to breweries, bars, liquor stores, homebrew shops and clubs.

## 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.

## Television

Local NBC Affiliate 9NEWS/KUSA-TV broadcast a week-long series celebrating the 40th Anniversary of the Great American Beer Festival with daily features on GABF breweries, the history of the festival, a countdown clock, and mentions to purchase tickets.

## Digital, Social & Print Advertising

Advertising on Spotify, Reddit, Facebook, Instagram, YouTube, and print ads in *The New Brewer*, & *Zymurgy*.

## Website

There were more than 673,000 visits and 1.4 million page views on the GABF website between July and the event in October 2022.

## Online & Social Media

Ongoing, year-round conversations with the 150,000+ #GABF social community on Instagram, Facebook and Twitter.

*"I wanted to send you a note to say thank you very very much for putting on such a good show. I enjoyed myself thoroughly and I have heard nothing from my team other than that they were psyched to be back at GABF, and thrilled with the reception from all the craft beer fans who came. We were quite pleased to have been a sponsor/endcap brewery this year, not quite sure how we would have handled the ever present lines we had for 16 total hours if we hadn't done that! So, count us in for next year too please!"*

**Charlie Berger, Co-Founder**  
Denver Beer Co





# Festival Marketing



PARTY BIKE



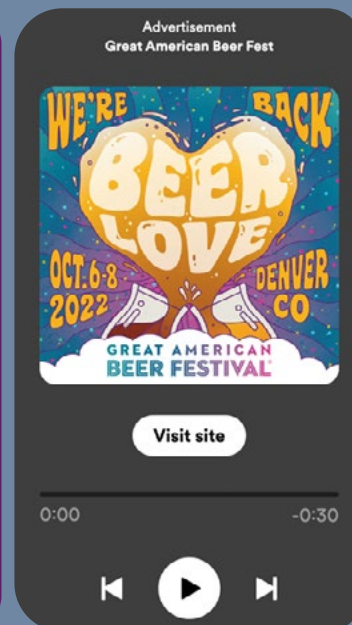
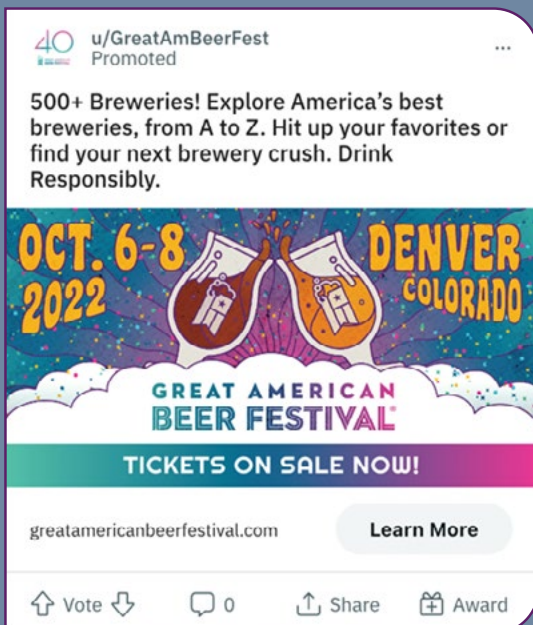
TRADITIONAL OUTDOOR BILLBOARDS



BUS SHELTERS



LIGHT RAIL EXTERIOR WRAP



ONLINE & SOCIAL MEDIA



# Media Coverage

5280 Magazine  
94.3 The X  
ABV Chicago Craft Beer Podcast  
AFAR  
All About Beer  
AM 590 KSSK  
American Craft Beer  
Appellation Beer  
Asian Avenue Magazine  
Avid Lifestyle  
Axios  
Axios Denver  
Axios Seattle  
Axios Tampa Bay  
Beer Search Party  
Beer Today  
BestLife  
Biztoc  
Bradenton Herald  
Brewbound  
Brewbound Podast  
Brewer World  
Brewpublic  
CBS Colorado  
Centre Daily Times  
Charlotte Business Journal  
Charlotte Stories  
Chicago Now  
Cincinnati Enquirer  
Cleveland.com  
Colorado Expression  
Colorado Gazette  
Colorado Hometown Weekly  
Colorado Public Radio  
Columbus Ledger-Enquirer  
Craft Beer & Brewing Magazine  
Craft Beer Austin  
Craft Brewing Business  
Daily Camera  
Dark Side Brew Crew  
Delicious Food  
Denver Business Journal  
Denver Business Journal  
Denver Business Journal (print)  
Denver Gazette  
Denver Life  
Denver Post  
Denverite  
Des Moines Register  
Detroit Free Press  
Duluth News Tribune  
Eat This, Not That  
FactoryTwoFour  
Family Vacationist  
Farofa Magazine  
Fifty Grande  
Focus on the Beer  
Forbes  
Fort Worth Star-Telegram  
Fox5 San Diego  
Fresno Bee  
Fyne Fettle  
Global Traveler  
Great Beer Now  
Greeley Tribune  
Hop Culture  
HopCulture  
Houston Chronicle  
In Good Taste Denver  
Indiana Express  
K99 Radio  
KAKE-TV (Wichita, KS)  
KARE-TV (Minneapolis, MN)  
KATV-TV (Little Rock, AR)  
KBJR-TV (Duluth, MN)  
KCFR-FM (Denver, CO)  
KCNC-TV (Denver, CO)  
KDTV-TV (Denver, CO)  
KDVR-TV (Denver, CO)  
KERO-TV (Bakersfield, CA)  
KGMI-AM (Bellingham, WA)

KIKN-FM (Sioux Falls, SD)  
KIMA-TV (Yakima, WA)  
KLKN-TV (Lincoln, NE)  
KMET-AM (Banning, CA)  
KMGH-TV (Denver, CO)  
KMOX-AM (Denver, CO)  
KNSI-FM (St. Cloud, MN)  
KNWN-AM (Seattle, WA)  
KOA-AM (Denver, CO)  
KOA-FM (Denver, CO)  
KOMO-TV (Seattle, WA)  
KPC Media Group  
KSNT-TV (Topeka, KS)  
KSWB-TV (San Diego, CA)  
KTKA-TV (Topeka, KS)  
KTMJ-TV (Topeka, KS)  
KTVD-TV (Denver, CO)

KUSA-TV (Denver, CO)  
KWGN-TV (Denver, CO)  
KXRM-TV (Colorado Springs)  
Lexington Herald-Leader  
Longbeachize  
Longmont Times-Call  
Loveland Reporter-Herald  
MassLive  
Men's Journal  
Merced Sun-Star  
Mouth By Southwest  
My Beer Buzz  
MyBeer Buzz  
New York Times  
News Need News  
NewsBreak  
NewsRadio 1040 WHO





## WEBSITES

### Media Coverage Continued

NewsRadio WGY  
NOCO Style  
Nuvo  
Orange Coast Magazine  
Out there Colorado  
Outside Magazine  
Patch  
Pat's Pints  
PBS  
Pedire  
Phoenix New Times  
PorchDrinking  
PorchDrinking.com  
ProBrewer  
Pulso Cervoso  
Quick Telecast  
Recently Heart  
Rock Hill Herald  
Santa Barbara Independent  
Santa Barbara News-Press  
Secret Denver  
Spot On Colorado  
Spot on Indiana  
Star Tribune  
The Charlotte Observer  
The Coast News  
The Denver Gazette  
The Denver Post  
The Denver Post (print)  
The Derrick  
The Drinks Business  
The Full Pint  
The Gazette (Colorado)  
The Latest  
The Lawton Constitution  
The New School  
The Olympian  
The Oregonian  
The Ritz Herald  
The Sacramento Bee

The State  
The Sun News  
The Telegraph (Macon)  
Thirst Colorado  
ToysMatrix  
Travel + Leisure  
Triangle Business Journal  
Unofficial Networks  
USA News Site  
USA Today / 10Best  
Washington Beer Blog  
WATE-TV (Knoxville, TN)  
WBRZ-TV (Baton Rouge, LA)  
WBZ Newsradio 1030  
WBZ-AM (Boston, MA)  
WCHS-TV (Charleston, WV)  
WDAF-TV (Kansas City, MO)  
WDHN-TV (Dothan, AL)  
WDIO-TV (Duluth, MN)  
WDIV-TV (Detroit, MI)  
WEEK-TV (East Peoria, IL)  
Western Slope Now  
Westword  
WHAM-AM  
WHOI-TV (East Peoria, IL)  
Wichita Eagle  
WJBK-TV (Detroit, MI)  
WJR-AM (Detroit, MI)  
WLNE-TV (Providence, RI)  
WMBB-TV (Panama City, FL)  
WRIC-TV (Richmond, VA)  
WSYR-AM (Syracuse, NY)  
WTNH-TV (New Haven, CT)  
WTNZ-TV (Knoxville, TN)  
WXYZ-TV (Southfield, MI)  
Yahoo  
Yahoo News

**FIFTY GRANDE** LATEST U.S. GUIDE HOTELS FESTIVALS NEWSLETTER SHOP [SEARCH](#)

## INSIDE THE 40TH ANNUAL GREAT AMERICAN BEER FESTIVAL

BY BAILEY BERG | OCTOBER 11, 2022

[f](#) [t](#) [e](#)

To the sound of bagpipes, thousands of craft beer nerds flooded the Colorado Convention Center this past weekend for the 40th annual [Great American Beer Festival](#). It was the first time since 2019 that hop heads gathered for the single largest beer festival in the U.S., also known as [GABF](#).

From October 6 through 8, attendees sampled potent new beers, spanning the type spectrum, from more than 500 breweries from around the country. During each of the four four-and-a-half-hour sessions — one on

**BREWBOUND**

**INDUSTRY MARKETPLACE**

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**LATEST NEWS**

Brewbound Live 2022 Speakers Announced: Sierra Nevada, Fire...

**SPONSORED POST**

BeutBox Closes \$15M Raise to Support National Retail Expansion

**It's support for your M&A becoming a service?**

**EVENTS CALENDAR**

**Brewbound Podcast: The Great American Beer Festival's Return with Brewers Association CEO Bob Pease**

Brewbound.com Staff | Sep. 29, 2022 at 10:38 AM

[Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

**Listen to this article**

00:00 / 01:16

**BOB PEASE**  
President & CEO  
Brewers Association

The Great American Beer Festival returns October 6-8 in Denver for the first time since 2019. Brewers Association president and CEO Bob Pease discusses his expectations for the trade group's biggest consumer-facing event, how the experi-

**CRAFT BEER INDUSTRY JOBS**

Packaging Operator - 21st Amendment B...

Brewery Production Manager - Five Cite...

Sales Representative - Forbidden Root C...

Canning Line Operator / Packaging Assis...

Packaging Technician - WildWerks Brew...

Cellar Brewer - Octopi/Untitled Art


Route Supervisor - Homegrown Distribut...

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**BREWBOUND LIVE**  
NOV 29 + 30, 2022 - SANTA MONICA

**TALEA BEER**

**Outside**



(Courtesy Brewer Association)

### Great American Beer Festival

**Denver, Colorado; October 6 to 8**

It's all in the name, folks. When it launched in 1982, the [Great American Beer Festival](#) (from \$95) featured two dozen breweries; this year, at the festival's 40th anniversary, attendees can sample more than 2000 suds. The paradox of choice is a bit head-spinning (or is that the alcohol?), but beerhounds in the know venture to the Heavy Medal booth to swig the festival's blue ribbon brews. To ensure you remember to eat a little something between sips, take cues from event veterans, who drape pretzels, beef sticks, and even hamburger buns around their necks like so many carb-laden Flavor Flavs.





# Save the Date

**SEPTEMBER 21-23, 2023**

**We look forward to  
working with you!**



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

[Sales@brewersassociation.org](mailto:Sales@brewersassociation.org)