



POST-EVENT REPORT



**GREAT AMERICAN
BEER FESTIVAL**

SEPTEMBER 21-23, 2023

DENVER, COLORADO



FACTS + FIGURES

September 21-23, 2023 • Colorado Convention Center

2023 FESTIVAL STATS

Attendees: About 40,000

Volunteers: 1,500, pouring 1,800+ Beers

Number of Breweries:
500+ across 46 States and Washington D.C.



2023 COMPETITION STATISTICS

Entries Judged: 9,298 (from 2,033 Breweries)

Judges: 250

Days of Judging: 9

Largest category: Juicy or Hazy india Pale Ale (365 entries)

Medals awarded: 303 medals

Beer Categories: 263

Medal-winning breweries: 263

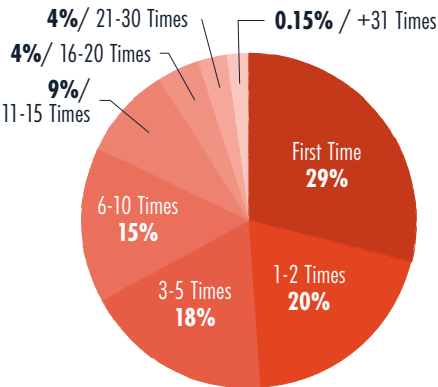
First-time GABF entrants: 325

First-time winners: 16

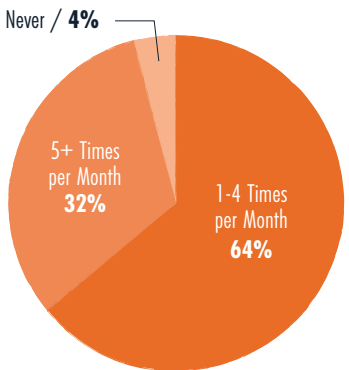


ATTENDEE DEMOGRAPHICS

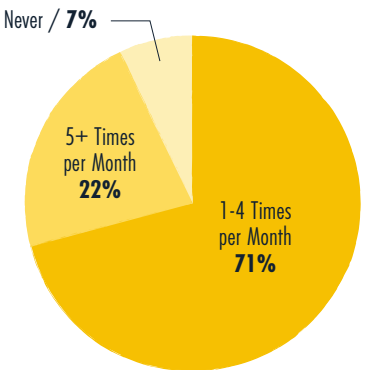
HOW MANY TIMES HAVE YOU ATTENDED GABF?



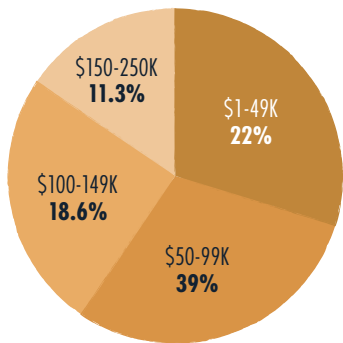
HOW OFTEN DO YOU VISIT YOUR LOCAL BREWERY/PUB?



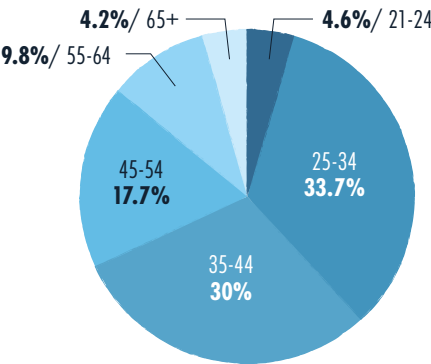
HOW OFTEN DO YOU PURCHASE CRAFT BEER AT A LIQUOR OR GROCERY STORE?



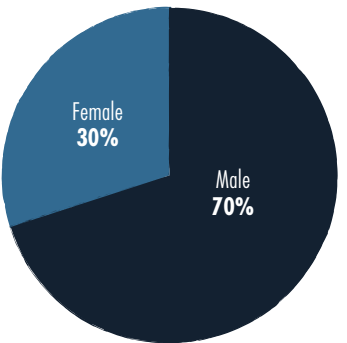
HOUSEHOLD INCOME:



AGE:



GENDER IDENTITY:



What are the reasons you attend GABF?

- Discover new beers and breweries: 98% said Very or Somewhat Important
- Spend time with friends: 94% said Very or Somewhat Important
- See the latest trends in beer: 85% said Very or Somewhat Important

How likely are you to attend GABF in 2024?

79% said Extremely or Somewhat Likely

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

89% said Extremely or Somewhat Likely

Are you a homebrewer?

31% of Respondents indicated that they enjoy homebrewing

Educational level:

- High School or Below 11%
- Associate Degree 10%
- Undergraduate Degree 42%
- Graduate Degree 37%

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

(select all that apply)

- Walk 38%
- Ride Share (Uber/Lyft) 31%
- Light Rail 23%
- Drive 16%
- Carpool/Dropoff 8%
- Bus 5%
- Bike 1%
- Taxi 0.3%

Lifestyle Interests:

- Pubs/Breweries 96%
- Travel/Vacation 90%
- Dining 81%
- Live Music/Concert 71%
- Camping/Hiking 65%
- Sporting Events 64%
- Distilleries 60%
- Cooking 60%
- Wineries/Cideries 59%
- Recreational Sports 38%
- Skiing/Snowboarding 31%
- Homebrewing 31%
- Cycling 27%
- Casinos 22%
- Running 20%
- Hunting/Fishing 1 8%
- Off-roading/Snowmobiling 1 2%
- Climbing 6%

THANKS TO OUR SPONSORS FOR THEIR GENEROUS SUPPORT!

OFFICIAL LEVEL



MEDIA PARTNERS



PATRON SUPPORTER

PREMIER SPONSORS



FEATURED BREWERIES



SUPPORTERS



FESTIVAL MAP 2023

MAP KEY

REGIONS

Great Lakes

Mid Atlantic

Pacific Northwest

Midwest

Mountain

New England

Pacific

Southwest

Southeast

Meet & Brewer

SEATING

RESTROOMS

INFO/MERCH

FOOD

FESTIVAL FUN

WATER STATIONS

Section 8

near Karaoke

& Costume

Contest stage

RECYCLE!

Look for the

recycling bins

throughout

the hall

14TH STREET

FOOD

BREWERS & MAGES
ATTENDANT ENTRANCE

FOOD

FOOD

FOOD

FOOD

FOOD

FOOD

FOOD



NON-BREWERY EXHIBITORS

AtomicChild | 7-30
B Fresh Gear | 10-14
Beer First! | 15-24
Boozy Jerkey | 10-13
Brewery DB | 9-24
Chubbies Shorts | 16-13
Flatiron Soap Works | 8-1
Hawaiian Hokey Cones | 16-14
Heaven Creations | 7-15
Hop Passport | 8-24
Heart Media | 53
Iron Pass | 61

Lotus Beverage Alliance | 12-12
Mama Brews Crocheted Cup Cozies | 6-11
Nack Nash | 59
Nico Patches | 5-15
Oakwell Beer Spa | 5-1
Rabbit Hole | 4-14
RedBeards Hot Sauce | 111
Renewed by Andersen | 113
Rocky Mt. Outback Hats | 6-22
Russell Stover Chocolates | 67
Snyder's of Hoonover | 60
Soldiers' Angels | 5-14

Southwest Airlines | 88
Tidal Flow & New Found Freedom | 9-12
Vacation & Travel Group LLC | 114
Venture Duckling | 9-1
Visit Casper | 1-1
Visit Denver | Silent Disco
Visit Flanders | 6-1
Well Hung Meat Company | 6-12
White Labs | 82
X-Communicated Mormon Drinking Team | 112

Sponsors Listed in Bold

paired



LOWER LOBBY D

FESTIVAL HIGHLIGHTS

HOT SPOTS

The Official Travel Partner of GABF

Sponsored by Southwest Airlines

We were excited to have Southwest Airlines as the Official Travel Partner of GABF this year. Attendees had a chance to recharge (their phones and themselves) at the Mile High Heart Lounge and enjoy the same awesome snacks you can find on many Southwest flights.

The Official Pretzel of GABF

Sponsored by Snyder's of Hanover

Snyder's of Hanover was the Official Pretzel of GABF this year, and greeted GABF attendees at the Backyard for live music and dancing, lots of fun giveaways, interactive photo opps, and samples of their famous Mini Pretzels and beer-inspired Oktoberfest rings.

Paired

Sponsored by MicroStar Logistics

Attendees joined award-winning chefs and independent brewers in an intimate setting 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.

Collab Country Pro-Am Booth

Sponsored by Briess Malt & Ingredients Co., Country Malt Group, and White Labs

The craft brewing community is all about teamwork. Attendees sampled these unique and limited-edition beers from craft brewery collaborations, as well as professional and amateur brewer collaborations.

Gluten-Free Garden

Presented by Holidaily Brewing

New for 2023, attendees sampled a diverse selection of flavorful and gluten-free beers at this new taproom at the festival. At GABF 2023, there was something for EVERYONE!

National Black Brewers Association Pavilion

GABF welcomed the NB2A Pavilion where attendees learned more about the mission to support the Black brewing community, and sampled awesome beers from notable Black-owned breweries from across the country.

Heavy Medal

Attendees enthusiastically sampled previous GABF and World Beer Cup gold, silver and bronze medal-winning beers at this busy booth. If you had a "Best of" beer list, or fridge "must-haves," all of these beers would be on it!



"GABF is our must-attend event of the year! The attendees are engaged and ready to support our business every year."

Jimmy Bryant, Owner/Designer
AtomicChild

MEDIA & OTHER NATIONWIDE IMPRESSIONS

The **2023 Great American Beer Festival** secured more than **2.95 Billion** impressions thru **271** placements across online, broadcast, and print coverage – a nearly **122% increase of impressions over 2022**.

Billboards & Posters

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

Emails

1.23M emails delivered to AHA and BA members and non-members, volunteers, and previous festival attendees.

News Releases

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

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, exhibitors, and influencers.

Television

Starting in July, Denver broadcast affiliates 9NEWS/KUSA-TV, ABC7/KMGH-TV, CBS4/KCNC-TV, and FOX31/KDVR announced that tickets were on sale, and during GABF Week, they sent anchors to broadcast live from the festival floor.

Digital, Social & Print Advertising

Advertising on Untappd, Sojern, InMarket, The Nudge, Google, Facebook, Instagram, Reddit, Snapchat, YouTube, and print in The New Brewer and Zymurgy.

Website

More than 504,000 page views from 187,000+ users on the GABF website between July and the event in September 2023.

Online & Social Media

Ongoing, year-round conversations with the 165,500+ #GABF social community on Instagram, Facebook and X (f.k.a. Twitter).



FESTIVAL MARKETING



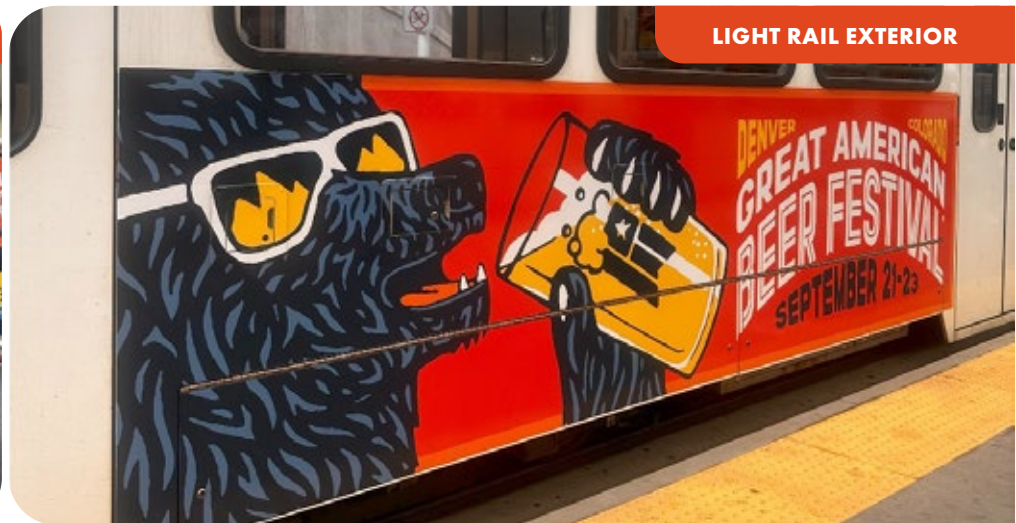
BUS SHELTERS



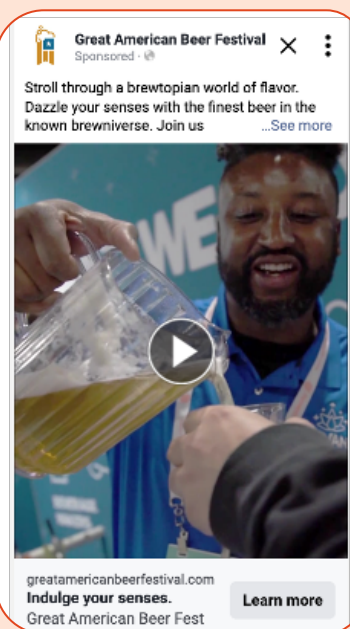
TRADITIONAL OUTDOOR BILLBOARDS



LIGHT RAIL INTERIOR



LIGHT RAIL EXTERIOR



ONLINE & SOCIAL MEDIA

MEDIA COVERAGE

303 Magazine
5280 Magazine
5280Foodiez
ABV Chicago Craft Beer Podcast
Albuquerque Business First
All About Beer Magazine
American Craft Beer
Auburn Citizen
Austin American-Statesman
Axios
Axios Dallas
BEAMSTART
Beer Advocate
Beer Alien
Beer Search Party
beerinfo.com
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Connecticut Post
Craft Beer
Craft Beer Austin
CultureMap Houston
Denver Business Journal
Denverite
DenverSheWrote
Eater Denver
FactoryTwoFour
Forbes
GlobalNewswire
Great Beer Now
Hispanic Business TV
Kansas City Business Journal

KARE-TV (Minneapolis, MN)
KBCO-FM (Denver, CO)
KCNC-TV (Denver, CO)
KDVR-TV (Denver, CO)
KFQX-TV (Grand Junction, CO)
KMGH-TV (Denver, CO)
Knoxville News Sentinel
KOA-AM (Denver, CO)
KOAA-TV (Pueblo, CO)
KTVD-TV (Denver, CO)
KUSA-TV (Denver, CO)
KWGN-TV (Denver, CO)
Longmont Times-Call
Minneapolis/St. Paul Business Journal
MSN (US)
MyBeer Buzz
Northwest Beer Guide
Opera News

WEBSITES

10 USA TODAY 10Best Home Readers' Choice Interests Food & Drink Arts & Culture




Photo courtesy of 7204735341

No. 4: Great American Beer Festival - Denver, Colorado

For more than 40 years, Denver has hosted the Great American Beer Festival, bringing together hundreds of breweries for beer education, awareness of beer trends, networking, research, the chance to sample from the largest annual U.S. beer selection, and pure fun. Expert Julia Herz says, "Trust me when I say it's always evolving, so one year is not the same as last year nor the next... There's a reason it's still the biggest and best fest in the U.S."

BREWBOUND

Brewbound Podcast: A Field Report From the Great American Beer Festival
Brewbound.com Staff | Sep. 26, 2017 at 10:58 AM

Contract Brewing Available in Metro Washington DC

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LATEST NEWS

- Beer Institute Names New Chief Economist
- Brewbound Live 2017: 30 Days Until Beer and Beverage Alcohol...

BREWBOUND LIVE
DEC. 6 + 7 • MARINA DEL REY

JOBS IN THE BEER INDUSTRY

- Packaging Lead/Center Operator - Foster...
- Packaging & Facility Manager - True North...
- Beverage Production Staff - Infused Elix...
- Marketing Coordinator - New Trail Brew...
- Compliance/Accounts Receivable Mana...
- Field Sales Representative - Porged Irish...
- Marketing and Events Specialist - Wind...

View All Jobs | Post a Job

FEATURED JOBS

Fresh back from Denver, Justin and Zoe recap their experiences at the Great American Beer Festival. Jess quizzes them on the

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These Are The Best Beers In America, According To The Great American Beer Festival

Emily Price Contributor @
I cover alcohol, cannabis, and intoxicating travel and adventures.

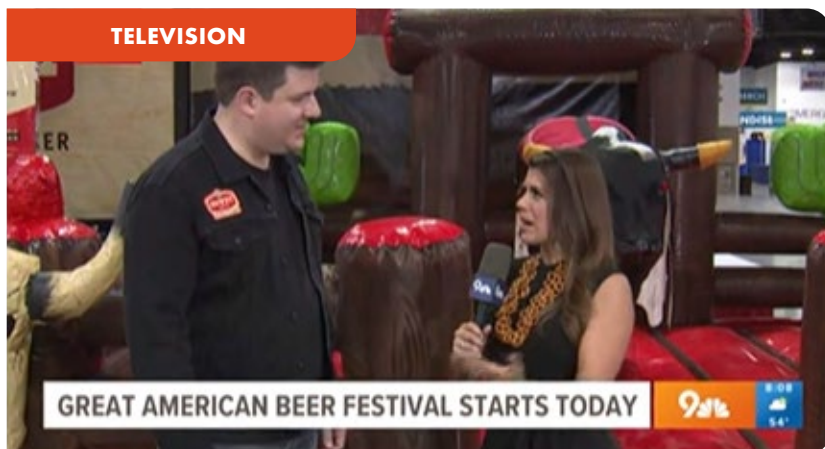
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 The Beer Connoisseur
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The Denver Gazette
 The Denver Post
 The Full Pint
 The New School
 The Tennessean
 Thirst Colorado
 USA TODAY 10Best
 VinePair
 Virginia Craft Beer Magazine
 Washington Beer Blog
 WDTN-TV (Dayton, OH)
 Westword
 Wine Enthusiast Magazine
 WJW-TV (Cleveland, OH)
 Yahoo News



TELEVISION



INFLUENCERS





Save the Date

OCTOBER 10-12, 2024

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



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Sales@brewersassociation.org