

# GREAT AMERICAN BEER FESTIVAL®

OCTOBER 9-11

DENVER

3 DAYS



## 2025 POST-EVENT REPORT



# FACTS + FIGURES

October 9-11, 2025 • Colorado Convention Center

## 2025 FESTIVAL STATS

**Attendees:** More than 28,000

**Volunteers:** 2,100, pouring 2,000+ beverages

**Number of Beverage Producers:**  
386 from 46 states & D.C

## 2025 COMPETITION STATISTICS

**39<sup>th</sup> edition of the GABF competition**

**8,315** beers judged

**1,555** breweries and cideries in the competition  
from all 50 states and Washington, D.C.

**250** judges

**300+** volunteers

**71:** Average number of beers entered in each category

**301:** Category with highest number of entries:  
Category 107 – Juicy/Hazy India Pale Ale

**347** total medals awarded

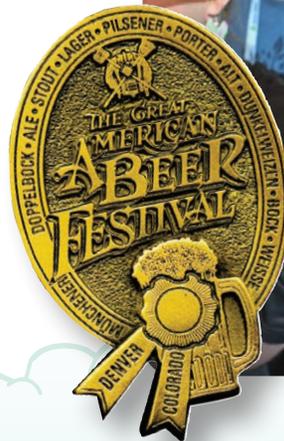
**273** medal-winning breweries & cideries

**180** first-time GABF competition entrants

**12** first-time GABF competition winners

**6** cider categories

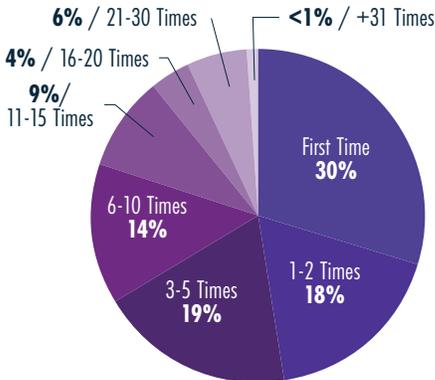
**3 NEW** categories: Vera Hop, Mexican-Style  
Pale Lager, International Amber Lager



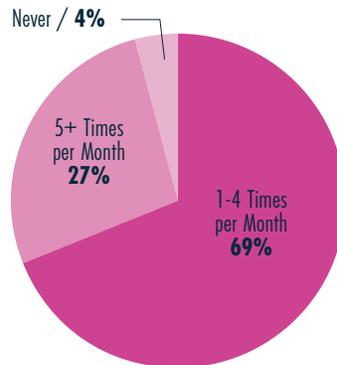
# ATTENDEE DEMOGRAPHICS



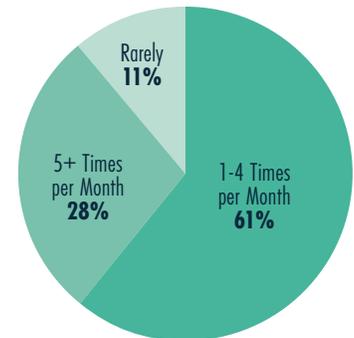
## HOW MANY TIMES HAVE YOU ATTENDED GABF?



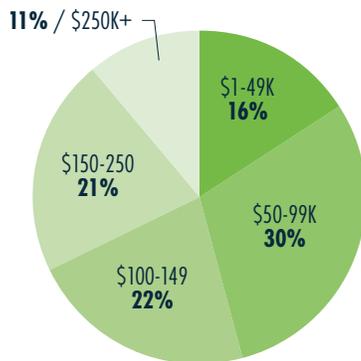
## HOW OFTEN DO YOU VISIT YOUR LOCAL BREWERY/TAPROOM/CIDERY/DISTILLERY?



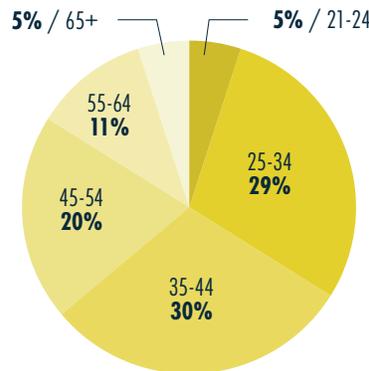
## HOW OFTEN DO YOU PURCHASE CRAFT BEER, CIDER, OR OTHER ALCOHOL AT A LIQUOR OR GROCERY STORE?



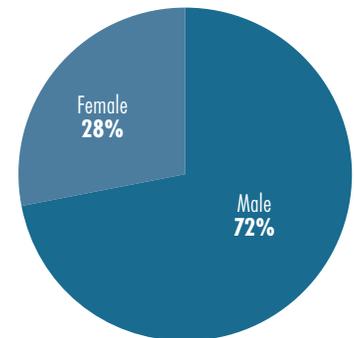
## HOUSEHOLD INCOME:



## AGE:



## GENDER IDENTITY:



### What are the reasons you attend GABF?

Discover new beers, beverages, and breweries	88%
Spend time with friends	72%
See the latest trends in beer	40%
Entertainment & fun	62%

### How likely are you to attend GABF in 2026?

79% said Extremely or Somewhat Likely

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

90% said Extremely or Somewhat Likely

### Educational level:

Completed High School	59%
Completed College	29%
Completed Graduate School	12%

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

(select all that apply)	
Walk	41%
Ride Share (Uber/Lyft)	37%
Drive	17%
Light Rail	16%
Carpool/Dropoff	10%
Bus	8%
Bike	2%

### Lifestyle Interests:

(select all that apply)

Pubs/Breweries	97%
Travel/Vacation	91%
Dining	85%
Live Music/Concert	74%
Camping/Hiking	67%
Sporting Events	64%
Cooking	60%
Recreational Sports	43%
Skiing/Snowboarding	34%
Cycling	28%
Casinos	22%
Hunting/Fishing	21%
Running	19%
Off-roading/Snowmobiling	12%
Climbing	9%

# THANK YOU TO OUR SPONSORS!

## OFFICIAL SPONSORS



## ASSOCIATE SPONSORS



## PATRON SUPPORTERS

## GRANDSTAND



## PREMIER SPONSORS



## FEATURED BEVERAGE PRODUCERS



## SUPPORTERS

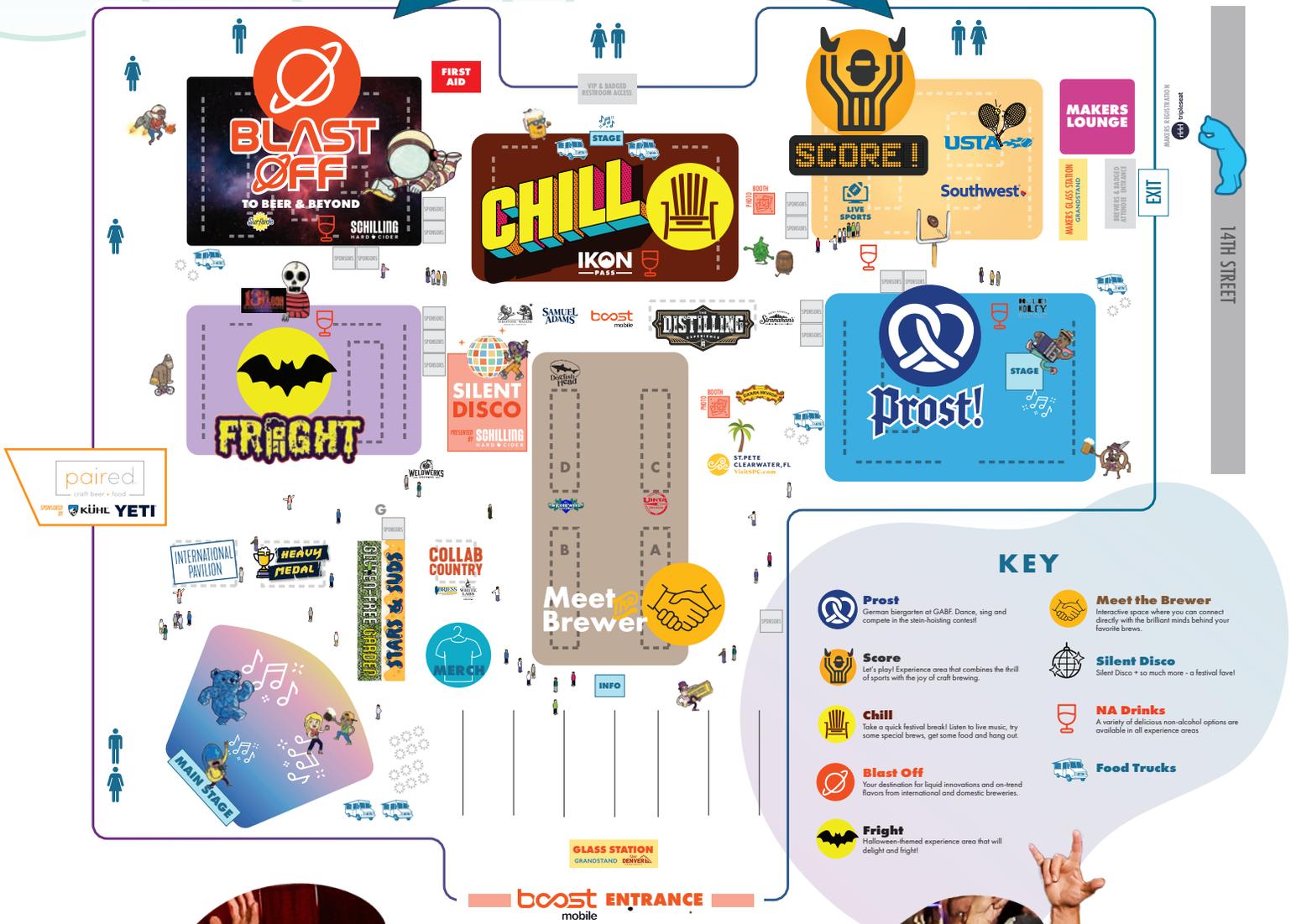


## COMPETITION SPONSORS



# GREAT AMERICAN BEER FESTIVAL®

OCT 9-11, 2025 • DENVER, CO



# FESTIVAL HIGHLIGHTS

## HOT SPOTS

### The Official Travel Partner of GABF

#### Sponsored by Southwest Airlines

We were thrilled to have Southwest Airlines return as the Official Travel Partner of GABF. Attendees customized caps with patches from their favorite Denver sports teams, snapped selfies with Colorado Rockies mascot Dinger, snacked their favorite in-flight treats, and relaxed in the custom Southwest lounge.

### Schilling Cider Silent Disco

The biggest party on the floor was at the Schilling Cider Silent Disco where attendees sipped on Excelsior Imperial Apple and Moon Berries ciders and grooved to the hottest music and even a curated Schilling Cider playlist! The activation drew a steady stream of fans, turning Schilling's space into a high-energy showcase of flavor, fun, and brand personality.

### Red Ball Tennis with the United States Tennis Association!

Bringing high energy play to GABF, USTA's transformed version had festivalgoers lined up to grab a racquet in one hand and a craft beverage in the other, laughing, cheering, and giving attendees a playful break between pours. Many left eager to bring the fun back to their own breweries through future Red Ball Tennis events.

### Paired

#### Sponsored by Kuhl & Yeti

Nearly 4,000 attendees tasted and toasted incredible edibles from 27 teams of award-winning chefs and independent beverage producers. Chefs in their stylish and custom Kuhl aprons enjoyed showcasing how well craft beverages pair with their curated bites, while Yeti coolers helped keep everyone refreshed and drinks chilled to perfection.

### New for 2025!

The new Distilling Experience pavilion debuted with Stranahan's Colorado Whiskey leading the charge, treating attendees to hand-crafted pours and a taste of Colorado's thriving distilling scene. Visit St. Pete-Clearwater brought the "Beaches & Brews" vibe to life with a vibrant lounge and tiki trailer bar, featuring samples from their "Gulp Coast" breweries. The activation offered a perfect example of how CVBs can authentically connect with GABF's engaged audience—highlighting their local craft beverage culture, travel experiences, and destination appeal.



# MEDIA & OTHER NATIONWIDE IMPRESSIONS



## 2.41 BILLION

The 2025 Great American Beer Festival generated over **2.41 billion** impressions through **55 media placements** spanning online, broadcast, and print outlets nationwide—demonstrating GABF’s continued influence as the nation’s largest beer festival.

### Email Marketing Power

Targeted campaigns to BA members, volunteers, beverage producers, and festival attendees resulted in more than 1.5 million email opens — driving awareness, ticket sales, and engagement throughout the promotional cycle.

### Strategic Media Outreach

Comprehensive news releases distributed both pre- and post-event reached national and local media, amplifying festival coverage and solidifying GABF’s standing as a marquee event in the craft beverage industry

### Partner Promotions & Giveaways

Radio partners 97.3 KBCO, 103.5 The Fox, 106.7 KWBL The Bull, and 850 KOA, along with sponsors, exhibitors, and social influencers, amplified excitement through on-air and online ticket giveaways leading up to the event.

### Television Coverage

From July through GABF Week, Denver’s leading broadcast affiliates—9NEWS (KUSA), ABC7 (KMGH), CBS4 (KCNC), and FOX31 (KDVR)—announced ticket sales, featured interviews, and delivered live broadcasts from the festival floor, bringing the excitement directly into viewers’ homes.

### Digital, Social & Print Advertising

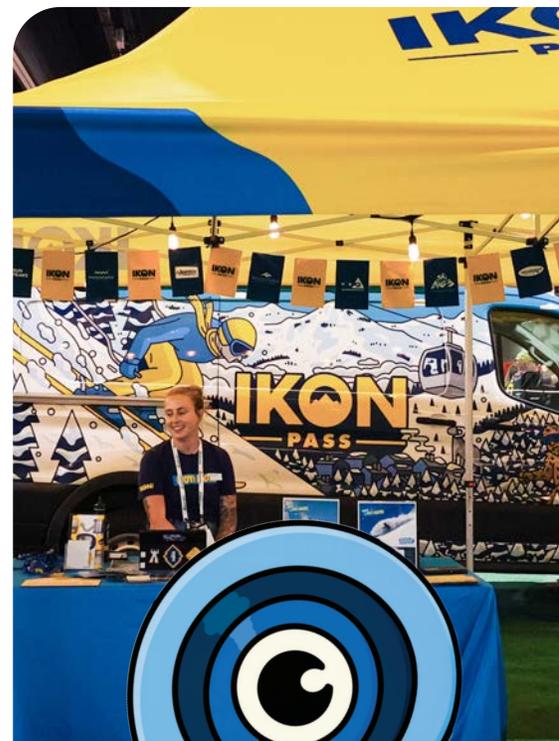
Paid placements spanned Untappd, Google, Facebook, Instagram, and YouTube, as well as print advertising in The New Brewer, reaching both craft beer professionals and consumers across multiple touchpoints.

### GABF Website Engagement

Between July and October 2025, the official GABF website recorded over 570,000 page views from more than 170,000 unique users, showcasing strong digital interest and conversion momentum in the lead-up to the festival.

### Online & Social Media Buzz

With beverage influencers and across #GABF social channels, digital activity soared—over 17 million impressions, resulting in 77,000+ engagements and link clicks from beer lovers sharing and celebrating the event online.

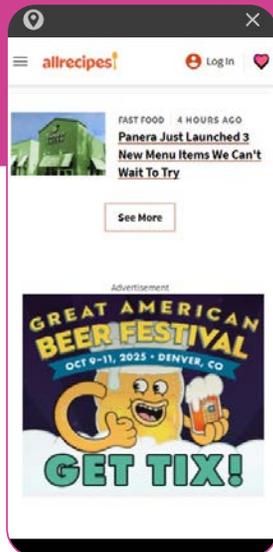
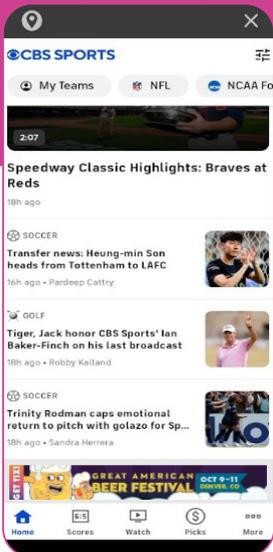


# FESTIVAL MARKETING

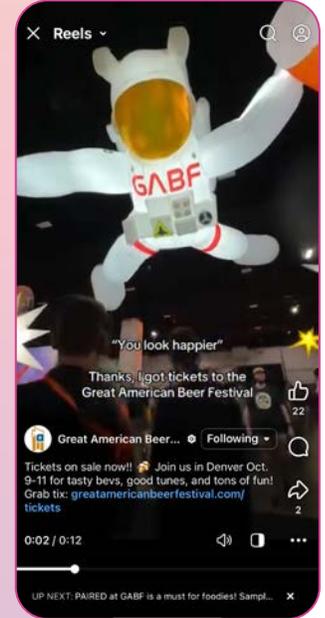
## DIGITAL BILLBOARDS

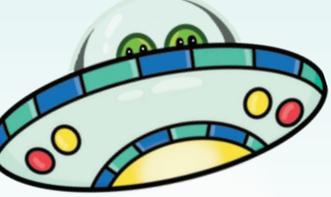


## DIGITAL ADVERTISING



## SOCIAL MEDIA





# MEDIA COVERAGE

5280 Magazine  
 aboutboulder.com  
 abqbeergeek.com  
 ABV Chicago Craft Beer Podcast  
 All About Beer Magazine  
 American Craft Beer  
 anyfans.com  
 Archynewsy  
 Arts Society and Me  
 Axios  
 Axios Denver  
 AZCentral | The Arizona Republic  
 Beer Search Party  
 BevNET Magazine  
 BitcoinEthereumNews.com  
 BizToc  
 BizWest  
 Boise Weekly  
 Boozy Burbs  
 Brew Your Own  
 Brewbound  
 Breweries In PA

Bring Me The News  
 British Guild of Beer Writers  
 Broomfield Enterprise  
 Chron  
 Cincinnati Enquirer  
 Cleveland Scene  
 Cleveland.com  
 clickgloria.com.br  
 Colorado Hometown Weekly  
 Consumer Goods Press Releases  
 Consumer Products in the News  
 Consumer Products World  
 Craft Beer Austin  
 Craft Brewing Business  
 Culture Zone! UK  
 Daily Camera  
 DARK SIDE BREW CREW  
 Dayton Daily News  
 dcbeer.com  
 Denver Business Journal  
 Denverite  
 DiningOut

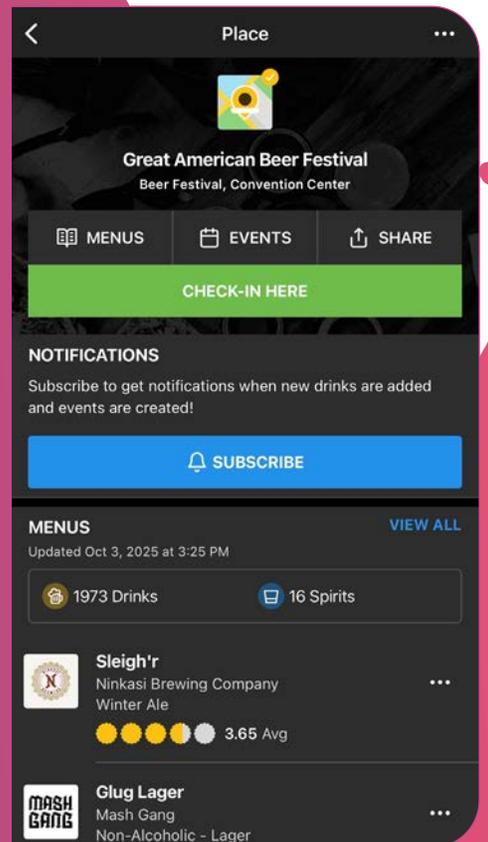
Europe Consumer Products Digest  
 Forbes  
 Glendale Cherry Creek  
 Global Advertising News  
 Global Culture Review  
 Global Food Industry Watch  
 Global News Scanner  
 iconocast.com  
 Idaho Statesman  
 In Good Taste Denver  
 InsideHook  
 KCNC-TV (Denver, CO)  
 KDLT-TV (Sioux Falls, SD)  
 KDVR-TV (Denver, CO)  
 KHON-TV (Honolulu, HI)  
 KMGH-TV (Denver, CO)  
 knackbags.com  
 KOA-AM (Denver, CO)  
 KOAA-TV (Pueblo, CO)  
 KTVD-TV (Denver, CO)  
 KUSA-TV (Denver, CO)  
 KWGN-TV (Denver, CO)



## INFLUENCERS



## WEBSITES



# MEDIA COVERAGE

Longbeachize  
Longmont Times-Call  
Matador Network  
Montserrat Daily News  
My Consumer Products Guide  
My Family Travels  
My Guide to Lifestyle  
New Products Digest  
New School Beer + Cider  
Northwest Beer Guide  
Noticias Cincinnati  
One News Page  
one2ninety.org  
Phoenix New Times  
PorchDrinking.com  
PR Wire India  
ProBrewer  
rmprolocal.com  
San Diego Beer News  
Sip Magazine  
Small Business News Watch  
Small Business World Journal

smallbusinessworldmagazine.com  
Smart's Business Wire  
St. Louis Magazine  
The Arizona Republic  
The Beer Connoisseur  
The Brewer Magazine  
The Denver Gazette  
The Denver Post  
The Financial News 247  
The Gazette (Colorado Springs)  
The MarCom Journal  
The Marketing Communicator  
The Oregonian  
The Press-Enterprise  
The Rapid City Post  
The San Diego Union-Tribune  
The Whiskey Wash  
theeuropedailyreport.com  
theglobaleuropean.com  
therealpreneur.com  
Thirst Colorado  
Travel and Tour World (Espanol)

Travel and Tour World (Germany)  
Travel and Tour World (TTW)  
travelandtourworld.co.za  
travelandtourworld.com.ph  
UK Daily News Online  
US National Times  
US Times Gazette  
USA Newshour  
Washington Beer Blog  
WDVM-TV (Hagerstown, MD)  
We3Travel  
Westword  
WhatNow Denver  
Whisky Advocate  
WHO-TV (Des Moines, IA)  
Wine Industry Advisor  
World of Culture Times  
worldonlinenewsreports.com  
worldpostreporter.com  
WYTV-TV (Youngstown, OH)  
Yahoo  
zurl.co



## TELEVISION





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

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