What you’ll hear about Maryland beer…

- Industry overview
- Economic impact
- Definition of “brewery”
- Benefits of breweries on state/communities
- Industry agricultural & marketing efforts
- BAM goals
State of Maryland Beer
• Breweries in 19 jurisdictions
• Located on main streets, farms, restaurants and in warehouse/industrial districts
What’s a Brewery?

• **Breweries are:**
  - Manufacturers of beer
  - Agricultural growers
  - Limited wholesalers
  - Limited retailers

• **Breweries are:**
  - Craft manufacturers
  - Economic drivers
  - Centers of community
  - Diverse employers
  - Tourist destinations
Statistics

- **Licensed breweries:**
  - Class 5 Brewery: 32
  - Class 6 Pub-Brewery: 1
  - Class 7 Micro-Brewery: 26
  - Class 8 Farm Brewery: 12

- Brewers-in-planning: 20+

- $652 million economic impact in ’14 (extrapolated to $925 million with current # brewers)

- >$11 million in alcohol excise + sales tax in FY16

- 7.6-11.5% of all beer sold in MD (using State and BA estimates)
Agriculture

- BAM Agricultural Resources Committee encouraging growing of hops & grains
- 25+ acres of hops in Maryland
- Converting growers of conventional grains to malting grains.
- Operating malt houses: 1 in 2014, 3 in 2017 (in Frederick, Harford, Howard Co’s)
- Twice annual field days
Marketing/Promotion

- Educating consumers and improving awareness about local beer
- Events and promotions around the state to support our brewers
- “FeBREWary: MD Craft Beer Lovers Month” promotion from state Commerce / Office of Tourism Development
- Baseball & Beer Scorecard with Tourism and Comptroller
BAM’s Goals

• Grow the market for *all* beer in Maryland

• Make Maryland a benchmark state for breweries

• Advance the industry through education

• Modernize laws to meet customer demands
Presentation to Reform On Tap Task Force

Brewers Association of Maryland
May 24, 2017