



FOR IMMEDIATE RELEASE
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The Beer Institute Names Captain Joe McClain President
Navy Veteran to Lead Beer Producer, Importer Trade Group;
Succeeds the late Jeff Becker

Washington, DC, June 28, 2010 – The Board of Directors of the Beer Institute, a national trade association representing companies which produce and import more than ninety percent of the beer sold in the United States, today announced that 29-year Navy veteran CAPT Joseph S. “Joe” McClain has been appointed as the next president of the Institute. McClain will join the national trade association upon his transition from active duty later this summer, and succeeds the late Jeff Becker, who led the organization for 11 years.

CAPT. McClain offered praise for Becker’s leadership of the Beer Institute, noting that, “Jeff was a strong leader and a champion for effective public policies affecting our industry – he leaves big shoes to fill. I look forward to building on that legacy by helping advocate in favor of positions and policies that serve the best interests of the entire industry, including brewers, both big and small, importers, wholesalers, retailers and consumers.”

Since 2007, McClain has been responsible for developing and implementing the Navy’s legislative strategy as Director of the Navy Liaison Office to the U.S. House of Representatives. He previously served in a variety of positions in the Navy, including as Commander, Sea Control Wing Atlantic, where he was responsible for leading 1,300 military personnel and controlling an annual operating budget of \$360 million. McClain holds a B.S. in Engineering from the U.S. Naval Academy, a Masters in History from the University of Alabama-Birmingham and a Masters in National and Strategic Studies from the U.S. Naval War College.

Tom Long, president and chief commercial officer of MillerCoors and outgoing chairman of the Beer Institute Board of Directors, said, “With all of the change that has recently occurred in the American beer industry, working together with our industry partners has never been more critical. Joe has the skills we need to further strengthen the unity which binds us together as brewers and importers.”

“We have found the right leader to take the Beer Institute to the next level,” said Dave Peacock, president of Anheuser-Busch and incoming chairman of the Beer Institute Board. “Joe is simply the right man for the job. He has the strategic vision and leadership we need to steward the Beer Institute toward success on today’s critical issues – and those of tomorrow.”

The Beer Institute Board of Directors includes Peacock, Long, Bill Hackett from Crown Imports, Dolf van den Brink from Heineken USA and Rich Doyle of Harpoon Brewery. The Institute is a national trade association representing large and small domestic brewers, beer importers, packaging manufacturers, agricultural companies, and other suppliers of goods and services to the beer industry.

For more information, visit www.beerinstitution.org.

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