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As you open this Annual Report, I hope you join me in recognizing what a crucial time this is for beer. At no other point in recent history is unity more important than today.

No matter your role - national, regional, or local brewer, beer importer or supplier - we all share common ground in making sure that policymakers, the media and consumers support beer.

That is important today, more so than in the past, because of the storm clouds gathering in state capitals, Washington, DC and elsewhere. Some are new challenges, and some are old, but they all seek to restrict our industry's hard-fought commercial freedoms.

Threats include higher beer taxes, equalization with hard liquor and misguided initiatives by special interest groups to diminish the rights of Americans to drink beer - and restrict our ability to sell beer.

It is the mission of the Beer Institute to defend all brewers, no matter their size, and all beer importers, as well as the supply-chain companies that depend on a healthy, vibrant and growing beer business. Every day, the Beer Institute is building support among public officials for beer - which really means support for all of us.

As chairman of the Beer Institute Board of Directors, it is both my duty and honor to work with our Ex-Officio Board and other beer leaders to build unity so we move in common purpose.

Our success will be determined a great deal by our ability to work together. The author C.S. Lewis likened progress to crossing the monkey bars: "You have to let go at some point in order to move forward."

I ask each of you to join me in this effort. We share goals of protecting beer and expanding our category - not just on market shelves, but in the minds of policymakers, regulators and the press. To act effectively, we must act together.

Cheers,
Tom Long
CEO, MillerCoors
BEER: Ready to Fight for a Comeback

Time after time, as I’ve introduced myself to folks on Capitol Hill and around Washington, DC, as the President of the Beer Institute, I am met with a grin and a typical offhand remark such as: “Gee, you beer guys are probably doing pretty well!”

Most people don’t know that beer is not a recession proof industry. They assume otherwise. They also assume that the debates of the past – particularly from neo-prohibitionists who wish to restrict our commercial freedoms – are over. Again and again, I am reminded of how much work we have to do as an industry to inform both policymakers and a deeply skeptical press.

The truth is that our industry is under assault. We face constant scrutiny by federal regulatory agencies that seek to infringe our rights as businesses and the rights of our consumers as citizens. We face a revenue-hungry Congress that may buy into the erroneous argument that “a drink is a drink,” and could equalize hard liquor taxes with beer taxes, putting beer at a distinct competitive disadvantage. And we face a fractured market, with high-income earners flourishing but most households still struggling with a slow recovery that continues to pressure disposable income and beer sales.

And, as we all know, even Mother Nature hasn’t been very helpful, depressing beer sales even further.

At the Beer Institute, we are energized to overcome these challenges and build the public affairs platform that will help our industry come back from some of the biggest threats in years.

From Brand Beer to lobbying, regulatory and health policy affairs, we are working daily to reach public opinion leaders in Washington, DC, and elsewhere with positive messages and data to tell beer’s side of the story.

We do this by promoting our responsibility programs to prevent drunk driving and underage drinking, reporting on our efforts to market and advertise responsibly with a successful self-regulating code, and educating lawmakers on the Beer Serves America study that shows that more than two million Americans are at work today because of beer. We talk to opinion leaders through earned- and paid-media, meetings, events and sponsorships.

But the professional staff and leadership of the Beer Institute cannot meet all these challenges alone. We need your support. This is why we organized our annual meeting – to engage and encourage you on the issues.

Our host city of Chicago, the City of Big Shoulders, is an excellent symbol of what we will need these next few years to defeat our common threats. We will need big shoulders to carry our industry forward, but I believe we can do it, and I believe beer is poised for the next big comeback.

Sincerely,
Joe McClain
President, Beer Institute
The last year has brought much positive change to the Beer Institute. After more than a quarter century of proud use, the old logo and branding was retired, along with our old website. The new logo has a clean, easy-to-read and iconic look for our $246.5 billion industry. And beer is featured prominently in our new logo, making it the “hero” of our new look – which only makes sense as we are all unified for beer.

We also overhauled our digital platform with a newly-designed website that is more functional, engaging and up to date.

On the human resources side, the Beer Institute recruited and promoted key staff in an effort to increase our expertise in health policy, industry affairs and communications.

Twelve year BI veteran Susan Haney was promoted to senior director of industry affairs, focusing on membership development and legislative strategy. Haney has an impressive record as a coalition-builder and problem-solver for our industry. Her new responsibilities mean more coordination and outreach with brewers, beer importers and allied businesses as we activate our membership in support of our policy and communications goals.

To help with this transition, Sandra Castro joined the Beer Institute as the manager of administration. She oversees our day-to-day office functions and coordinates support staff and functions to assist officers and directors meet our broader objectives. Castro comes to the team with deep administrative experience.

Megan Kirkpatrick joined the Beer Institute as communications director in November 2012, working directly with Vice President of Communications Chris Thorne to help the Beer Institute tell our story to the press, to the public and to policymakers. Chief among her duties is helping to wrangle news media and creating a new digital communications platform. With a resume that includes Washington, DC’s most-respected public-relations agencies, Kirkpatrick has a strong background in advertising and implementing communications strategies for large corporations and trade associations.

Christina Hartman joined our staff as the senior director of beer policy and external affairs, leaving the Pew Charitable Trusts where she worked with a broad range of partners to advance legislative goals. Previously, Hartman served the U.S. Department of Health and Human Services where she worked closely with the World Health Organization, the Centers for Disease Control and other partners. In her position with the Beer Institute, Hartman is using her deep experience to work on outreach to global, federal and state policymakers and regulators on health, dietary and other issues critical to brewers and beer importers.
Improving the Reputation of Beer and Brewers

Over the last year, the Beer Institute activated a communications program to influence opinion leaders in Washington, DC, in favor of beer, brewers and beer importers. Our goal is to increase the industry’s profile with the intent of promoting the industry’s legislative agenda. That means protecting our industry from higher taxes and preventing special interest groups from restricting our hard-earned commercial freedoms.

By telling our industry’s positive story through earned- and paid-media, by sponsoring events on Capitol Hill and with DC’s news media, we are informing not just lawmakers, regulators and their staffs, but also the people who influence the legislators and rule-makers.

Beer has a great story to tell. Beer puts more than two million Americans to work, from farmers to factory hands, from brewery workers to bartenders. And our brewers and beer importers support hundreds of programs designed to prevent drunk driving and underage drinking, and benefit communities at large. We know these things matter to the people who write public policy, and we are using a variety of tools to inform them.
Paid Media

The Beer Institute used eye-catching creative, smart media placement and consistency of message in a sustained, paid-media initiative that launched in the fall of 2012. With digital ads across news media sites that are heavily-trafficked such as The Hill, CNN, the Washington Post and elsewhere – the Beer Institute drove our strongest messages to an important audience.

In total, the Beer Institute generated more than 30 million media impressions, with record "click-through" rates, drawing tens of thousands of unique visitors to the Beer Institute’s website for more information on the industry.

Our goal is to continue to invest in a precise, strategic, paid-media effort that supports our industry’s public policy objectives of preventing tax increases, preventing equalization with hard liquor, and promoting beer’s benefits for the economy, for public health and for responsible consumption.
Earned Media

The time-honored tradition of telling our story to the public through the lens of the news media is more challenging today than ever before, in large part because of changes in the news business, but also because of the acceleration of efforts by beer’s opponents in special-interest groups and competing industries.

However, with more energy behind a carefully-structured strategy, the Beer Institute succeeded in engaging news media both inside and outside the Beltway on issues that matter not just to policymakers, but to everyday Americans: jobs, taxes and the simple fact that “beer is a better choice.”

Last September, the Beer Institute organized a policy forum on Capitol Hill with a simple but compelling message to DC press and policymakers: beer pays more than its fair share of taxes, with more than 40 percent of the cost of a beer going to the taxman.

That simple story had legs, winning stories in major DC outlets. The story landed on CNBC.com, with a headline that “The Most Expensive Ingredient in Beer is…Taxes.” That moved as a nightly news reader broadcast in more than 35 major markets, including Boston, San Diego, New York, Chicago, Miami, Detroit, San Francisco, Dallas, Indianapolis, Philadelphia, Baltimore, and Washington, DC.

This February, the Beer Institute rolled out its newest Beer Serves America study in partnership with the National Beer Wholesalers Association. Using an updated digital map to show the value of brewers and importers to the economy, Beer Serves America netted dozens of news stories in major outlets with headlines such as: “Beer Poured $250 Billion into the Economy.”

And just prior to the Independence Day holiday, the Beer Institute ran an earned-media blitz to remind people that “beer is America’s favorite beverage to toast the Fourth of July,” outweighing hard liquor and wine by wide margins as the choice for celebrating America’s patriotic holiday. The Beer Institute won more than 500 news stories, including a segment on the Today Show.
Event Sponsorship

There’s no better way to make friends than by offering them a beer. The Beer Institute has been making hundreds of friends on Capitol Hill and in the political circles of Washington, DC, by pairing policy forums with widely-attended beer receptions.

Whether it was a Beer Policy Day on the Hill, or an Election Night Watch Party, or one of the events around the Republican and Democratic national conventions, the Beer Institute raised the profile of the industry – and our legislative agenda – simply by making friends with policymakers over a beer.

We even hosted a party to celebrate the 80th anniversary of the Cullen-Harrison Act on April 7, which ended the prohibition on beer, while the prohibition on hard liquor didn’t end until eight months later.

The Beer Institute also joined forces with some of the top media names in Washington, DC, to sponsor special events, such as The Hotline’s Political Pursuit “game show,” the Radio and TV Congressional Correspondent’s Dinner, and beer receptions in partnership with the National Barley Growers, the Pork Producers and other groups.

By the Beer Institute’s count, we reached both parties and nearly every House and Senate office, promoting the industry’s agenda at events sponsored or organized by the Beer Institute.
Over the past year, it was nearly impossible to turn on a television or open a newspaper or online news site and not see a story about the gridlock in Washington, DC.

Lawmakers in Washington, DC, and in state capitals are wrestling over controversial issues like healthcare, immigration and tax reform. Because of the threat of tax increases on brewers and beer importers, the Beer Institute is increasing efforts to inform policymakers about our industry and the implication of raising taxes on beer, meeting with hundreds of lawmakers and their staffs over the last year.

Our message to Capitol Hill is that brewers and beer importers put two million Americans to work for nearly $79 billion in annual wages and benefits. We inform them that “beer already pays more than its fair share of taxes” – with $49 billion in taxes collected annually at all levels of government, meaning the taxman takes about 40 percent of the retail price of beer.

On behalf of the entire industry, the Beer Institute worked with Reps. Tom Latham, of Iowa, and Ron Kind, of Wisconsin, to introduce the Brewers Excise and Economic Relief Act of 2013 (BEER Act) in the 113th Congress. Companion legislation was introduced in the Senate by Sens. Mark Udall, of Colorado, and Roy Blunt, of Missouri. The goal of the bill is to show support for rolling back the beer tax, and inoculating all brewers and beer importers from tax increases.

This BEER Act uses a graduated approach to reducing taxes on beer brewers and importers and serves to broaden the 1977 tax credit designed to serve as a pathway to the marketplace for the smallest brewers. Under the BEER Act of 2013:

- Small brewers would pay no federal excise tax on the first 15,000 barrels;
- Small brewers would pay $3.50 on barrels 15,001 to 60,000;
- Small brewers would pay $9 per barrel for every barrel over 60,000 and up to 2 million barrels;
- For brewers producing more than 2 million barrels annually, and for all beer importers regardless of size, the federal excise tax rate would be $9 per barrel for every barrel.

Following the introduction of the BEER Act, Beer Institute President Joe McClain penned opinion editorials in the LaCrosse Tribune and Des Moines Register, the hometown newspapers for Reps. Kind and Latham, respectively. McClain outlined the important economic impact of the brewing industry, our immense tax burden and explained how commonsense legislation could help all brewers reinvest in their companies and communities.

Your staff at the Beer Institute is constantly working to prevent an increase in beer taxes. We succeeded this last year in preventing an increase in the federal excise tax for brewers and beer drinkers.
Executives from brewers big and small, beer importers and key supply chain companies flew into Washington, DC, for the third annual Brewers’ Day. Beer Institute members walked Capitol Hill, promoting the industry’s legislative agenda and reminding lawmakers of the economic contribution of beer to every U.S. state and congressional district.

In the more than thirty meetings held with senators and representatives, we urged support for the BEER Act, and we asked Congress to oppose any effort to equalize taxes on beer with taxes on hard liquor. These damaging proposals would diminish our industry and threaten each one of our member companies.

Our positive messages about the vast contributions of brewers and beer importers were reinforced through full-page, full-color ads on Brewers’ Day in Roll Call and The Hill newspapers. Brewers’ Day was capped off with a unique reception in the Capitol Visitors Center, where Speaker of the House and Ohio Congressman John Boehner accepted the 2013 Jeff Becker Beer Industry Service Award for his continued commitment to the beer industry and American beer drinkers.

Speaker Boehner accepted the award from Brenda Becker, the widow of longtime Beer Institute President Jeff Becker.

“Jeff Becker was a personal friend of mine, and I am privileged to accept this award given in his honor – because Jeff really was an honorable and good man,” said Speaker John Boehner.

“Brewers and beer importers fuel a national industry that supports jobs in my district and every district across the country.”

The Jeff Becker Beer Industry Service Award is given annually to an individual who embodies Becker’s passion for the work he loved through his or her loyalty, dedication and outstanding efforts on behalf of the nation’s brewing industry.
Keg Theft: Legislation to Aid Brewers, Importers

Theft of beer kegs is estimated to cost brewers and beer importers more than $50 million annually. The Beer Institute, in partnership with our members and other beer industry allies, is working to promote legislation that could help fight this costly drain on our industry.

The Metals Theft Prevention Act of 2013, introduced by Sen. Amy Klobuchar, of Minnesota, would make it unlawful to steal “specified metals.” Through lobbying Sen. Klobuchar’s Judiciary Committee staff, we were able to expand the definition of “specified metals” to include kegs stamped by the brewer or importer, kegs that are 1/6 bbl kegs (5.16 gallons), and to include “brewers, importers and wholesalers” as covered producers of metal.

The Senate Judiciary Committee passed the bill out of committee in June 2013, so it now awaits a floor vote in the Senate before being sent to the House of Representatives for final passage.
TTB Rules “Not All Alcohol the Same”

In May, the Tax and Trade Bureau (TTB) released a ruling viewed by the Beer Institute as a critical step toward properly informing consumers about the distinctions between beer, wine and distilled spirits.

The TTB’s ruling, on “Voluntary Nutrient Content Statements in the Labeling and Advertising of Wines, Distilled Spirits and Malt Beverages,” has two significant parts:

• Not all alcohol is the same, as there are significant variations in the concentration of alcohol content in different products. For instance, a hard liquor cocktail can have two or three times the alcohol concentration of a beer.

• A label disclosure for alcohol content that fails to take those differences into account may seriously mislead consumers.

TTB Ruling 2013-2 allows brewers and importers (as well as producers of other alcohol beverages) to include a voluntary Serving Facts statement on their products. That could include an optional statement of alcohol content as a percentage of Alcohol By Volume (ABV), or an optional statement of ABV together with a disclosure of fluid ounces of alcohol (ethanol) per serving. This would be in addition to existing requirements that are already in place for labeling of flavored malt beverages, distilled spirits and wines.

In issuing this ruling, the TTB recognized that previously-held serving sizes for alcohol beverages did not accurately represent how wine, distilled spirits and beer are typically consumed in real-life settings.

Under this ruling, brewers and importers may include a voluntary Serving Facts statement without submitting a new COLA (Certification/Exemption of Label/Bottle Approval) application. The new ruling provides substantial flexibility in terms of the format and placement of the disclosure on the beer packaging, which is something that the Beer Institute long advocated.
NIDA and NIAAA Merger Prevented

It has long been the position of the Beer Institute that a structural merger of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the National Institute on Drug Abuse (NIDA) would be a huge mistake. It would create a research environment in which legal alcohol and illegal drugs are deemed the same. In November 2012, the National Institute of Health (NIH) announced that the two groups will retain their institutional identities, but work closely on issues of common interest.

Unfortunately, some may reignite this issue, asking for NIH to reconsider their decision, so we continue to make our opinion known to appropriators on Capitol Hill and the Administration.

We wrote to Congress and the Obama Administration stating our argument against the merger and pointing out that NIAAA and NIDA already collaborate. If this issue comes up again, the Beer Institute professional staff will take further steps, in engagement with our membership, to attempt to halt any merger.
Alcohol Policy

We are engaging with multiple agencies in the U.S. government to ensure the beer industry’s voice is heard while we have an opportunity to influence decisions on alcohol policies, both domestic and international. We are working to protect our industry’s commercial freedoms as well as the freedom of responsible consumers to enjoy a cold beer.

Earlier this year, the U.S. Department of Health and Human Services and the U.S. Department of Agriculture announced the establishment of an expert advisory committee that will make recommendations to inform revisions to the “Dietary Guidelines for Americans,” which are expected to be completed by 2015. The advisory committee’s report and the revisions to the guidelines could have a wide-ranging impact on brewers and beer importers.
This spring, the Beer Institute, in partnership with the National Beer Wholesalers Association, released the latest Beer Serves America economic impact study with briefings at the National Press Club and on Capitol Hill.

The new study shows America’s beer industry – made up of brewers, beer importers, beer distributors, brewer suppliers and retailers – directly and indirectly contributes $246.5 billion annually to the U.S. economy. This represents 1.6 percent of total U.S. gross domestic product in 2012.

The American beer industry includes:
- 2,851 brewing establishments
- 3,728 distributors
- 576,353 retailers

Furthermore, the industry generates more than two million American jobs, accounting for nearly $79 billion in wages and benefits and more than $246.5 billion in economic activity. The industry also contributed $49 billion dollars in the form of business, personal and consumption taxes in 2012.

This year’s announcement included an updated digital footprint, including a new, interactive data map. The Beer Institute’s communications team netted more than 8,000 press release views and more than 30 unique news stories across the country about Beer Serves America.

The complete study, including state-by-state and congressional district breakdowns of economic contributions, is available at BeerServesAmerica.org.
2012 Industry Review

The Beer Institute is in its third year tracking the U.S. malt beverage industry’s sales at the retail level. Data compiled from calendar year 2012 show that total retail sales reached $104.4 billion dollars. This surpasses 2011 dollar sales by 3.9 percent.

The data were divided up into two categories -- on-premise sales and off-premise sales. Sales in restaurants led the on-premise category earning $24.9 billion, representing 24 percent of the on-premise share of dollars. This is a very important channel for beer, as the National Restaurant Association reported the U.S. economy added more than 12,000 new eating and drinking establishments in 2012.

Overall, on-premise retailers earned $56.9 billion in beer sales in 2012. For the off-premise category, convenience stores led the way by earning $18.4 billion, good for 32.1 percent of the total off-premise share of $47.5 billion. The convenience channel also enjoyed store growth with more than 1,000 new stores according to the National Association of Convenience Stores/Nielsen Convenience Industry Store count data.

Increased sales in 2012 can be attributed to continued growth in the high-end beer business and favorable weather in 2012 Q1 that helped grow U.S. beer volumes during the year. Beer sales far out-paced our competitors in terms of dollar and volumes sales within the alcohol beverage sector. The accompanying chart has a complete breakdown of the sales data and highlights the leaders in each category.

<table>
<thead>
<tr>
<th>2011 Trade Channels</th>
<th>Retail Dollars (Billions)</th>
<th>Share of Dollars (%)</th>
<th>Volume Barrels (Millions)</th>
<th>Share of Volume (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar/Tavern</td>
<td>$18.9</td>
<td>18.2%</td>
<td>15.7</td>
<td>7.8%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>$24.9</td>
<td>23.9%</td>
<td>13.7</td>
<td>6.8%</td>
</tr>
<tr>
<td>Concessionaire</td>
<td>$4.4</td>
<td>4.2%</td>
<td>1.6</td>
<td>0.8%</td>
</tr>
<tr>
<td>Recreation</td>
<td>$7.8</td>
<td>7.5%</td>
<td>4.2</td>
<td>2.1%</td>
</tr>
<tr>
<td>Military On Premise</td>
<td>$0.1</td>
<td>0.1%</td>
<td>0.1</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other On Premise</td>
<td>$0.7</td>
<td>0.7%</td>
<td>0.7</td>
<td>0.3%</td>
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<tr>
<td><strong>Sub Total of On Premise</strong></td>
<td><strong>$56.9</strong></td>
<td><strong>54.5%</strong></td>
<td><strong>36.0</strong></td>
<td><strong>17.9%</strong></td>
</tr>
<tr>
<td>Supermarket/Grocery</td>
<td>$10.9</td>
<td>10.5%</td>
<td>37.8</td>
<td>18.8%</td>
</tr>
<tr>
<td>Convenience</td>
<td>$18.4</td>
<td>17.8%</td>
<td>64.4</td>
<td>32.1%</td>
</tr>
<tr>
<td>Package Liquor</td>
<td>$12.4</td>
<td>11.8%</td>
<td>38.6</td>
<td>19.2%</td>
</tr>
<tr>
<td>Drug Store</td>
<td>$1.5</td>
<td>1.4%</td>
<td>5.6</td>
<td>2.8%</td>
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<tr>
<td>Mass Merchandise</td>
<td>$3.1</td>
<td>3.0%</td>
<td>12.9</td>
<td>6.4%</td>
</tr>
<tr>
<td>Military Off Premise</td>
<td>$0.2</td>
<td>0.2%</td>
<td>0.7</td>
<td>0.4%</td>
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<tr>
<td>Other Off Premise</td>
<td>$1.1</td>
<td>1.1%</td>
<td>4.6</td>
<td>2.3%</td>
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<tr>
<td><strong>Sub Total Off Premise</strong></td>
<td><strong>$47.5</strong></td>
<td><strong>45.5%</strong></td>
<td><strong>164.6</strong></td>
<td><strong>82.1%</strong></td>
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<td><strong>Total All Channels</strong></td>
<td><strong>$104.4</strong></td>
<td><strong>100%</strong></td>
<td><strong>200.6</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Commitment to Responsibility

Responsibility Efforts

The brewers and beer importers that make up the membership of the Beer Institute are industry leaders in the promotion of responsible drinking. There are hundreds of responsibility efforts that are supported in communities around the country, including brewers’ support for the federal government’s “We Don’t Serve Teens” program that provides parents and other adults with the tools they need to help reduce teen drinking.

These responsibility efforts remind adults that most underage drinkers get alcohol from family members or other adults – and if teens can’t get alcohol, they can’t drink it. In addition, there are specific calls to action: don’t buy or provide alcohol to underage persons; talk to your kids about teen drinking; and visit Don’tServeTeens.gov for more information.

Further, the Beer Institute’s Advertising and Marketing Code serves as a model for self-regulation for other industries.

Parents are the Greatest Influence on Teens

Brewers and beer importers have long supported the value of parents talking with their children about making good, safe decisions. The GfK Roper Youth Report, surveying Americans age 13-17, found that 73 percent of teens say their parents are the number one influence on whether they drink or not, a 33 percent increase in parents’ influence since 1991. Advertising ranks dead last for influencing teen’s decisions about drinking. For the past 20 years, Beer Institute member companies have invested in national advertising campaigns and many community-based programs and resources to encourage parents to have early and frequent communication with their children about drinking.

Drunk Driving Fatalities Continue to Decline

America’s brewers and beer importers have invested in national advertising campaigns and initiatives to educate and inform on ways to reduce drunk driving. Many brewers promote free rides home or remind legal age consumers to plan ahead for the use of a designated driver. In addition, brewers have developed partnerships with retailers, law enforcement and traffic safety organizations to help reduce drunk driving.

While there is still work that needs to be done, in 2011, drunk-driving deaths fell to a record low – down 53 percent since first measured in 1982 – according to data released by the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA). Over the past five years, there has been a 24 percent decline in drunk driving fatalities.

Record-Low Levels of Underage Drinking

Brewers and beer importers work through their communities to ensure that their products are not getting into the hands of those under the legal drinking age. And indicators show that these efforts are paying off. According to the federal government’s 2011 National Survey on Drug Use and Health, surveys report record-low levels of underage drinking among 12-17 year-olds:

- 24 percent decline in past-month drinking
- 31 percent decline in binge drinking
- 40 percent decline in heavy drinking
On Behalf of Beer – 2012

While the Beer Institute is based in Washington, DC, in order to be close to the legislative and regulatory decision-making, our staff is often on the road speaking on behalf of all brewers, beer importers and suppliers/retailers at industry conferences and meetings.

**August**
- National Conference of State Legislators (NCSL) Trade Show – Chicago, IL +
- Republican National Convention – Tampa, FL

**September**
- Center for Alcohol Policy Alcohol Law Symposium – Dallas, TX
- National Conference of State Liquor Administrators (NCSLA) Northern/Southern Regional Conference – Oklahoma City, OK
- California Beer and Beverage Distributors Meeting – San Francisco, CA *

**October**
- International Center for Alcohol Policies - Global Actions: Initiatives to Reduce Harmful Drinking – Washington, DC
- American Beverage Institute Annual Meeting – Orlando, FL *
- Worldwide Brewers Alliance Meeting – Petropolis, Brazil *
- Great American Beer Festival – Denver, CO
- National Beer Wholesalers Association Annual Convention – San Diego, CA *
- O-I Fall Sales Meeting – Perryville, OH *

**November**
- National Conference of State Liquor Administrators (NCSLA) Central/Western Regional Conference – Scottsdale, AZ
- Techniques of Effective Alcohol Management (TEAM) Winter Meeting – Washington, DC
- Beer Marketers Insights – New York, NY
- Barley Association Convention – Coeur D’Alene, ID *

**December**
- Association Committee of 100 Winter Meeting – Sea Island, GA
- Beer Industry Electronic Commerce Coalition (BIECC) Winter Meeting – Biloxi, MS

* Denotes conference/meeting at which BI staff spoke.
+ Denotes conference/meeting at which BI displayed its trade booth.
On Behalf of Beer – 2013

January
- Beer Business Daily Industry Summit – San Antonio, TX
- North American Breweries Annual Wholesalers Meeting – Orlando, FL

February
- HEINEKEN USA Distributor Summit – Phoenix, AZ
- Crown Imports Wholesalers Meeting – Ft. Worth, TX

March
- National Barley Growers Association Board Meeting – Washington, DC *
- MillerCoors Distributor Convention – Orlando, FL
- National Alcohol Beverage Control Association (NABCA) Legal Symposium – Alexandria, VA *
- Craft Brewers Conference – Washington, DC *

April
- Alcohol Policy 16 Conference – Washington, DC
- National Beer Wholesalers Association Legislative Conference – Washington, DC *
- Lifesavers Conference – Denver, CO
- National Association of Attorneys General (NAAG) Privacy in the Digital Age Summit – National Harbor, MD
- National Restaurant Association Public Affairs Conference – Washington, DC
- ABMRF Spring Board Meeting – Dallas, TX
- Beer Distributors of Oklahoma Meeting – Oklahoma City, OK *

May
- Brewbound Conference – Boston, MA
- Beer Marketers Insights Spring Conference – Chicago, IL
- National Alcohol Beverage Control Association (NABCA) Annual Conference – Phoenix, AZ *
- The Beverage Forum – New York, NY
- Deschutes Annual Sales Meeting – Bend, OR *
- National Restaurant Association Annual Meeting – Chicago, IL *

June
- Techniques for Effective Alcohol Management (TEAM) Board Meeting – Chicago, IL
- American Beverage Licensees Annual Conference – Alexandria, VA *
- SAVOR Craft Beer – New York, NY
- Research Society on Alcohol – Orlando, FL
- National Conference of State Liquor Administrators (NCSLA) Annual Meeting – Waikiki, HI
- North Carolina Beer & Wine Distributors – Hilton Head, SC *
- Beer Industry Electronic Commerce Coalition (BIECC) Summer Meeting – Monterey, CA

* Denotes conference/meeting at which BI staff spoke.
+ Denotes conference/meeting at which BI displayed its trade booth.
# Beer Institute Officers

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Company</th>
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<tbody>
<tr>
<td>N. Thompson Long</td>
<td>BI Chairman &amp; Senior Director; CEO</td>
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<td></td>
<td>MillerCoors</td>
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<tr>
<td>Luiz Fernando Edmond</td>
<td>BI Vice Chairman &amp; Senior Director;</td>
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<td></td>
<td>President, North America</td>
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<td>Anheuser-Busch</td>
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<td>Dolf van den Brink</td>
<td>BI Director</td>
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<td>President &amp; CEO</td>
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<td>HEINEKEN USA, Inc.</td>
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<td>Stephen K. Hindy</td>
<td>BI Director; Chairman &amp; President</td>
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<td>Brooklyn Brewery</td>
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<tr>
<td>José Parés</td>
<td>BI Director; Chief Sales &amp; Marketing</td>
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<td>Officer Grupo Modelo</td>
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<td>*Mr. Parés resigned in May 2013 and was</td>
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<td>replaced by:</td>
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<td>Bill Hackett</td>
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<td>BI Director; President</td>
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<td>Crown Imports</td>
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<td>Timothy H. Scully</td>
<td>BI Chairman of the Management Committee;</td>
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<td>Vice President, Government Affairs</td>
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<td>MillerCoors</td>
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<td>Michael F. Roche</td>
<td>BI Vice Chairman of the Management</td>
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<td>Committee and Treasurer; Vice President,</td>
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<td>Anheuser-Busch</td>
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<td>Joseph S. McClain</td>
<td>President</td>
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<td>Beer Institute</td>
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<tr>
<td>Mary Jane Saunders</td>
<td>Vice President, General Counsel &amp;</td>
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<td></td>
<td>Secretary</td>
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<td>Beer Institute</td>
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*Mr. Parés resigned in May 2013 and was replaced by Bill Hackett.*
Ex-Officio Representatives to the Board of Directors 2012-2013

Larry J. Bell  
President  
Bell’s Brewery

Robert R. Budway  
President  
Can Manufacturers Institute

Don Cotter  
Vice President, Sales  
Owens-Illinois

Richard Doyle  
Chairman & CEO  
Harpoon Brewery

Alex Barth  
President  
John I Haas, Inc.

Gary Fish  
President  
Deschutes Brewery, Inc.

L.S. Gimbel III  
CEO & Chairman  
S.S. Steiner, Inc.

Ken Grossman  
President & Master Brewer  
Sierra Nevada Brewing Company, Inc.

Steve Henn  
Group President  
ITW Hi-Cone

Marla Jeffrey  
President  
Gusmer Enterprises, Inc.

Kim Jordan  
CEO & Co-Founder  
New Belgium Brewing Company

Brett Joyce  
President  
Rogue Ales

Jim Koch  
Founder & Brewer  
Boston Beer Company

Kevin Kotecki  
President  
Mike’s Hard Lemonade

Gary V. Lee  
President & CEO  
Rahr Malting Company

Richard Lozyniak  
CEO  
North American Breweries

Nick Matt  
President  
Matt Brewing Company

Andrew Thomas  
President, Commercial Operations  
Craft Brew Alliance, Inc.