MAKING OUR WAY AHEAD.
2017 was a momentous year for the Beer Institute and the industry overall. While the industry is continuously changing, one thing remains true: beer is still the alcohol beverage of choice for Americans.

That’s why our theme for the year, “Inspired by Tradition,” is so important. Our industry will continue to grow and innovate, but that inspiration comes from the deep roots beer has in our nation’s history. Beer has even helped to unite political parties when discussions were at a standstill.

It was a proud year for beer, albeit one with many challenges. Wine and spirits continued to take share, while our industry remains forced to deal with divisiveness among its own companies. In order to engage our industry partners to protect, promote and advance our agenda we must continue to have an open, transparent dialogue on the issues that confront us. In doing so, we will not only create more unity, but also capture more wins, both with consumers and through legislation. That isn’t to say we were without victories, for when our industry works together, we are a powerful force.

This year we saw legislative priorities advance with tremendous support in Congress, communications campaigns yield positive and tangible results for consumers and – perhaps most importantly – we saw our members working across our country to support their communities and power our economy. In a year ranked by turmoil and natural disasters, our members stepped up and showed the best of America, delivering water to hurricane struck cities in Texas, Louisiana and Puerto Rico, operating clothes drives and employee matches and partnering with other industries to ensure that we are supporting our fellow Americans.

On Capitol Hill, we helped lead the campaign to lower federal excise taxes on the alcohol industry. Thanks to our combined lobbying efforts, the House and Senate passed a version of the Craft Beverage Modernization and Tax Reform Act as part of the congressional tax reform legislation that was signed by President Donald J. Trump. The legislation will provide two years of federal excise tax relief for beer brewers and importers of all sizes. In a period of deep and rancorous partisanship, this is a rare and shining example of bipartisan agreement.

This year, the Beer Institute launched a re-designed user-friendly website, dramatically increased our social media following and executed many ambitious communications and issue campaigns. Our efforts brought our message and our members before an ever-growing audience, spreading the word about the importance of the beer industry to the American economy.

To showcase the beer industry as an economic powerhouse and job creator, the Beer Institute, in partnership with the National Beer Wholesalers Association, released our biennial Beer Serves America study at a reception on Capitol Hill. Widely attended by members of Congress and their staff, this event provided us with the right opportunity to elevate the message of how beer supports nearly 2.23 million Americans and contributes more than $350 billion to our nation’s economy.

We continue to drive the conversation behind our industry’s commitment to responsible alcohol consumption through numerous educational and supportive programs and consumer communication initiatives. This includes continuing to promote the Brewers’ Voluntary Disclosure Initiative to highlight our members’ commitment to providing more meaningful information about their products.

We also launched the “Faces of Beer” page on our website, which showcases the hardworking and proud employees from communities all across our nation that make up our diverse industry. Together we are a powerful voice.

Thank you for the continued trust in and support of the Beer Institute and our leadership. As we look forward to 2018 and the new opportunities ahead of us, we are energized and humbled by all that we accomplished together this year and look forward to continuing to advocate on your behalf here in Washington and beyond.

Cheers to you,

Gavin Hattersley
CEO
MillerCoors
Chairman, Beer Institute

Jim McGreevy
President and CEO
Beer Institute
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THE BEER INSTITUTE IS A NATIONAL TRADE ASSOCIATION REPRESENTING THE $350 BILLION BEER INDUSTRY, WHICH INCLUDES OVER 5,000 BREWERS AND IMPORTERS AND SUPPORTS NEARLY 2.23 MILLION AMERICAN JOBS. WE PROMOTE BEER AND THE RESPONSIBLE CONSUMPTION OF BEER AS WELL AS SOUND PUBLIC POLICY AND REGULATION FOR ALL OF AMERICA’S BREWERS, BEER IMPORTERS, AND BEER INDUSTRY SUPPLIERS.

FOUNDED IN 1862.
THE NEW AND IMPROVED BEERINSTITUTE.ORG

The BI launched a new and user-friendly website with scrolling featured content on the homepage to engage visitors. This includes a sneak peak into our key initiatives, as well as our new blog and our latest ‘cooking with beer’ recipes.
### Ingredients

- 3 lbs. beef short rib
- 1 carrot, peeled & diced
- 1 rib celery, peeled & diced
- 1 onion, peeled & diced
- 2 shallots, peeled & diced
- 2 garlic cloves, peeled & finely diced
- 32 ounces beef stock
- 32 ounces dark beer (porter)
- Salt & pepper to taste
- 2 bay leaves

### Directions

1. Preheat oven to 320 degrees F.
2. Using a 5-6 quart Dutch oven, place the beef in pan.
3. Season top of beef with salt and pepper and add vegetables.
4. Pour in dark beer and beef stock and cover with lid.
5. Cook at 320 degrees F for 3 hours.
6. Remove the beef from the pan and shred with two forks.
7. Over medium heat, reduce the juices until they become glazed, then add it to the beef.
8. Serve on toasted buns.

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**PORTER PULLED SHORT RIB SANDWICHES**
SOCIAL MEDIA HIGHLIGHTS

THE BEER INSTITUTE’S FACEBOOK PAGE AUDIENCE HAS GROWN 900% TO NEARLY 20,000 FOLLOWERS OVER THE PAST YEAR.

SINCE OCTOBER 2016, POST REACH HAS INCREASED OVER 110%, FROM ROUGHLY 455 TO OVER 50,000.

THE BEER INSTITUTE’S TWITTER HAS SEEN CONSISTENT GROWTH THROUGHOUT THE YEAR TO OVER 7,000 FOLLOWERS.

THE BEER INSTITUTE’S TWEETS HAVE RECEIVED OVER 4.7 MILLION IMPRESSIONS.
EARNED MEDIA HIGHLIGHTS

7,000 MEDIA HITS:
- 90+ BLOG MENTIONS
- 550+ TWITTER MENTIONS
- 50+ FORUM MENTIONS
- 6.2K+ FORUM MENTIONS

INFLUENTIAL OUTLETs LIKE:
- theguardian
- TIME
- POLITICO
- The Washington Post
- Los Angeles Times

PAID MEDIA HIGHLIGHTS

5.4M Twitter impressions
3.5M Facebook impressions
(from 805k unique users)
CHEERS TO 2017, IT’S ONE FOR THE BOOKS.
RESPONSIBILITY

Through many educational and supportive programs and initiatives, we continue our Commitment to Responsibility.

BEER SERVES AMERICA

The beer industry’s economic output totaled more than $350 billion in 2016, supporting nearly 2.23 million Americans.

PRIDE STARTS HERE

From farmers to brewers to longshoremen, meet the diverse faces of the industry who share a passion for beer.

BREWERS’ VOLUNTARY DISCLOSURE INITIATIVE

BI members’ have committed to providing consumers with more meaningful information about their products.
In April for Alcohol Awareness month, the Beer Institute drove the conversation behind the beer industry’s commitment to responsible consumption.

We published our first blog featuring a conversation Jim McGreevy had with his third grader about why responsible consumption is so important, and promoted the industry’s many responsibility initiatives on social media.
In partnership with FamousDC, we were given exclusive access to Washington Nationals’ baseball park to film a video on the industry’s efforts to encourage responsibility. With opening day on people’s minds, we combined two of America’s favorite pastimes: baseball and beer-drinking. To date, the video has been viewed over 68,000 times.

The video was coupled with a FamousDC social media “takeover” promoting beer’s responsibility programs, which reached over 14,000 members of Congress, staff members, DC influencers, and Viewership to our responsibility page on the Beer Institute website increased by twenty five percent.

We continued our efforts to promote responsible drinking throughout the year, including partnering with nearly 60 members of Congress to record PSAs on the importance of drinking responsibility during the holiday seasons.

**Drink Responsibly This Weekend**

With July 4 right around the corner, Americans across the country will be celebrating the 245th anniversary of the adoption of the Declaration of Independence – complete with lightning up the grill and enjoying a cold beer. Families will travel on vacation, and friends and neighbors will gather for parades, barbecues and fireworks. Alcohol will be a part of many of these activities, which means that it is a good time to remind each other that if you choose to drink, do it responsibly.

Together America’s brewers, beer importers, and policymakers support this national undertaking toward education and have demonstrated prevention in both current and historic efforts. For decades the beer industry and policymakers have encouraged parents to talk to their children about their choices. In addition to these family resources, our industries have actively promoted the use of designated drivers and alternative transportation for safe rides home, including providing more than one million safe rides home last year alone.
In partnership with the National Beer Wholesalers Association, the Beer Institute commissioned the comprehensive “Beer Serves America” study on the impact of beer on jobs, taxes and the economy. The beer menu-themed report was released during an event on Capitol Hill and published on a user-friendly website, BeerServesAmerica.org.

Table 1
Total Economic Impact of the Beer Industry

Based on data from 2016, the United States generated nearly 2.23 million American jobs and an economic impact of more than $350 billion. Table 1 summarizes the total contribution of the beer industry to the U.S. economy.

Table 2
Taxes Generated by the Beer Industry

In addition to examining economic activity, the study also estimates taxes paid by the industry and its employees and consumer taxes generated by the sale of malt beverage products. All told, more than $63 billion in tax revenues are generated by the production and sale of beer and other malt beverages. This is equal to more than 41 percent of the retail price paid for these products by consumers.

Beyond the numerical indicators of brewers’ economic activity there is another powerful story. The brewing industry has a presence in every congressional district in the U.S., and family names appear on most beer packages sold in the United States. Brewers, beer importers and beer distributors are responsible corporate citizens who care deeply about the responsible use of their products. Members of the brewing industry have worked individually and collectively on dozens of successful education and awareness programs to reduce drunk driving, underage drinking, and all other forms of alcohol abuse.
The event was widely attended by members of Congress and their staff and provided us with the opportunity to elevate the beer industry as a leading job creator and economic powerhouse.

“The U.S. beer industry – from brewers and beer importers to beer distributors to retailers – generates more than $350 billion in economic activity and supports nearly 2.23 million Americans.”
As part of our “Pride Starts Here” campaign, we traveled to breweries and suppliers across the country taking pictures and collecting stories from hardworking employees in action and launched the “Pride Starts Here” page on our website.
From farmers to brewery workers, truckers, brewmasters, marketers, warehouse workers and longshoremen, the faces behind the U.S. beer industry are a broad portrait of America from every state with diverse backgrounds and skills brought together by a passion for beer. Together they build and sustain the beer industry, and it does the same for them.

The beer industry is proud to be an American economic powerhouse, generating revenue, jobs and high quality brews nationwide.

The campaign drew over 70,000 visitors to the Pride-Starts-Here page with 10 million impressions.

We will continue to add proud beer industry employees to the page and promote their stories.
4. BREWERS’ VOLUNTARY DISCLOSURE INITIATIVE

To uphold the Beer Institute’s reputation as an alcohol beverage industry leader in quality and transparency, the Beer Institute announced the creation of the Brewers’ Voluntary Disclosure Initiative (VDI) in 2016. Participating brewers and importers will voluntarily include a serving facts statement and freshness dating on their products, as well as disclose ingredients on either the label or secondary packaging via a list of ingredients, a reference to a website with the information, or through a QR code.

Beer industry leaders including Anheuser-Busch, Constellation Brands Beer Division, Craft Brew Alliance, HEINEKEN USA, MillerCoors, and North American Breweries—which produce more than 81% of the volume of beer sold in the United States—have agreed to follow these guidelines.

We are committed to supporting this initiative and will continue educating consumers about its benefits throughout this year and through 2020, our target date for full adoption by these companies.
BEER CHAMPIONS
In 2017, we achieved a major victory on Capitol Hill! The House and Senate passed a version of the Craft Beverage Modernization and Tax Reform Act (CBMTRA) as part of the congressional tax reform legislation that was signed into law by President Donald J. Trump.

The law will provide two years of fair and equitable tax relief for brewers and beer importers of all sizes. Specifically, the law:

- Reduces the federal excise tax to $3.50 per barrel on the first 60,000 barrels for domestic brewers producing fewer than 2 million barrels annually.
- Reduces the federal excise tax to $16 per barrel on the first 6 million barrels for all other brewers and all beer importers; and
- Keeps the excise tax at the current $18 per barrel rate for barrelage over 6 million.

At a ceremony at the U.S. Capitol in September, Senators Roy Blunt (R-MO) and Ron Wyden (D-OR) as well as Representatives Ron Kind (D-WI) and Erik Paulsen (R-MN) were awarded the Beer Institute’s “2017 Beer Champions” for their leadership in championing CBMTRA (S.236/H.R. 747). The bill garnered more than 300 bipartisan cosponsors in the U.S. House of Representatives and 55 bipartisan cosponsors in the U.S. Senate before being passed as part of the tax reform.

Thanks to our combined and continued lobbying efforts, federal excise tax relief is finally a reality for all brewers and beer importers.
As we continue to navigate a new administration and Congress, recent developments on trade and specifically aluminum have driven our industry to engage in a robust education campaign on the impact that imposed tariffs could have on American businesses.

When the Department of Commerce announced a 232 investigation into aluminum, the Beer Institute and its members took action and partnered with other can and beverage trade associations to advocate directly with the Department asking them to exclude can sheet and primary aluminum from the investigation. We led an education effort with high-level officials in the administration and with leaders on Capitol Hill on how price changes impact brewers and beer importers. Jim McGreevy also testified at the Department of Commerce’s 232 hearing to ensure our message was received loud and clear.

We are committed to continuing to work to protect, preserve and advance the progress we’ve made on aluminum and encourage others to follow our lead.
TRUCK WEIGHTS

In transportation, the Beer Institute found another area for safely advancing efficiencies by modernizing outdated federal regulations.

The Beer Institute believes that truck weight regulation should be safely modernized by increasing the current GVW allowed on federal highways to 91,000 pounds, with the addition of a sixth axle. In direct comments to the U.S. Department of Transportation on this issue, we illustrated the need for accurate truck collision safety data to be collected by the states. The Beer Institute led several trade associations in submitting comments to the Department of Commerce about the importance of truck weight reform.

Additionally, the Beer Institute helped form the new Safer Hauling and Infrastructure Protection or SHIP coalition. This multi-industry and multi-trade association group has met with several members of the U.S. House and U.S. Senate Appropriations Committee, requesting that they include a pilot program for 91,000 pound trucks, and an additional, sixth axle. This pilot program would allow up to ten states to opt-in to increasing truck weights on interstate highways within their state. It would allow the Department of Transportation to collect the data they need to determine whether heavier trucks are as safe as we believe them to be, and it will hopefully pave the way toward permanent, nationwide truck weight modernization.

We are encouraged by the important steps that have been made so far by the Coalition and will continue to drive progress on implementing the pilot program to ultimately make the industry more efficient.
BOARD OF DIRECTORS

The Beer Institute is committed to working with large brewers, small brewers and importers on the important political and policy issues the industry faces every day. Our Board of Directors reflect the diverse business backgrounds of the interests we serve.

Board of Directors

Gavin Hattersley (MillerCoors), Chairman & Senior Director
João Castro Neves (Anheuser-Busch), Vice Chairman & Senior Director
Ronald den Elzen (HEINEKEN USA), Director
Bill Hackett (Constellation Brands), Director
Brett Joyce (Rogue Ales), Director

Ex-Officio Representatives to the Board of Directors

Alex Barth, John I Haas, Inc.
Larry Bell, Bell’s Brewery, Inc.
Robert Budway, Can Manufacturers Institute
Kenneth Escoe, ITW
L.S. Gimbell III, S.S. Steiner
Rick Goddard, The Southern Brewing Company
Michael Hranicka, MicroStar Logistics
Marla Jeffrey, Gusmer Enterprises
Nick Matt, Matt Brewing Company
Phil Rosse, Mike’s Hard Lemonade
Kris Sirchio, North American Breweries
Andy Thomas, Craft Brew Alliance
Shawn Welch, Owens Illinois
LEAD BY THE BEST IN BEER
A 20-year veteran of policy and political work, Jim McGreevy serves as president and chief executive officer of the Beer Institute, the national trade association that represents America’s brewers, beer importers and supply-chain partners – a more than $350 billion industry that supports nearly 2.23 million American jobs.

As the national voice for the industry, Jim advocates on policy matters involving Congress, state legislatures, courts and regulatory agencies. He also serves as the official spokesman to the media and elsewhere on matters affecting the beer industry. In his capacity as president and CEO, Jim serves on the board of the Techniques for Effective Alcohol Management (TEAM) Coalition.

Before joining the Beer Institute, Jim served as senior vice president for government affairs at the American Beverage Association (ABA). Jim joined ABA in November 2005 as its vice president for state and local affairs. Prior to ABA, Jim was a senior associate at the Larkin Hoffman Law Firm in Bloomington, Minnesota, where he represented client interests before the Minnesota Legislature and administrative agencies. Jim was honored by CEO Update as a 2014 Top Association Lobbyist.

Jim received a B.A. from Seton Hall University and a J.D. from the University of Bridgeport School of Law, and he currently serves as a member of the Board of Overseers for the Seton Hall University School of Diplomacy and International Relations. He was also a Policy Fellow at the University of Minnesota’s Humphrey Institute of Public Affairs from 2003-2004.

Jim lives in the District of Columbia with his wife, Rachel, and daughter, Lizzy.
The Beer Institute Staff

Sandra Castro  
Manager, Administration

Sandra Castro is the manager of administration for the Beer Institute. She oversees the Institute's financials, accounting, IT and human resources functions. Sandra also assists in event planning, logistics and management. Prior to joining the organization in 2013, she worked as an office manager in Washington, DC. Sandra is originally from Chiclayo, Peru and is fluent in both Spanish and English.

Travis Gibbons  
Senior Director, Health Policy and Regulatory Affairs

Travis Gibbons is the senior director of health policy and regulatory affairs at the Beer Institute. Travis brings over a decade of government and advocacy experience to the Beer Institute. Most recently he worked as the Director of Federal Affairs for the Consumer Healthcare Products Association (CHPA) where he advocated for over-the-counter drugs and dietary supplements both on Capitol Hill and to the federal agencies that regulate this industry. Before joining CHPA, Travis worked for Jordan & Associates as a senior associate and lobbyist. Before that, he served as a legislative aide to United States Senator Orrin Hatch (R-Utah). Travis earned a bachelor’s degree from the University of Utah in English with a minor in Chemistry.

Denise Dunckel  
Vice President, Public Affairs

Denise Dunckel was named the Vice President of Public Affairs in August 2015. As Vice President of Public Affairs for the Beer Institute, Denise Dunckel leads the association’s integrated strategic public affairs and communications strategies. A veteran of the communications industry, Denise’s career spans government appointments, corporate advocacy and issues management and corporate communications. She was most recently SVP, External Affairs at Invitation Homes. Prior to joining Invitation Homes, Denise served as Senior Associate Director with the Federal Housing Finance Agency and as a Senior Business Leader with Visa, Inc. She held senior positions in the administration of President George W. Bush including as Deputy Assistant Secretary of Education for External Affairs and Deputy Assistant Secretary of Housing and Urban Development for Public Affairs. Denise also served in the White House as a Senior Press Advance Representative in the Office of Presidential Advance from 2002 to 2005. Denise serves on the board of Shelters to Shuttles, a non-profit providing housing and employment opportunities to the homeless. She grew up in Dallas, Texas, attended Baylor University, and holds a B.S. from Texas Christian University in Fort Worth, Texas.

Susan Haney  
Vice President, Operations

Susan Haney is vice president of operations for the Beer Institute. She develops strategy and oversees organizational operations, industry affairs and government affairs. Haney is a veteran of the beer industry, having held numerous roles in 14 years with the Institute, including senior director, industry affairs, director, operations and executive assistant to the president. Prior to joining the Beer Institute, Haney worked for Security Mutual Life, a leading life insurance company based in Binghamton, New York.
Joe Heaton
Director, Federal Affairs

Joe Heaton is the director of federal affairs at the Beer Institute. Joe has over 10 years of experience on Capitol Hill, as Legislative Director and Counsel to Congressman Mike Turner (OH-10), and Deputy Chief of Staff to former Congressman Jon Runyan (NJ-03). His experience has given him a wealth of skills as an advocate for the beer industry. Hailing from Centerville, OH, Joe has a Bachelor’s Degree from Miami University, and his Juris Doctor from Penn State University, Dickinson School of Law.

Karsyn Kendrick
Staff Assistant

Karsyn Kendrick is the staff assistant for the Beer Institute. She assists with administration, operations, and event planning. Karsyn recently moved to Washington, DC after graduating from the University of Georgia with a degree in International Affairs and German. Before joining the Beer Institute in 2017, Karsyn was an intern for Congressman Sanford D. Bishop, Jr. (D-GA).

Chris Roof
Executive Assistant

Chris Roof is the executive assistant for the Beer Institute’s President & CEO as well as for the organization’s Vice President & General Counsel. He manages their schedules and calendars, coordinates meetings, and assists in preparation and logistics for their presentations and events. Prior to joining the Beer Institute in 2016, he worked as a communications assistant for a non-profit in Washington, DC. Chris is a graduate of Kutztown University of Pennsylvania where he earned a degree in English and Professional Writing.

Dan Roth
Director, Communications

Dan Roth is the communications director at the Beer Institute. Dan has over 15 years of government experience at the local, state and federal levels--most recently serving as the communications director for Congressmember Karen Bass (CA-37). His background has given him a breadth of skills that allows him to tell the incredible story of the beer industry. Originally from Placerville, California, Dan has a Bachelor’s Degree from Linfield College, located in McMinnville, Oregon.

Mary Jane Saunders
Vice President and General Counsel

Mary Jane Saunders serves as vice president and general counsel for the Beer Institute. Mary Jane brings a wealth of experience, having most recently served as general counsel for Subway Franchisee Advertising Trust Fund, the marketing and advertising arm of Subway restaurants. Prior to that, she was a partner at the Washington, DC law firm, Venable LLP, where she served as the Chair of the Trademark, Copyright and Unfair Competition Practice Group. Before joining Venable, Mary Jane was a Partner at the D.C. law firm, Arter & Hadden. Mary Jane graduated with a B.A. from Virginia Tech and earned a J.D. from the Walter F. George School of Law at Mercer University. She is a member of the Connecticut and Virginia State Bars, as well as the District of Columbia Bar. She lives in McLean, Virginia with her husband and three children.

Michael Uhrich
Chief Economist

Michael Uhrich is the Beer Institute’s Chief Economist. Michael supports the BI’s members and their interests by providing analytical and economic research on the alcohol industry. A beer industry veteran, he worked for several years at MillerCoors, most recently leading the Insights Department’s Marketplace Intelligence team. Michael holds a Master of Science in Applied Economics from Marquette University. He is also a Certified Beer Server through the Cicerone Certification Program and an avid home brewer.
Cheers from all of us!