Beer remains America’s most popular alcohol beverage. “Passion and Purpose” is a dedication to the more than 2.1 million Americans who work to support one of our nation’s most iconic industries. Today, America has more breweries than at any point in history, and U.S. brewers and beer importers are innovating to bring new products to market while continuing to provide high-quality, classic beers.
2019 ANNUAL REPORT

The Beer Institute engages at every level—with the media and key influencers, with lawmakers and regulators. It's all part of our bold vision to be the trusted leader and voice for beer in the U.S. We are here for beer, and this report details our work and successes in 2019 to fulfill this mission and vision.
MESSAGE FROM THE CEO AND BOARD CHAIRMAN

Beer has long had a front seat to American history and culture,

from Thomas Jefferson enjoying an ale while drafting the Declaration of Independence, to today where beer remains our nation’s most popular alcoholic beverage. Because of beer’s longstanding role in our nation’s history, it makes sense that the Beer Institute is one of America’s oldest trade associations. After more than 150 years, we continue to advocate for our nation’s more than 7,000 active brewers.

As the Beer Institute works to champion policies critical to the beer industry, this widespread popularity helps us accomplish our goals. This year the beer industry continued our collaborative work, including our ongoing advocacy for excise tax relief, which was signed into law at the end of the year. The Beer Institute will continue to work every day to build bipartisan coalitions with members of Congress to make federal excise tax relief permanent.

As brewers across the country face skyrocketing aluminum costs, the Beer Institute is leading the charge to pass the bipartisan Aluminum Pricing Examination (APEX) Act, commonsense legislation that would give the federal government the tools to provide oversight of benchmarking entities, including those who set the Midwest Premium. In October, we were encouraged to see the House Agriculture Committee pass legislation that incorporated some of the APEX language and requires the Government Accountability Office to conduct a review of the U.S. aluminum market.

In this year’s annual report, you will find more information about the beer industry,

including our Beer Serves America study. Released every two years, our 2019 study concluded the beer industry supports more than 2.1 million jobs and contributes more than $328 billion to the U.S. economy.

Our annual report also highlights our key 2019 activations. We welcomed dozens of members of Congress to our bar, and we hosted the Beer Jobs Showcase on Capitol Hill, where hundreds of Capitol staff and members of Congress got to learn first-hand from some of the passionate and dedicated people who make up our nation’s beer industry.

Finally, our report highlights the popularity of beer, such as our nationwide poll released on National Beer Day, showing Betty White is the celebrity Americans most want to sit down with and share a beer. We thank you for your continued support as we work toward the shared goal of elevating the beer category and protecting the industry against potential threats. We have much work to do, and look forward to continuing our efforts with you in 2020.

Cheers,

Jim McGreevy
President and CEO

Michel Doukeris
CEO, Anheuser-Busch
Beer Institute Board Chairman and Senior Director
WELCOMING MEMBERS OF CONGRESS TO THE BEER INSTITUTE BAR

One of the best advocacy assets here at the Beer Institute is our beer bar, known throughout Washington, D.C., as one of the best happy hour venues for policymakers.

The Beer Institute hosts dozens of events each year, focused on members of the House of Representatives, Senators, their staff, and other policymakers who are keen to learn about the beer business.

This year, the Beer Institute continued to welcome journalists, congressional staff, and members of Congress to the bar, including events for House Democratic leadership, Senate Republican leadership, as well as newly elected members of Congress from states across the country.

These events provide a unique opportunity for Beer Institute staff to directly interface with these policymakers and show the quality, innovative products that define the American beer industry.

Beers to that.
Aluminum trade and market issues remain an important part of Beer Institute’s policy mission. More than 60 percent of all beer produced and sold in the U.S. is packaged in aluminum cans and aluminum bottles. Aluminum is the single most substantial input cost in American beverage and beer manufacturing. Aluminum users, including Beer Institute members, faced dramatic supply-chain cost increases this year and last year, in part because the Midwest Premium (MWP), which is part of the price paid for aluminum and is supposed to reflect the logistical costs of buying metal, has become disconnected from true logistical costs or “market fundamentals.”

While the base price of aluminum has fallen, the MWP remains higher than historical averages. The increase cannot be tied to increases in actual logistical costs across the board. This price spike has added hundreds of millions of dollars in cost to end-users.

Because of the importance of aluminum to the beer industry and in light of these pressing issues with the MWP, the Beer Institute has worked to advance legislation to provide the federal government the necessary tools to help brewers pay a fair price for the aluminum they use to package beer. The Aluminum Pricing Examination (APEX) Act H.R. 1406 authored by Representatives Al Lawson (D-FL) and Ken Buck (R-CO) and S. 1953 authored by Senators Cory Gardner (R-CO) and Tammy Baldwin (D-WI) enhances the Commodity Futures Trading Commission (CFTC) and Department of Justice’s respective authority over benchmarking entities for the MWP. With APEX, the CFTC could oversee and investigate price setting and reporting entities in the aluminum market. The APEX Act also provides the Department of Justice the ability to consult with the CFTC to ensure all oversight and regulatory actions are in accordance with antitrust statutes. Additionally, the legislation affords the U.S. Attorney General the opportunity to formally comment on any proposed CFTC regulatory action or guideline.

To provide a better understanding of the aluminum market, in October the House Agriculture Committee passed legislation that included a requirement that the U.S. Government Accounting Office study the aluminum markets. Specifically, the study would result in a written report on the effectiveness and efficiency of the markets for purchasers of aluminum—including brewers, what factors and policies influence the supply, demand, and movement of aluminum around the world, and the effectiveness of government oversight over these aluminum markets.
“BEERS TO THAT” LAUNCHES TO INCREASE BEER VOLUME AND SHARE

In a coordinated effort to increase the amount of beer sold in the United States as well as to increase the share of beer sold compared to wine and hard liquor, the Beer Institute, along with the National Beer Wholesalers Association and the Brewers Association launched the “Beers To That” consumer campaign in Austin, Texas in September.

The campaign is designed to elevate and celebrate beer while reminding consumers of legal drinking age who choose to drink alcohol that there is a beer for just about every occasion. It is the first step in collaborative work to ensure Americans continue to see beer as the perfect social complement to many of life’s occasions.

“Beers To That” promotes the entire beer category and carries a brand agnostic call to action to celebrate all of life’s moments – from the every day to the extraordinary. Because of its vibrancy, beer industry leaders chose Austin to kickoff the “Beers that That” campaign, which began with a launch party where several hundred Austin influencers were able to experience the many different occasions where beer is the ideal alcohol beverage – ranging from a lazy brunch to a night out on the town.

The campaign also consists of a digital advertising campaign, both on- and off-premise point-of-sale materials, and out-of-home advertisements.

In addition, the campaign unveiled four unique “Beers To That” murals created by Austin artists designed to encourage people to post images on social media of themselves enjoying life’s moments with a beer.

For more information on the “Beers To That” campaign, visit its website at BeersToThat.com and follow the campaign on social media:

@beerstothat

ANNUAL MEMBERSHIP MEETING

Best known for its barbecue, blues, baseball, beer and the iconic Gateway Arch – a symbol of the westward expansion, St. Louis was the perfect city to host this year’s Beer Institute Annual Membership Meeting.

Hosted by Anheuser-Busch, more than 100 top beer industry executives from across the nation gathered to hear from experts on a wide range of topics including: the impact of aluminum tariffs; how retail is changing to meet the demands of the consumer; how/where Millennials and Gen Z are changing the world; and how disruptive weather and a shifting climate are impacting beer.

We were pleased to honor two veteran beer industry executives at the meeting. August A. Busch III received the Jeff Becker Beer Industry Service Award in recognition of his passion, service, and outstanding accomplishments. We also recognized Bill Hackett for his extraordinary 42 years in the beer industry.

For more information on the Beer Institute, visit BeersToThat.com and follow the campaign on social media:
ADVOCATING FOR COMMONSENSE RECOMMENDATIONS IN THE DIETARY GUIDELINES FOR AMERICANS

The U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS) update the Dietary Guidelines for Americans (DGA) every five years, and the process to publish the 2020 DGA is underway. The regular review and revision of the DGA is a vital federal policy providing Americans with standards-based nutrition guidance and the Beer Institute endeavors to ensure that the 2020 DGA continue to educate the public about the importance of moderate consumption of beer, wine and distilled spirits.

There are challenges ahead to maintaining this critical advice and the Beer Institute asserts that the USDA and HHS preserves its current guidelines that state,

If alcohol is consumed, it should be in moderation up to one alcohol drink-equivalent per day for women, and up to two per day for men. One alcohol drink-equivalent contains 14 g (0.6 fl oz) of pure alcohol. The following are reference beverages that are one alcohol drink-equivalent: 12 fluid ounces of regular beer (5% alcohol), 5 fluid ounces of wine (12% alcohol), or 1.5 fluid ounces of 80 proof distilled spirits (40% alcohol).

We believe it’s important that the 2020 DGA should provide consumers and their healthcare providers with practical and pragmatic information so they can make informed decisions about the alcohol beverages they consume, including the differences between the types, sizes, and alcohol content of alcohol beverages in the market. Also important is the advice that people do not consume alcohol beverages on an empty stomach, and that it’s a responsible decision to include water or other non-alcohol beverages in their occasions to enjoy beer, wine or distilled spirits.

Enjoying a beer with family and friends is a simple pleasure that millions of Americans delight in on many occasions. However, the Beer Institute encourages the 2020 DGA to also help educate consumers that there are some people who should not consume alcohol beverages at all. For example, those who are under 21, women who are pregnant, or have a medical or family history of concern. Any person who has concerns about consuming alcohol should consult their healthcare provider.

The American public can expect to see the 2020 DGA in either late 2020 or very early in 2021, and between now and then the important work to review and revise the DGA is in the hands of the Dietary Guidelines Advisory Committee, which is a select group of independent nutrition scientists and other experts who invite the public’s viewpoints about their important work. Americans can share their views on nutrition, including the importance of preserving the moderate drinking guidelines, by going on-line to www.dietaryguidelines.gov.
BEER INDUSTRY SUPPORTS MORE THAN 2.1 MILLION JOBS

Earlier this year, the Beer Institute released the latest version of Beer Serves America, our biennial economic impact study, which we do in collaboration with the National Beer Wholesalers Association. We looked across every one of the country’s 7,000 brewing and importing facilities, counted their employees, and modeled the impact they have on the U.S. economy. The study concluded the beer industry touches hundreds of different business sectors, rippling as it goes, creating opportunities for millions of workers across every state and congressional district.

The beer industry is an engine of economic growth and prosperity, creating 1.4% of all American jobs. Brewers and beer importers directly employ nearly 70,000 American workers, and each one of those jobs leads to the creation of another 31 jobs in other parts of the economy, including barley and hops growers, beer distributors, bartenders and waiters, doctors, plumbers, and all manner of other essential careers.

All told, more than 2.1 million American workers across our great country owe their livelihoods in some way, shape, or form to the beer industry – great paying jobs that average more than 58% greater than the median across all American jobs.

The jobs pay well because they add so much value to the economy – more than $328 billion annually – that’s 1.6% of GDP. The beer industry also generates nearly 1% of all federal tax revenues and a total of $58.6 billion in federal and state taxes.

The Beer Institute uses Beer Serves America in many ways to advocate on behalf of brewers and beer importers. We use the study with members of Congress to show them how vital beer is to their states and districts. Key facts from the study also feature prominently in all Beer Institute press releases and social media outreach efforts. In everything we do, we remind the world of all of the positive ways in which beer serves America.
DEMONSTRATING WHY BEER IS DIFFERENT

Beer is different from other alcohol beverages because of its moderate alcohol, the unique place beer has in our nation’s culture and history, and the number of occasions where beer is the ideal alcohol beverage. However, in recent years others in beverage alcohol have been working to change this point of view to one where all alcohol beverages are the same.

In 2020 the federal government will update the Dietary Guidelines for Americans, which is the official food policy of the United States government and is designed as a resource for health professionals and policymakers as they design and implement food and nutrition programs. In 2015—the last time the Dietary Guidelines were updated—the Beer Institute led the effort to change the guidelines, so the latest version now recognizes beer’s uniqueness and dispels the outdated model that a drink is a drink.

As 2020 approaches, it is critical that policymakers and those making scientific recommendations for the Dietary Guidelines continue to recognize beer’s distinctiveness.

To demonstrate why beer should not be lumped into other alcohol beverages, the Beer Institute undertook several initiatives this year to show the media, policymakers, and consumers the numerous occasions where beer is the preferred alcohol beverage as well as being the beverage of moderation.

In June, the Beer Institute launched KnowYourDrink.org. This one-stop website combats the outdated standard drink model in favor of the more scientifically accurate drink equivalency by clearly demonstrating that the most popular hard liquor cocktails contain more alcohol than beer. In one place, readers see that when it comes to popular alcohol beverages, beer is by far the alcohol beverage of moderation.

To demonstrate beer’s continued popularity and market dominance, the Beer Institute commissioned two public polls to show that when it comes to two very American holidays, Super Bowl Sunday and Independence Day, beer is king and far outpaces other alcohol beverages. The surveys found 76% of Americans celebrating the Super Bowl in 2019 did so with a beer as part of their festivities, and 75% of Americans who celebrated the Fourth of July also served or enjoyed a beer.

In addition to holidays, beer is the beverage that brings people together. So for National Beer Day in April, we asked Americans which celebrity Americans would like to sit down and have a conversation with over a beer. The result: Betty White. Many news outlets, including several local television stations as well as The Today Show ran the story to demonstrate that when it comes to sharing time with Americans who we admire, beer is the alcohol beverage Americans choose.
CONTINUING TAX RELIEF FOR ALL BREWERS & BEER IMPORTERS

In 2017 the Beer Institute worked tirelessly to build support in Congress for the Craft Beverage Modernization and Tax Reform Act (CBMTRA), and in a significant victory for brewers and beer importers as part of the Tax Cuts and Jobs Act, marking the first beer excise tax cut in a generation.

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

- Reduced 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.
- Reduced the federal excise tax to $16 per barrel on the first 6 million barrels for all other brewers and all beer importers; and
- Kept the excise tax at the current $18 per barrel rate for barrelag over 6 million.

However, these tax rates were set to expire at the end of this year, returning federal excise tax rates to pre-2017 levels.

To ensure these rates did not expire, the Beer Institute worked with our partners, and earlier this year Representatives Ron Kind (D-WI) and Mike Kelly (R-PA) along with Senators Ron Wyden (D-OR) and Roy Blunt (R-MO) re-introduced CBMTRA. The legislation would provide permanent tax relief for brewers and beer importers, and it garnered unprecedented support—with more than 300 members of the House of Representatives and 70 Senators signing on to support the legislation, and the Senate Excise Tax Taskforce recommended making these tax cuts permanent.

Because of the effort of the entire beer industry, Congress passed a one-year extension at the end of the year.
The Beer Institute, along with the National Beer Wholesalers Association and the Brewers Association, kicked off the “Beers to That” campaign in Austin, Texas.

The Beer Institute released a poll conducted by Quadrant Strategies that showed more than two-thirds of American voters over 21 years old support Congress maintaining the current excise tax rates for all brewers and beer importers. The survey also concluded that a majority of conservative, moderate, and liberal voters want Congress to continue to provide tax relief and not raise taxes on America’s brewers and importers.

In the House, Representatives Al Lawson (D-FL) and Ken Buck (R-CO) introduce the Aluminum Pricing Examination Act, commonsense legislation that would provide the Commodity Futures Trading Commission and Department of Justice the necessary authority to provide oversight over price benchmarking entities, including those that publish the Midwest Premium.

MARKING THE ONE-YEAR ANNIVERSARY OF THE TARIFFS ON IMPORTED ALUMINUM, THE BEER INSTITUTE RELEASED A STUDY SHOWING THAT THE U.S. BEVERAGE INDUSTRY PAID AN EQUIVALENT TO $250 MILLION IN TARIFFS FOR ALUMINUM CAN SHEET DURING MARCH TO DECEMBER 2018, THE U.S. GOVERNMENT COLLECTED ONLY AROUND $50 MILLION OF THAT AMOUNT.

The Beer Institute released its poll showing that 76% of Americans planning on celebrating the Super Bowl will do so with a beer—proving that beer still dominates this uniquely American holiday.

The Beer Institute released a poll showing that more than two-thirds of American voters over 21 years old support Congress maintaining the current excise tax rates for all brewers and beer importers. The survey also concluded that a majority of conservative, moderate, and liberal voters want Congress to continue to provide tax relief and not raise taxes on America’s brewers and importers.

The Beer Institute and the National Beer Wholesalers Association released the biennial Beer Serves America Study, detailing beer’s economic contribution. The study concludes American beer supports more than 2.1 million American jobs and provides more than $328 billion to the U.S. economy.

We accomplished several feats this year to ensure beer remains America’s favorite alcohol beverage. Our work will continue in 2020 and beyond, specifically our efforts to make federal excise tax relief permanent.

Jim McGreevy
President and CEO
HILL CLIMB AND BEER JOBS SHOWCASE

In October, more than three dozen industry representatives convened in our nation’s capital to advocate for two critical pieces of legislation, the Craft Beverage Modernization and Tax Reform Act (CBMTRA) and the Aluminum Pricing Examination (APEX) Act. Beer industry representatives met with members of Congress and staff to let them know that without action from Congress, the tax relief that brewers and beer importers received as part of the Tax Cut and Jobs Act was set to expire on December 31, 2019, and would have had negative implications for their businesses across the board.

These beer industry employees also asked Congress to pass APEX, legislation that would enhance the federal government’s authority over aluminum premium benchmarking entities, including those that publish the Midwest Premium.

As part of the Hill Climb, we celebrated beer and the more than 2.1 million jobs the U.S. beer industry generates by hosting a Beer Jobs Showcase on Capitol Hill. Members of Congress and staffers were invited to a reception to learn about the unique jobs in beer and meet some of the people who make this industry great.

RECOGNIZING OUR BEER CHAMPIONS

In 2019, the Beer Institute presented its third “Beer Champions Awards,” given annually to four members of Congress—one Democrat and one Republican from the House of Representatives and the Senate—who champion federal policies that allow American brewers and beer importers to reinvest in their businesses, hire new employees and continue to innovate and brew America’s favorite beers.

This year the Beer Institute honored Representatives Mike Kelly (R-PA) and Al Lawson (D-FL) as well as Senators Cory Gardner (R-CO) and Jeanne Shaheen (D-NH).

These four members have championed legislation that will reduce the federal excise tax brewers and beer importers pay as well as provide greater transparency to the aluminum market.

PREVIOUS BEER CHAMPIONS

2018
Senator Tammy Baldwin (D-WI)
Senator Rob Portman (R-OH)
Representative Ken Buck (R-CO)
Representative Scott Peters (D-CA)

2017
Senator Roy Blunt (R-MO)
Senator Ron Wyden (D-OR)
Representative Ron Kind (D-WI)
Representative Erik Paulsen (R-MN)

2016
Representative Mike Kelly (R-PA), Jim McGreevy, and Sen. Cory Gardner (R-CO)

Sen. Jeanne Shaheen (D-NH), Jim McGreevy, and Stef Webb

Sen. Cory Gardner (R-CO), Richard Crawford, and Chris Ternet

PREMIUMIZATION, INNOVATION, AND EXCITEMENT continue to thrive in beer, driving the category’s future.

ECONOMIC UPDATE ON THE BEER INDUSTRY

Changes in consumer demographics and preferences continue to reshape the American beer industry, as brewers react to evolving opportunities in beer, driving the category’s future.

Beer’s popularity remains higher than wine and hard liquor, but 2018—the latest year we have data—was a challenging year for many brewers, and the beer category lost share. In addition to long-standing trends towards experience, value, and convenience, beer drinkers appear to be increasingly concerned about the calorie content of the beverages they consume.

One outcome of drinkers being more calorie-conscious has been a surge in popularity of adult seltzers, meaning lightly-flavored sparkling water with alcohol added. Many brewers have jumped onto this fast-moving new segment of beer, and grown their businesses by leaps and bounds. Some other beer suppliers, however, have been adversely affected by this trend, as the new products have sourced some of their volumes from existing beer brands. These suppliers have reacted by putting out other types of lower-calorie beers, some of which have lower alcohol content or none at all.

The top-performing retail sector in 2018—the latest year we have data—was off-premise chains, especially chain grocery stores and club stores. Such outlets offer larger, more convenient packs at a greater value to the drinker. Additionally, such retailers increasingly offer a wide variety of brands once only available in packaged liquor stores. Among on-premise channels, the top-performing channels in 2018 were concessionaires and restaurants. Both of these channels are directly linked to exciting consumer experiences, like a fancy meal, a sporting event, and a concert. Traditional, independent bars without food service continued to lose share in 2018, as they have the last several years.

While American-made beers remain the most popular, imports continue to gain share. During 2018, imported beer gained nearly a full share point on net. Mexican imports gained more than one full share point, but losses among imported brands from other countries offset those gains.
In partnership with the National Barley Growers Association (NBGA), the Beer Institute hosted the annual Barley, Brews and Boots reception on Capitol Hill in February. We featured Beer Institute members and the wide variety of beers Americans enjoy today.

Several hundred attendees – including lawmakers and their staff – celebrated the unique connection between barley and beer.

The annual event is an opportunity for barley growers to meet their representatives in the U.S. House and Senate, and for those growers to advocate for policy priorities that help ensure the viability of American farming for generations to come.

This event is just one of many ways the Beer Institute partners with the NBGA. We worked hand-in-hand to advance important policies in the Farm Bill, including successfully advocating for flexibility in crop insurance programs under the Agricultural Risk Protection Act (ARPA) of 2000.

These products, created through a public-private partnership, have resulted in innovative ways to help barley farmers.

More than 75% of barley grown in the United States will ultimately become malting barley, which will then become beer or other malted beverages.

On the research side, the Beer Institute worked with the wheat growers to secure the reauthorization of the Wheat and Barley Scab Initiative in the Farm Bill, as well as a 50 percent increase in the authorization level to $15 million, up from $10 million. Scab, aka fusarium head blight, is one of the more serious diseases that can impact barley production, and so increasing research dollars was a very important win for industry and growers alike.

But our work isn’t over. Now that the Farm Bill is finally signed into law, we need to ensure full implementation and funding of these provisions. We’ll continue to work hard with barley growers to make sure their voices are heard in the chambers of the U.S. Capitol, so every member of Congress knows: No Barley, No Beer.
As members of Congress headed back to their home states and districts during the August recess, the Beer Institute public affairs team provided every congressional office with the economic data from this year’s Beer Serves America study. We encouraged members of Congress to hold media events while they were home as an opportunity to talk about the critical role the beer industry plays in supporting local jobs.

In December, the Beer Institute joined forces with Politico and the National Restaurant Association to host our annual holiday celebration. Hundreds of Capitol Hill staff, reporters, and Washington, D.C. opinion leaders gathered to learn more about the beer industry and to try some of the more unique beers from brewers and beer importers.

Throughout 2020 the Beer Institute welcomed dozens of reporters and opinion leaders to the Beer Institute bar for off-the-record conversations with Beer Institute staff. These meetings allow for the Beer Institute to talk one-on-one to journalists and go in-depth about beer industry priorities.

And throughout the year, the Beer Institute public affairs team welcomed dozens of Capitol Hill communications staff to the Beer Institute to discuss ways that members of Congress can be advocates for beer—including talking about the jobs the beer industry supports in their states and districts and why Congress should provide permanent excise tax relief for all of America’s brewers and beer importers.

In February, the Beer Institute public affairs team welcomed reporters and Capitol staff to the Beer Institute bar to celebrate the Super Bowl—a key American holiday where many Americans choose to celebrate with a beer. This party allowed Beer Institute staff, Capitol staff, and reporters to network while sampling beers from our nation’s brewers and beer importers.

In April, the Beer Institute partnered with the National Restaurant Association and Real Clear Politics to host the “Toast to the First Amendment” in conjunction with the annual White House Correspondents Dinner. Several hundred reporters along with communications professionals from throughout Washington, D.C. sampled rare and unique beers while learning about the many ways that beer can be paired with many of their favorite dishes.

Throughout 2019, the Beer Institute’s public affairs team engaged with reporters and Capitol staff to educate them about the issues critical to the beer industry and celebrate a few of the many occasions where beer is the ideal beverage for adults of legal drinking age.

**PUBLIC AFFAIRS HIGHLIGHTS**

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**EARNED MEDIA AND ADVERTISING**

Total media hits: 10,455
- Blog mentions: 331
- Forum Mentions: 85
- Twitter Mentions: 1,740
- News Mentions: 7,465

**PAID MEDIA:**

- Content syndication: 51.4 M Impressions
- Total clicks: 46 K
- Total clicks: 95,520 K

- Total impressions: 11,446,522
- Total clicks: 2,401,282
- Total results*: engagements, video views, clicks, etc.

- Total Impressions: 2,754,775
- Total clicks: 1,246,754

- Total Impressions: 21,178,115
- Total clicks: 55,540 K

- Total impressions: 98,084
- Total clicks: 1,773 K

*Know Your Drink search campaigns started in July

For dates Nov 2018 - Nov 2019, unless otherwise noted. As in previous years, data compiled from BI’s Meltwater Account, THG’s Sysomos Account (now owned by Meltwater), and each respective advertising platform.
INFORMATION
AND RESOURCES

The beer industry supports jobs in every community in the United States. Learn more about the jobs that rely on the beer industry in your state at beerservesamerica.org

Not all alcohol is equal. Find out how much alcohol is the most popular hard liquor drinks compared to a beer “Know Your Drink” knowyourdrink.org

Beer is the ideal drink for countless occasions, from the every day to the extraordinary. More information on our efforts to celebrate beer at “Beers to That” beerstothat.com

Are you a foodie? Learn how to integrate beer into your favorite dishes with our original recipes for every season and occasion.

Cooking with Beer beerinstitute.org/news-media/additional-beer-resources/cooking-with-beer/

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BEERS TO THAT