



Oregon Brewers Guild

Non-Profit Trade Association for Oregon's Craft Breweries

Brian Butenschoen

Executive Director since 2005

Oregon Brewers Guild

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Greater Oregon Brewers Association forms on July 20, 1992 as an Oregon Non-Profit. Changes Name to Oregon Brewers Guild on March 18th, 1994.

1994 - The Oregon Brewers Guild receives a grant from the State of Oregon Department of Economic Development to produce a brewery/brewpub brochure for distribution.

1995-Become a 501(c)(6) Non-Profit Trade Association

Membership

154 Brewing Companies

120 Associate or Allied Trade Members

3950 + Supporters of Native Oregon Beer

Board Members-2 year Term

2017 Oregon Brewers Guild Board

Officers

Dan Engler, Occidental Brewing Company -President

Josh Grgas, Commons Brewery -Vice President

Michael Moscarelli, F.H.Steinbart Co.-Secretary

Rick Allen, Heater Allen Brewing -Treasurer

Board Members

Ben Edmunds, Breakside Brewery

Jamie Floyd, Ninkasi Brewing Company

Karl Ockert, Deschutes Brewery

Ben Parsons, Baerlic Brewing Company

Marcus Reed, Widmer Brothers Brewing Company

Craft Beer Industry Successes in Oregon

- ❖ 30 year history of working with Oregon's legislature and Liquor Control Commission to make changes to encourage positive growth of the industry and avoid changes that would be damaging to the industry.
- ❖ Strong community impact in small and rural communities while developing businesses in what are/were underutilized urban areas.
- ❖ Partners with agricultural producers, specifically Hop Growers to spark a nationwide trend of using hops from the hop harvest to make beers-6 Hop Harvest Beer Fests in Oregon in Independence, Hood River, Sisters, Portland, Springfield and St. Paul.
- ❖ Oregon's prominence in the beer industry has led to the Craft Brewers Conference (2015), Hop Growers of America Conference (2017) and the 2nd International Brewing Symposium on Hop Flavor and Aroma in Beer (2017)
- ❖ Working with Travel Oregon and Oregon's DMO's to promote Beer Tourism in Oregon including 750,000+ brochures distributed of our Brewery guide over the last 10 years.

Craft Beer Industry Stats

- ❖ Economic Impact(est):\$1,837,000,000 craft beer industry
- ❖ Total Economic Impact of the Beer Industry: \$4,499,000,000
- ❖ Total Jobs Direct and Indirect(est): 31,000
- ❖ Economic Impact per capita – \$631.35 – 2nd in the US
- ❖ Gallons of craft beer produced per adult – 18.7 G – 1st in the US
- ❖ Breweries per Capita: 1/15,326 people – 2nd in the US
- ❖ Counties where Private Employment is more than 1.5% of Craft Beer Company Employees: Hood River County(1.9%), Lincoln County (1.6%), Deschutes County (1.5%), Clatsop County (1.5%)
- ❖ \$167,000,000 in Payroll-Direct

Rural Employment Stats through 2015

- ❖ Of the 73 cities that have a brewery-54 are in rural areas totaling 106 companies
- ❖ Breweries in all Oregon counties but : Gilliam, Jefferson, Lake, Polk and Sherman
- ❖ Number of Jobs: 2,371 FT+PT
- ❖ Number of Jobs: 1113 FT
- ❖ Number of Jobs: 398 in Brewing
- ❖ Total Barrels Produced: 232,793
- ❖ Represents 1%+ of the Private Sector Jobs in Central Oregon, the Coast and Mt.Hood/The Gorge
- ❖ Alcohol Cluster Jobs / 1,000 people: The Gorge – 8.9, North Coast – 8.3, Central Oregon – 5.9

Craft Beer Industry Stats

- ❖ 261 Breweries operated by 230 Companies in 73 cities
- ❖ Oregonians consumed 2.950 million barrels of beer in 2015, of that more than 22 percent or 650,575 barrels of the total beer consumed in Oregon, was made in Oregon at 22% this is the highest in the US.
- ❖ Oregon's brewers made 1.700 million barrels of beer in 2015 up 4% over 2014
- ❖ 63% Percent of all draft beer consumed in Oregon is brewed in Oregon.
- ❖ 70 breweries in Portland, 105 in the Portland metro area, 26 in Bend and 36 in Central Oregon, 14 in Eugene and 45 in the Willamette Valley
- ❖ Portland currently has the most breweries of any city in the world.
- ❖ Hood River has 5 breweries or 1 per every 1475 people

Tourism Stats

Bend Visitors – from Summer of 2016-Overnight Stays

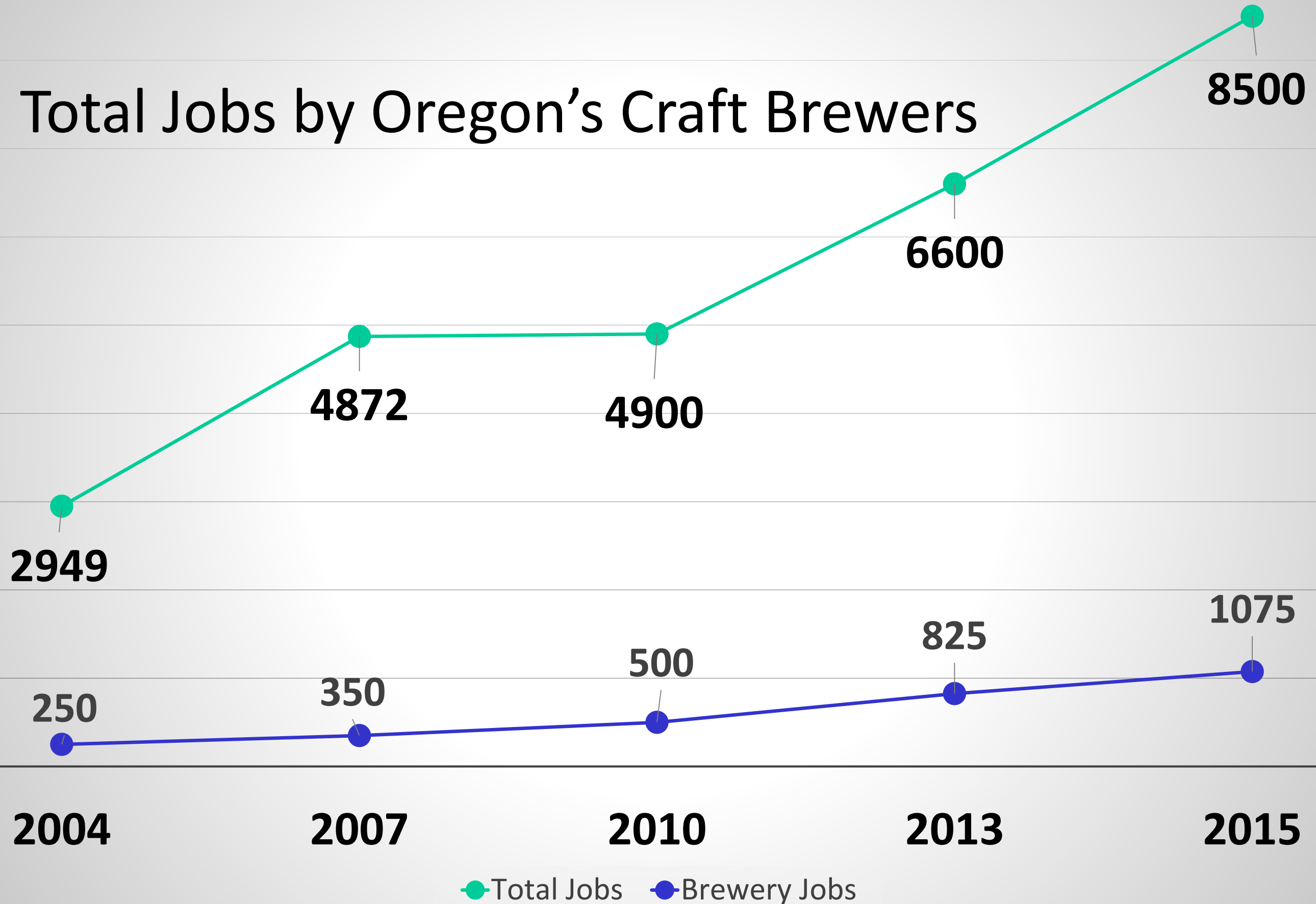
- ❖ #3 Activity in Bend - 46% responded they were visiting a Brewery/Ale Trail
 - ❖ #3 Tourism Attraction in Bend-53% responded visiting or plan to visit a brewery
 - ❖ These numbers went from not being measured in 2008, to 29% in 2009, 40% in 2012 and 45% in 2013 and 46% in 2016.
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Portland Visitors: From June 2014

- ❖ 81% planned to have a craft beer experience
- ❖ 68% had a craft beer experience while they visited-of that total
- ❖ 34% said it was a primary reason for their trip.
- ❖ 45% Visited a Brewery
- ❖ 40% Took a Brewery Tour

We have Ale Trails in Bend, Southern Oregon, Eastern Oregon, the North Coast and Eugene

Total Jobs by Oregon's Craft Brewers



Oregon Craft Beer Production: Total /Sold in State

Total Barrels

