



SAN FRANCISCO EAST BAY BREWING

West Coast Handcrafted Beer

THE AMERICAN CRAFT BEER REVOLUTION

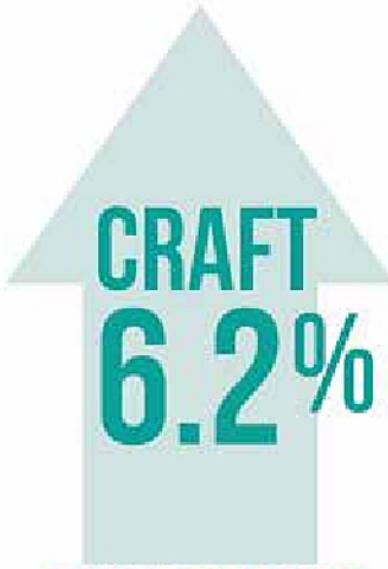


SOURCE: BUSINESS INSIDER

U.S. BEER SALES VOLUME GROWTH 2016



196,749,624 BBLS



24,104,852 BBLS

SOURCE: BREWERS ASSOCIATION, BOULDER, CO

2016

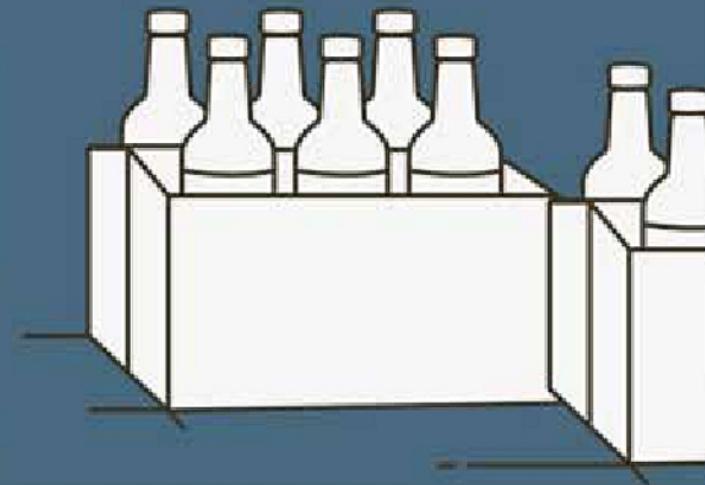
Craft Retail Dollar Value Growth

\$23.5 billion

(10% growth over 2015)

Craft Dollar Share = 21.9%

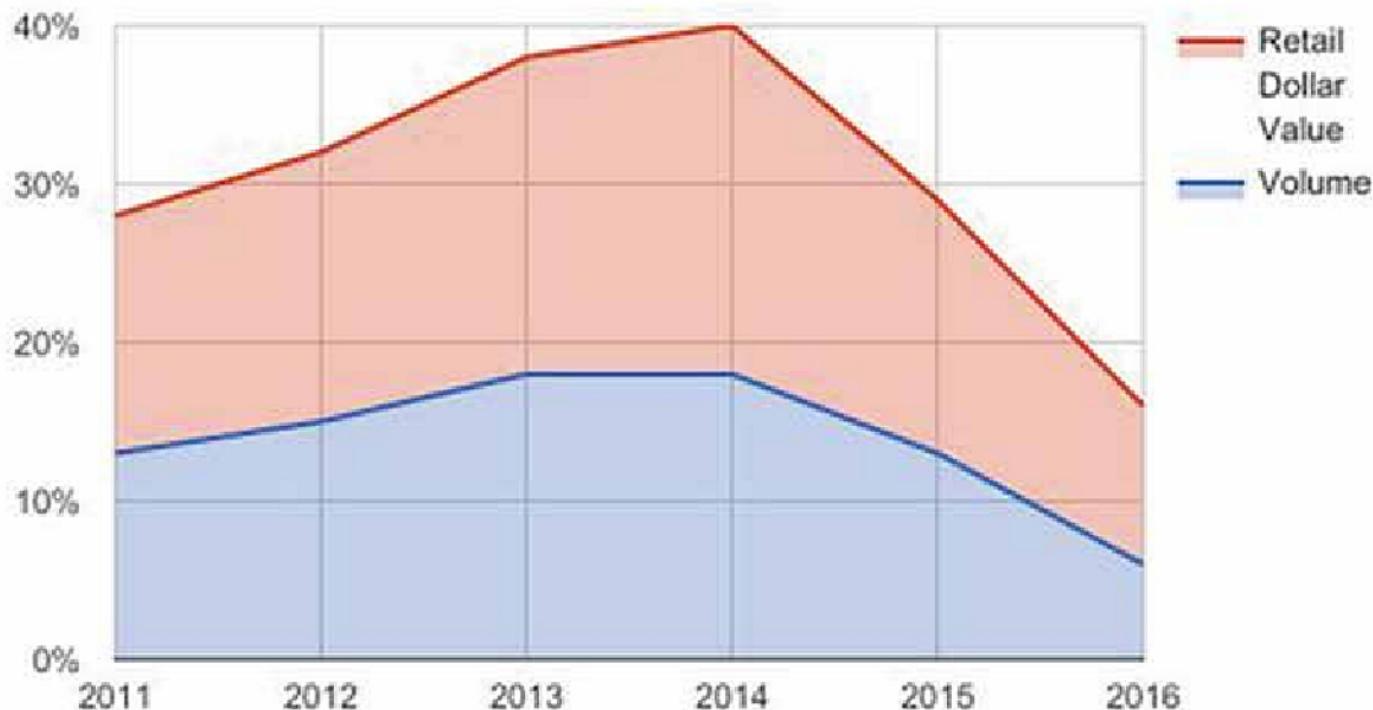
(Total U.S. beer market retail dollar value \$107.6 billion)



SOURCE: BREWERS ASSOCIATION, BOULDER, CO

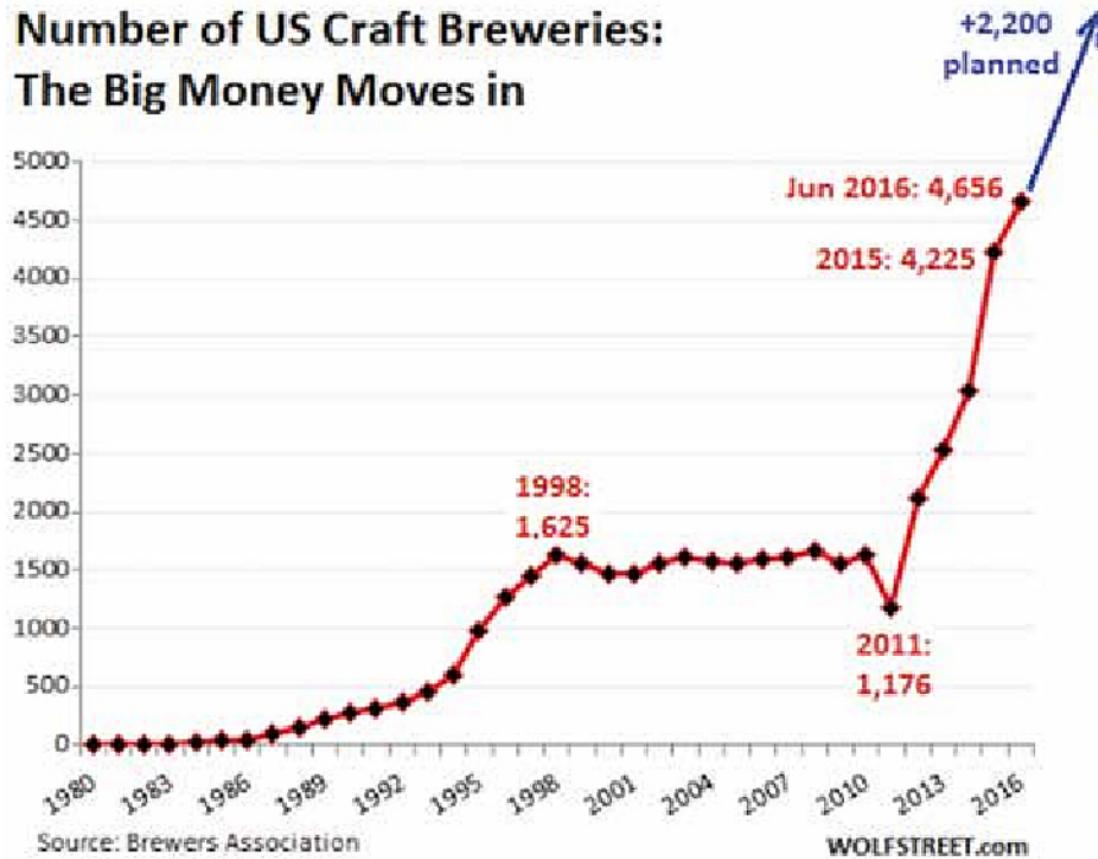
BUT

U.S. Craft Beer Volume and Retail Dollar Value Growth



DATA SOURCE: BREWERS ASSOCIATION. CHART BY AUTHOR.

Number of US Craft Breweries: The Big Money Moves in



Source: Brewers Association

WOLFSTREET.com

TTB Permitted Brewery Count

7,180 as of 12/31/2016

State	Count	State	Count	State	Count
Alabama	37	Kentucky	60	North Dakota	15
Alaska	36	Louisiana	34	Ohio	236
Arizona	110	Maine	102	Oklahoma	26
Arkansas	34	Maryland	88	Oregon	304
California	927	Massachusetts	146	Pennsylvania	333
Colorado	386	Michigan	379	Rhode Island	17
Connecticut	78	Minnesota	165	South Carolina	59
Delaware	25	Mississippi	14	South Dakota	21
DC	13	Missouri	116	Tennessee	101
Florida	264	Montana	79	Texas	266
Georgia	69	Nebraska	47	Utah	34
Hawaii	23	Nevada	44	Vermont	73
Idaho	67	New Hampshire	73	Virginia	209
Illinois	244	New Jersey	96	Washington	424
Indiana	163	New Mexico	86	West Virginia	24
Iowa	94	New York	394	Wisconsin	217
Kansas	47	North Carolina	260	Wyoming	33

Source: NBWA and TTB, 2017.



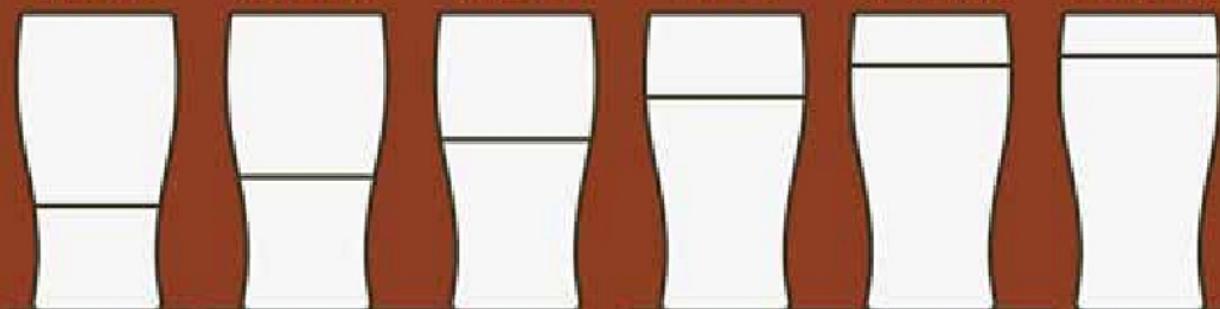
“AMERICA'S BEER WAR IS GETTING UGLY”

by Wolf Richter, Wolf Street | Oct. 17, 2016

"IN 2015, OVERALL BEER SALES FELL 0.2%.
CRAFT BEER SALES ROSE 12.8%.
BUT THE NUMBER OF CRAFT BREWERS ROSE BY NEARLY
40%!!!"

2016 / Volume Share for Craft Brewers

5.7% 6.5% 7.8% 11% 12.2% 12.3%



2011

2012

2013

2014

2015

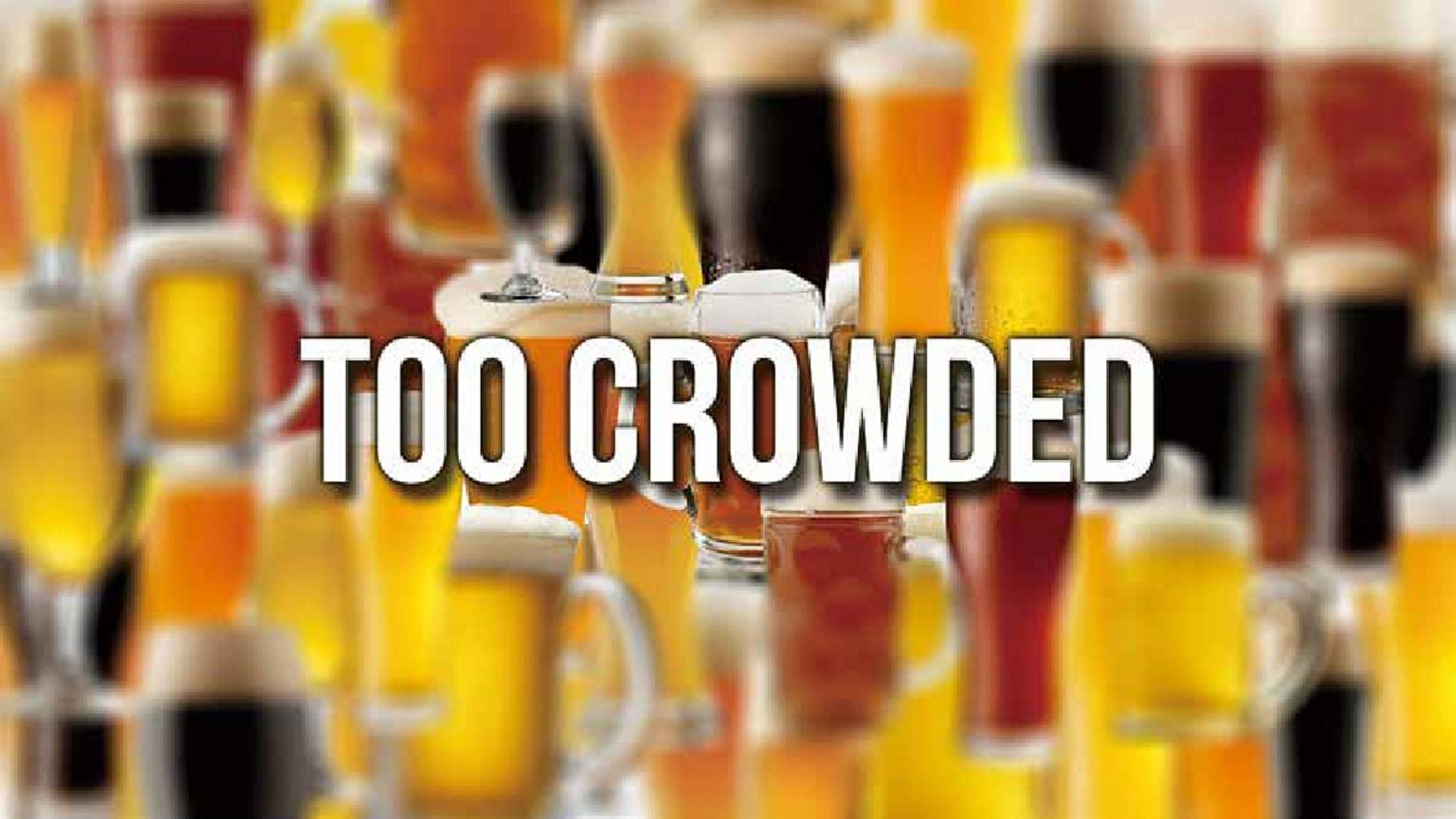
2016

SOURCE: BREWERS ASSOCIATION, BOULDER, CO

HEINEKEN NV

U.S. CRAFT BEER MARKET IS “ABSOLUTELY” SLOWING DOWN,

- CEO JEAN-FRANCOIS VAN BOXMEER SAID IN AN INTERVIEW

A dense grid of numerous beer mugs, creating a visual metaphor for 'too crowded'. The mugs are of various types and sizes, filled with different types of beer (light, dark, golden, etc.) and some with foam. They are packed closely together, filling the frame.

TOO CROWDED

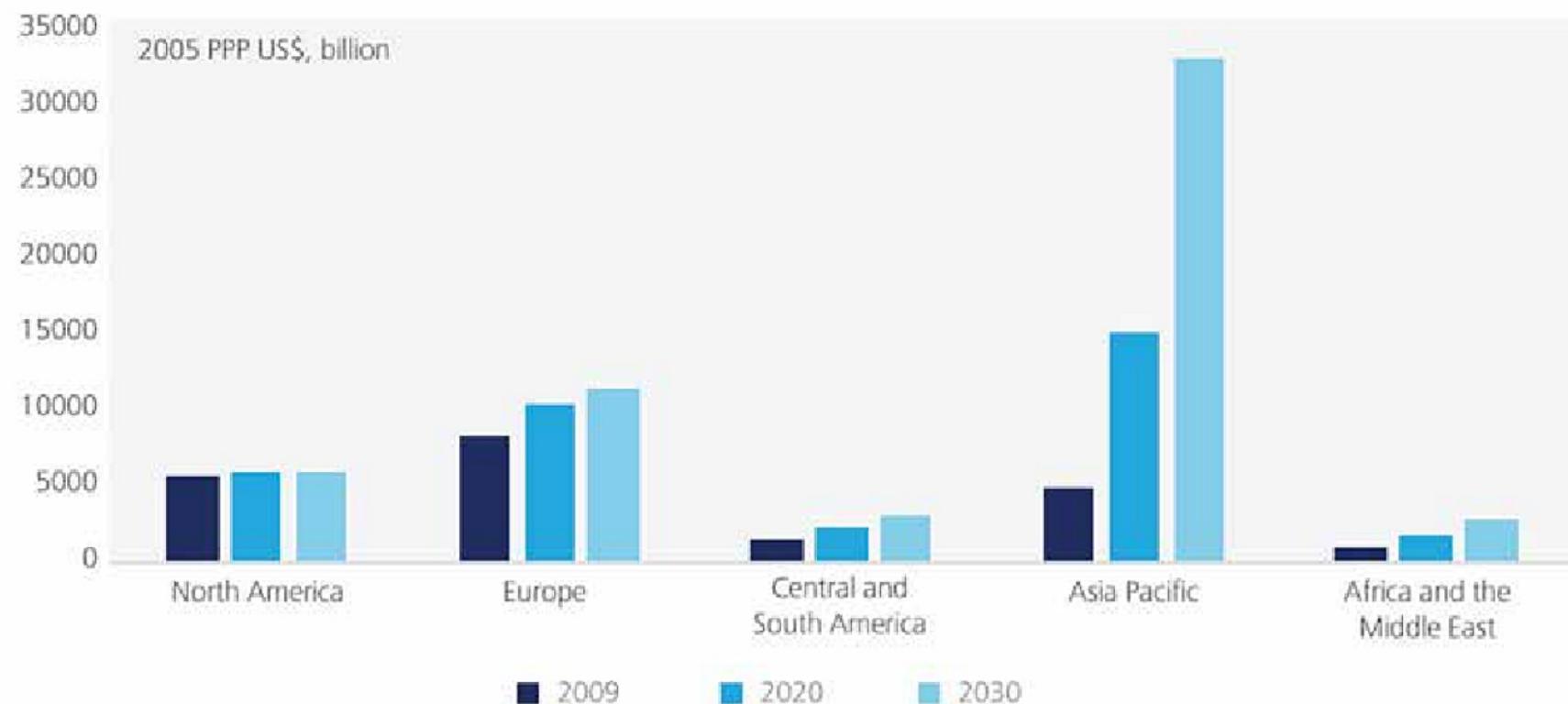


**IS THERE STILL OPPORTUNITY
SOMEWHERE?**



ASIA

Figure 7. Middle class spending in Asia is poised for sharp growth



Source: Brookings Institute, OECD, Deloitte Services LP economic analysis.

Graphic: Deloitte University Press | DUPress.com

TOP BEER CONSUMERS IN ASIA 2015

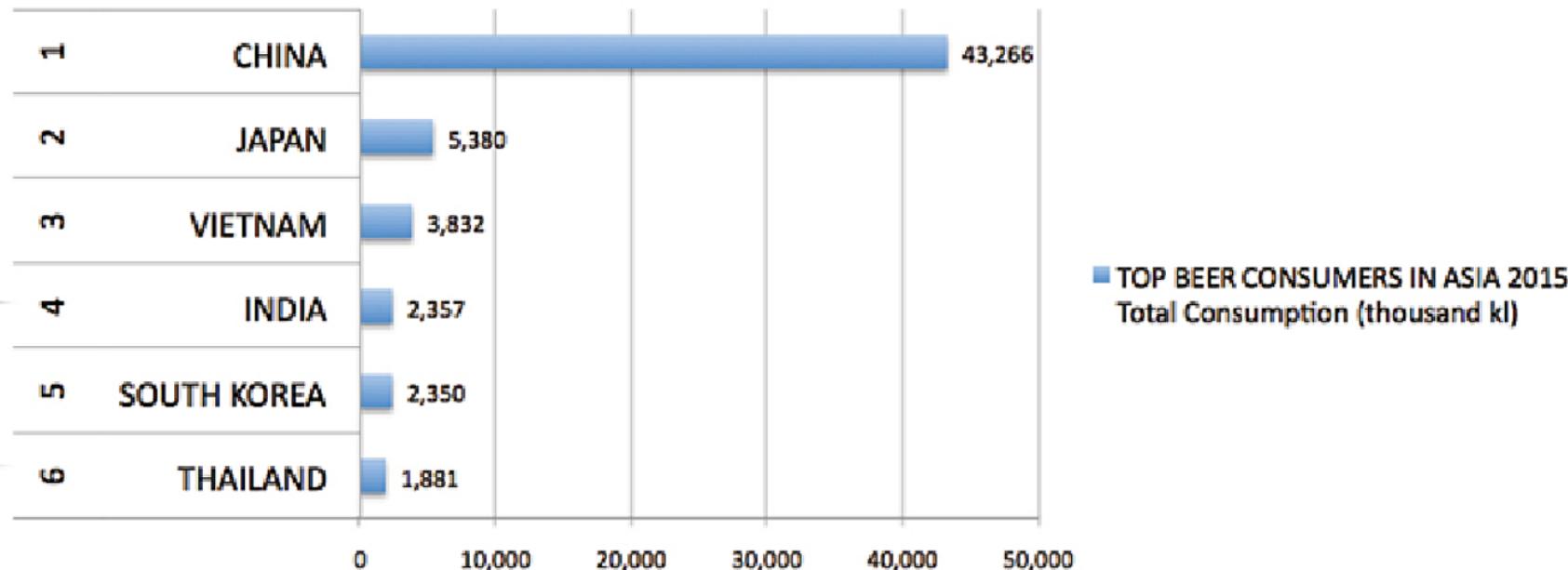


Chart: Based on Kirin Report Global Beer Consumption by Country in 2015



CHINA

GLOBAL BEER CONSUMPTION BY COUNTRY IN 2015

2015 Ranking	2014 Ranking	Country	2015	
			Total Consumption (thousand kl)	Global Market Share
1	1	China	43,266	23.5%
2	2	United States	24,245	13.2%
3	3	Brazil	9,283	5.1%
4	4	Russia	8,633	4.7%
5	5	Germany	8,450	4.6%
6	6	Mexico	7,371	4.0%
7	7	Japan	5,380	2.9%
8	8	United Kingdom	4,404	2.4%
9	11	Vietnam	3,832	2.1%
10	9	Poland	3,823	2.1%

KIRIN

Kirin Beer University Report Global Beer Consumption by Country in 2015

TOTAL BEER MARKET SIZE (VOLUME)





NUMBER OF BREWERIES

New Hampshire (73*) > China (53**)



*JUNE, 2016

**DECEMBER, 2015

CHINA IS NOW THE WORLD'S LARGEST BEER MARKET

“IN 2015, THEY DRANK ALMOST TWO TIMES (ABOUT 25 BILLION LITERS) THE AMOUNT OF BEER THAN AMERICANS”

HOWEVER, IT'S NOT JUST ANY BEER.

“2010 TO 2015, CRAFT BEER IN CHINA HAS GROWN IN MARKET SHARE BY ABOUT 23 PERCENT.”

-DONNIE EVERTS, VICE PRESIDENT OF INTERNATIONAL DEVELOPMENT FOR WORLD OF BEER



INDIA

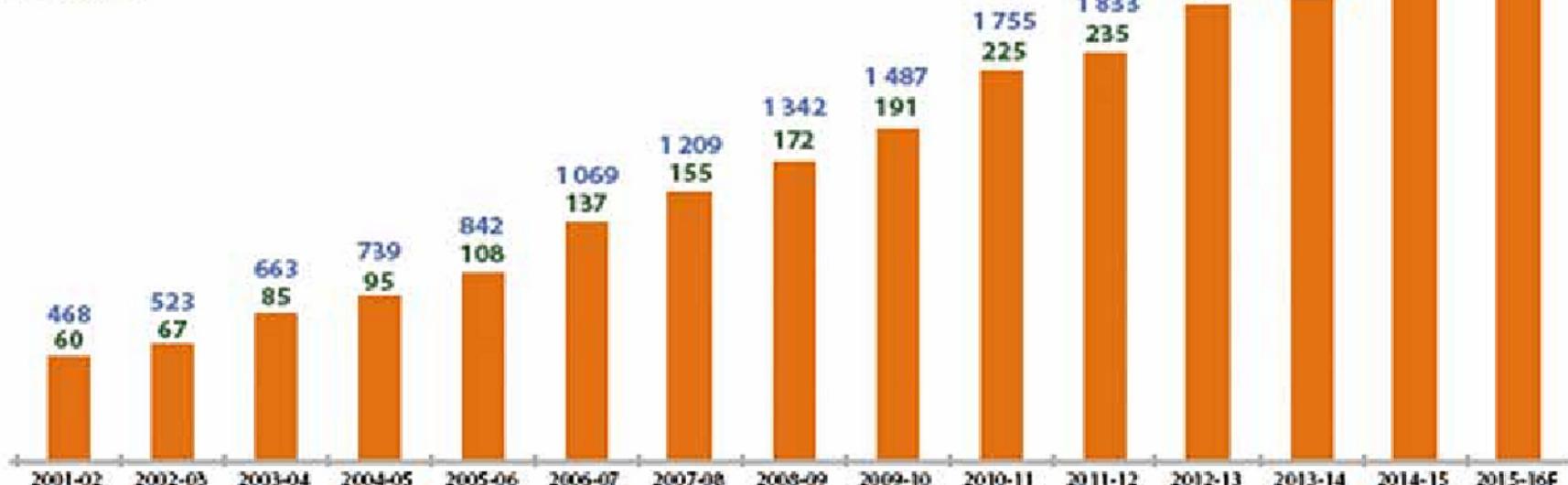


India beer market volume, mln. liters / mln. cases

Sources: industry data, business press, our calculations

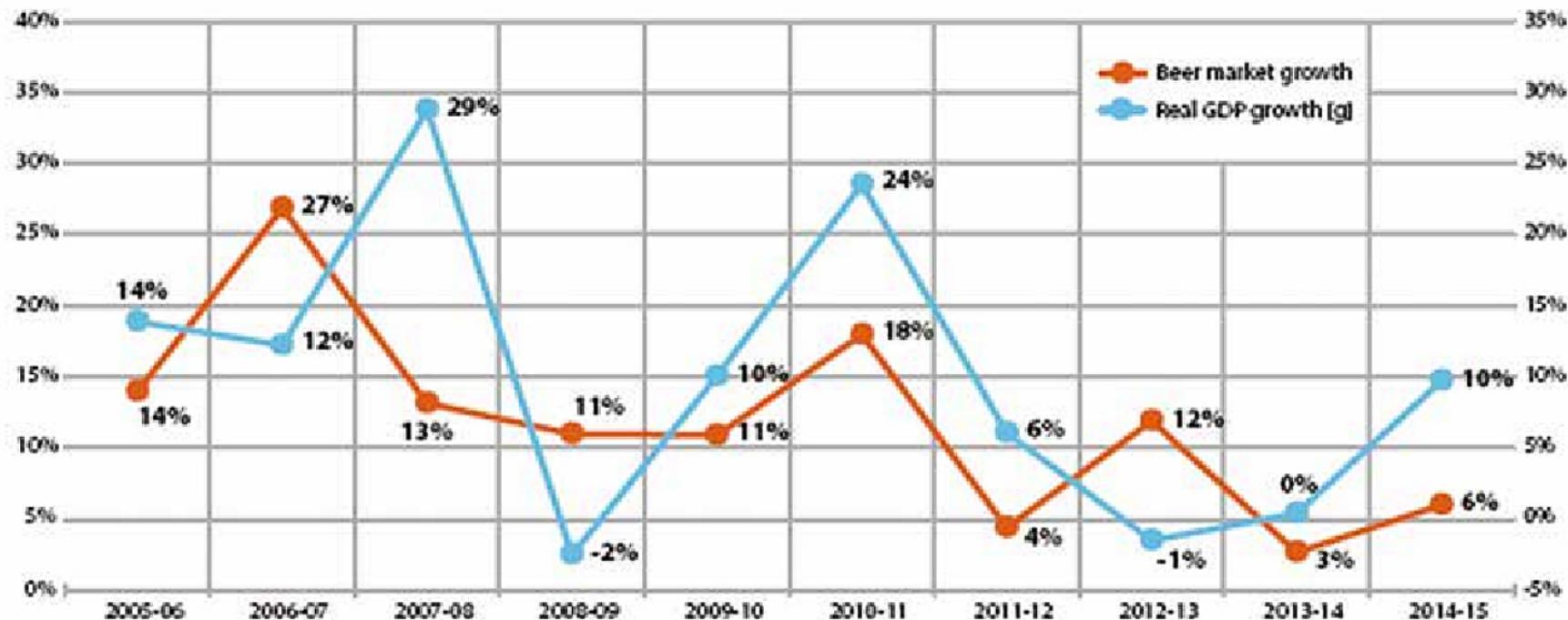
Million litres

Million cases



Correlation between Indian beer market and real GDP growth, %

Sources: World Bank, our calculations



WHY INDIA IS THE FASTEST-GROWING ECONOMY ON THE PLANET

ECONOMICS & POLICY

CHAZEN GLOBAL INSIGHTS | December 9, 2016

One of the world's foremost economists suggests which catalysts propelled India out of desperate poverty – and predicts how the subcontinent will turn its sprint into a marathon.

INDIA'S DAYS AS A BEER-DRINKING LIGHTWEIGHT MAY SOON BE OVER

January 5, 2017

CRAFT BREWS: WITH MORE THAN 80 OPERATING MICROBREWERIES VERSUS JUST TWO IN 2008, SALES OF CRAFT BEER ARE RISING 20 PERCENT ON-YEAR



VIETNAM



VIETNAM'S BOOMING CRAFT BEER SCENE

By Kate Springer, Dan Tham, **CNN** Updated 3:33 AM ET, Wed July 5, 2017

(CNN) A night out drinking in Vietnam used to mean one thing: sipping Bia Hoi, a local draft beer with 3% alcohol content, from a tiny stool on the sidewalk.

But feather-light lagers aren't the only game in town anymore.

The country's craft beer scene is booming, having welcomed more than a dozen micro-breweries in the past two years.



Photos: Vietnam's new brews

[East West Brewing Company](#) opened on a busy street in the city's central District 1 in January, 2017

April 13, 2016

ON THE FRONTIER OF BEER IN VIETNAM

Brett Davis, Contributor

“IN 2015 THE COUNTRY CONSUMED 3.4 BILLION LITERS OF BEER, ROUGHLY 38 LITERS FOR EVERY INDIVIDUAL IN THE COUNTRY.”

April 13, 2016

ON THE FRONTIER OF BEER IN VIETNAM

Brett Davis, Contributor

**“THAT WAS UP 10 PERCENT ON THE
PREVIOUS YEAR, AND A WHOPPING 41
PERCENT COMPARED TO 2010.”**



JAPAN

THE COUNTRY IS IN THE TOP TEN BEER CONSUMERS

7TH LARGEST

2015 Ranking	2014 Ranking	Country	2015	
			Total Consumption (thousand kl)	Global Market Share
1	1	China	43,266	23.5%
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March 1, 2017

NEW TAXES COULD TRIGGER A JAPANESE CRAFT BEER RENAISSANCE

Unifying rates for all beer makers is good news for craft brewers.

Saturday, June 4, 2016

BY DANIEL MORALES
SPECIAL TO THE JAPAN TIMES

“BEER ESSENTIALS: THE CRAFT BEER BOOM IN JAPAN SHOWS NO SIGN OF RUNNING DRY”



OUR BEER

CORE FOUR



PASSPORT SERIES







DRINK

Prehistoric yeast fuels a craft brew

By Alyssa Pereira

Around 45 million years ago, a leaf became ensconced in a small chunk of Burmese amber. It was a mundane enough event at the time, until the piece fell into the right hands.

Today, through the scientific maneuverings of two very dedicated molecular biologists and a rather adventurous East Bay brewer, microscopic bacteria within the amber are being crafted into — go figure — beer.

Dr. Raul Cano, a molecular biologist and retired Cal Poly-San Luis Obispo professor, acquired the Eocene Epoch piece of amber in the early 1990s. He successfully extracted a yeast, and then managed to rouse it from dormancy shortly thereafter. His achievement, however, was not met with universal applause. As supposedly the first person to pull off such a temporally irrefutable feat, critics were naturally skeptical.

Another molecular biologist, Chris Lambert, was one such criti-



From Foothills Brewing Company: A 45-million-year-old yeast strain in this amber, above, was used to craft a saison, right, by an East Bay brewery.

"It needs to be roused. — A lot of modern yeasts are like that, but this is much more."

See Schubert, below

it, "high maintenance."

"It needs to be roused," Schubert says. "It's not a yeast that's



AQOTANGO

BREWED WITH QUINOA
LOW GLUTEN BEER





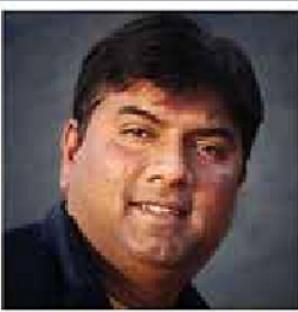
TEAM



IAN SCHUSTER
Founder/CEO



MURTY CHENNOBOTHLA
President, India



ATUL MADNE
COO



CUONG VAN NGUYEN
President, SBC-Brewmaster



GILLIAN QIAN
President, China



CHRIS HAMPTON
Chief Restaurant Officer



GILLIAN GRAY
Special Projects Officer



DARRON BRACKENBURY
Director

MORE INFO:

[HTTPS://WEFUNDER.COM/SFUBB](https://wefunder.com/sfubb)

Music: Going Higher <http://www.bensound.com>

Music: Energy <http://www.bensound.com>

Billionaire Sam Adams founder explains how he helped spark the craft-beer revolution

<http://www.businessinsider.com/samuel-adams-founder-jim-koch-on-craft-beer-revolution-2015-6>

PRESS RELEASES | STEADY GROWTH FOR SMALL AND INDEPENDENT BREWERS, March 28, 2017

<https://www.brewersassociation.org/press-releases/2016-growth-small-independent-brewers/>

U.S. now has over 4,000 breweries. How many is too many?

<http://celebratethesuds.blogspot.com/2015/09/us-now-has-over-4000-breweries-how-many.html>

Brewers association: U.S. PASSES 4,000 BREWERIES, September 28, 2015

<https://www.brewersassociation.org/insights/4000-breweries/>

China is Now The World's Largest Beer Market

<http://www.foxbusiness.com/features/2016/03/31/china-is-now-worlds-largest-beer-market.html>

Kirin Beer University Report Global Beer Consumption by Country in 2015

http://www.kirinholdings.co.jp/english/news/2016/1221_01.html

Grobal off-trade of beer segmented by region

<https://www.slideshare.net/Adrienna/the-global-beverage-market2013>

Surfing the ebb and flow of the Asian alcohol market

<http://blogs.reuters.com/data-dive/2015/04/14/surfing-the-ebb-and-flow-of-the-asian-alcohol-market/>

<https://dupress.deloitte.com/dup-us-en/economy/asia-pacific-economic-outlook/2016/q1-asia-economic-growth-continues.html>

Why India Is the Why India Is the Fastest-Growing Economy on the PlanetFastest-Growing Economy on the Planet

<https://www.bloomberg.com/news/articles/2017-01-06/india-s-beer-market-to-fizz-thanks-to-youth-culture-change-bmi>

On The Frontier Of Beer In Vietnam

<https://www.forbes.com/sites/davisbrett/2016/04/13/on-the-frontier-of-beer-in-vietnam/#4a20adf87be7>

Columbia Business School - Why India Is the Why India Is the Fastest-Growing Economy on the PlanetFastest-Growing Economy on the Planet

<https://www8.gsb.columbia.edu/articles/chazen-global-insights/why-india-fastest-growing-economy-planet>

New Taxes Could Trigger a Japanese Craft Beer Renaissance

<https://www.bloomberg.com/news/articles/2017-03-02/new-taxes-could-trigger-a-japanese-craft-beer-renaissance>

Beer essentials: The craft beer boom in Japan shows no sign of running dry

<http://www.japantimes.co.jp/life/2016/06/04/food/beer-essentials-craft-beer-boom-japan-shows-no-sign-running-dry/>