FULL RELEASE:

Craft Brew News Releases Top Craft Players' 2012 Stats

All major craft brewers grew last year, based on brewery reports and Beer Marketer's INSIGHTS estimates

(SUFFERN, NY - January 21, 2013) Craft beer producers had a banner year, once again in 2012. Leading craft beer industry publication Craft Brew News released its exclusive look at the top craft brewers in 2012 today. The publication reported that for the 6th consecutive year, virtually every top craft brewer - those that shipped over 100,000 barrels (bbls) annually - increased shipments last year. Sixteen of these top 27 US craft brewers were up double-digits in 2012. Craft Brew News estimated craft category growth at 1.5 mil bbls, +12% in 2012, though subject to revision when all industry data is final.

Figures in the attached table are based on data either: 1) provided by brewers (in almost all cases); or 2) BMI's *estimates* for public companies (Boston Beer Co, Craft Brew Alliance) which have not yet disclosed final figures. Note that Craft Brew News includes two brewers not captured by Brewers Association data: Craft Brew Alliance and Magic Hat/Pyramid - these companies are not considered "craft brewers" by the BA. Also attached are exclusive insights that Craft Brew News shared with subscribers in text that accompanied the table.

Craft Brew News is the leading craft beer industry publication, providing exclusive industry statistics and analysis alongside breaking news and in-depth features on top players and consumer trends. Craft Brew News is a subscription-based e-newsletter, published 60+ times a year plus flashes for need-to-know breaking news.

Beer Marketer's INSIGHTS has been the leading source of information about the US beer industry for over 40 years. BMI offers a wide range of information services, including the flagship Beer Marketer's INSIGHTS, Insights Express, Alcohol Issues Insights, Craft Brew News and Beverage Business Insights. It presents two annual beer industry conferences and publishes the comprehensive Beer Industry Update, the most comprehensive source of complete US beer industry data.

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Below are exclusive insights printed in Craft Brew News alongside the attached table.

Boston Beer Co Share of Craft Beer Continues to Slip Industry leader Boston Beer's beer business lagged segment growth for the third straight year, based on BMI estimates. The co's overall volume is likely up near 10%, but that includes strong Twisted Tea brand and national rollout of Angry Orchard cider. We estimate Boston Beer shipped approximately 2.15 mil bbls of craft beer, up 2-3%. If these numbers hold, that would mean Boston's share of craft biz slimmed to about 15.7 in 2012, down from 21 share as recently as 2008.

Sierra Nevada Shone, Matching Segment Growth Second largest craft supplier, Sierra Nevada, posted its best gain in over a decade, up 108,000 bbls, 12.6%. Sierra scored by far the biggest volume gain of any craft brewer, and was the only top 5 player to not lose share of the segment, holding on at 7.

Top 2 Craft Players About 23 Share of Craft, Reverse of Mainstream Beer Industry Boston Beer and Sierra Nevada represent about 23 share of craft beer business, leaving 77% of craft spread among well-over 2000 smaller players. That's close to the opposite of big beer market, where Anheuser-Busch and MillerCoors have about 80 share of non-craft malt beverages in the US.

Three in Top 10 Outperform Craft Segment Growth, Led By Lagunitas, +46% Lagunitas Brewing of Petaluma, CA posted strongest growth trend among top suppliers in 2012, up 74,000 bbls, 46% to 235,000 bbls. Lagunitas has more than quintupled its beer shipments in the last 5 years. Oregon mainstay Deschutes Brewing stayed ahead of Lagunitas in CBN rankings, up 30,000 bbls, 13.5%. Leading Michigan-brewer Bell's grew 20% in 2012 and more than doubled overall craft growth pace since 2007.

Traffic Jam Around 175,000 Bbls Four players shipped between 172K and 177K bbls in 2012, each up double digits. Stone Brewing shipped about 177,000 bbls last year, +18.8%, and Brooklyn Brewery was right behind at 176,000, +25.7%. Both grew over 150% over the last five years. Also in the group is Boulevard Brewing, +10.8% to 174,000 bbls, and Dogfish Head Brewing, +19.4% to 172,000 bbls. Dogfish Head has more than tripled its volume since 2007.

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Below is the exclusive table of top craft players in 2012, compiled and released by Craft Brew News.

	Shipments Bbls - 000		Change		Craft Share			Change 07-12	
	2012	2011	bbls	%	2012	2011	2007	bbls	%
Boston*	2,150	2,096	54	2.6	15.7	17.1	1,758	392	22.3
Sierra Nevada	966	858	108	12.6	7.0	7.0	663	303	45.7
New Belgium	765	713	52	7.3	5.6	5.8	476	289	60.7
Craft Brew Alliance*	650	623	27	4.3	4.7	5.1	554	96	17.3
Spoetzl (Shiner)	524	487	37	7.6	3.8	4.0	372	152	40.9
Magic Hat/Pyramid	337	336	1	0.3	2.5	2.7	304	33	10.9
Deschutes	253	223	30	13.5	1.8	1.8	162	91	56.2
Lagunitas	235	161	74	46.0	1.7	1.3	43	192	446.5
Bell's	216	180	36	20.0	1.6	1.5	91	125	137.4
Matt	202	196	6	3.1	1.5	1.6	174	28	16.1
Harpoon	193	173	20	11.6	1.4	1.4	116	77	66.4
Stone	177	149	28	18.8	1.3	1.2	69	108	156.5
Brooklyn	176	140	36	25.7	1.3	1.1	70	106	151.4
Boulevard	174	157	17	10.8	1.3	1.3	130	44	33.8
Dogfish Head	172	144	28	19.4	1.3	1.2	54	118	218.5
Shipyard	159	129	30	23.3	1.2	1.1	83	76	91.6
Abita	151	125	26	20.8	1.1	1.0	75	63	84.0
Alaskan	140	130	10	7.7	1.0	1.1	114	26	22.8
Great Lakes	132	122	10	8.2	1.0	1.0	65	67	103.1
New Glarus	126	109	17	15.6	0.9	0.9	65	61	93.8
Long Trail	125	120	5	4.2	0.9	1.0	99	26	26.3
Anchor	117	103	14	13.6	0.9	0.8	93	24	25.8
Rogue	114	92	22	23.9	0.8	0.8	66	48	72.7
Summit	113	104	9	8.7	0.8	0.8	81	32	39.5
Full Sail	110	105	5	4.8	0.8	0.9	67	43	64.2
Firestone Walker	110	100	10	10.0	0.8	0.8	51	59	115.7
Sweetwater	110	95	15	15.8	0.8	0.8	45	65	144.4
Top 27	8,697	7,970	727	9.1	63.4	65.1	5,940	2,757	46.4
Others	5,023	4,280	743	17.4	36.6	34.9	2,560	2,463	96.2
Total*	13,720	12,250	1,470	12.0			8,500	5,220	61.4

*CBN estimates. All other figures based on data provided by individual brewers.