



**Presentation to  
Reform On Tap Task Force**

Brewers Association of Maryland  
May 24, 2017

# What you'll hear about Maryland beer...

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- Industry overview
- Economic impact
- Definition of “brewery”
- Benefits of breweries on state/communities
- Industry agricultural & marketing efforts
- BAM goals





## State of Maryland Beer

- Breweries in 19 jurisdictions
- Located on main streets, farms, restaurants and in warehouse/industrial districts



# What's a Brewery?

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- **Breweries are:**
  - Manufacturers of beer
  - Agricultural growers
  - Limited wholesalers
  - Limited retailers
  
- **Breweries are:**
  - Craft manufacturers
  - Economic drivers
  - Centers of community
  - Diverse employers
  - Tourist destinations



# Statistics

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- **Licensed breweries:**
  - Class 5 Brewery: 32
  - Class 6 Pub-Brewery: 1
  - Class 7 Micro-Brewery: 26
  - Class 8 Farm Brewery: 12
- Brewers-in-planning: 20+
- \$652 million economic impact in '14 (extrapolated to \$925 million with current # brewers)
- >\$11 million in alcohol excise + sales tax in FY16
- 7.6-11.5% of all beer sold in MD  
*(using State and BA estimates)*



# Agriculture

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- BAM Agricultural Resources Committee encouraging growing of hops & grains
- 25+ acres of hops in Maryland
- Converting growers of conventional grains to malting grains.
- Operating malt houses:  
1 in 2014, 3 in 2017  
(in Frederick, Harford, Howard Co's)
- Twice annual field days



# Marketing/Promotion

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- Educating consumers and improving awareness about local beer
- Events and promotions around the state to support our brewers
- “FeBREWary: MD Craft Beer Lovers Month” promotion from state Commerce / Office of Tourism Development
- Baseball & Beer Scorecard with Tourism and Comptroller



# BAM's Goals

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- Grow the market for *all* beer in Maryland
- Make Maryland a benchmark state for breweries
- Advance the industry through education
- Modernize laws to meet customer demands







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