



16<sup>th</sup> December 2016

**BREWERS ASSOCIATION PROUDLY SPONSORS LONDON DRINKER BEER & CIDER FESTIVAL FOR FIRST TIME**

The Brewers Association (BA), the not-for-profit trade association dedicated to promoting and protecting American craft brewers, their beers and the community of brewing enthusiasts, is delighted to sponsor the London Drinker Beer & Cider Festival for the first time.

The BA, through its Export Development Programme, is showcasing a diverse range of innovative and distinctive, high quality American craft beers including rare and seasonal beers never normally available in the UK. Established U.S. brands known to the UK market will be poured as well as new and experimental beers from small and independent U.S. craft brewers who are making their debut appearance in the UK. All beers are being flown over especially for London Drinker Festival and the full list will be confirmed shortly.

The U.S. is widely credited with igniting the global craft brewing movement and the impressive line-up of packaged beers on offer demonstrates the consistent, world-class quality of America's craft brewing scene.

There are now more than 5,000 small and independent U.S. craft breweries representing 12% of the overall beer industry in the States. Global exports were up 16% in 2015 (latest figures) with the UK representing an important export market.

The BA produces a wealth of (free) resources to help the beer drinker enjoy and understand craft beer and are available for download on [www.brewersassociation.com](http://www.brewersassociation.com) or [www.craftbeer.com](http://www.craftbeer.com)

A regular participant at CAMRA's Great British Beer Festival, the BA looks forward to welcoming CAMRA members and non-members alike to the Foreign Beer Bar at London Drinker to sample creative, inspirational and innovative U.S. craft beers.

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Notes

The Brewers Association defines craft brewers as being small, independent and traditional. Small: Annual production of 6 million barrels of beer or less (approximately 3% of U.S. annual sales). Beer production is attributed to the rules of alternating proprietorships. Independent: Less than 25% of the craft brewery is owned or controlled (or equivalent economic interest) by an alcoholic beverage industry member that is not itself a craft brewer. Traditional: A brewer that has a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation. Flavored malt beverages (FMBs) are not considered beers.

#### **About the Brewers Association**

The Brewers Association is the not-for-profit trade association dedicated to [small and independent](#) American brewers, their beers and the community of brewing enthusiasts. The Brewers Association (BA) represents more than 70 percent of the brewing industry, and its members make more than 99 percent of the beer brewed in the U.S. The BA organizes events including the [World Beer Cup](#)<sup>®</sup>, [Great American Beer Festival](#)<sup>®</sup>, [Craft Brewers Conference & BrewExpo America](#)<sup>®</sup>, [SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience](#), [AHA National Homebrewers Conference](#), [National Homebrew Competition](#) and [American Craft Beer Week](#)<sup>®</sup>. The BA publishes [The New Brewer](#) magazine and its [Brewers Publications](#) division is the largest publisher of contemporary and relevant brewing literature for today's craft brewers and homebrewers.

Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](#) and about homebrewing via the BA's [American Homebrewers Association](#). Follow us on [Twitter](#).

Issued on behalf of the Brewers Association, 1327 Spruce Street, Boulder, Colorado, 80302 USA. [www.brewersassociation.org](http://www.brewersassociation.org)

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