**THE BUSINESS OF CRAFT BEER**

**STYLES OF SUMMER**

**SAISON**
Fatty fish and chicken off the grill, BBQ pork sandwiches and sloppy joes

**SOUR**
Fried chicken, turkey and ham sandwiches, and fresh, rind-ripened and washed-rind cheeses

**SAISON**
Oysters or mildly acidic foods like tomato sauce

**SESSION**
Salads, lean fish and poultry off the grill

**BERLINER WEISSE**
Light seafood dishes such as oysters or grilled shrimp

**IPA**
Cheeses, spicy foods like curry, desserts like carrot cake

**PAIRS WELL WITH**

**SAISON**
Discovery of new beers is popular with 84% of craft beer consumers

**SOUR**

**SESSION**

**IPA**

**DID YOU KNOW?**

84 percent of craft beer consumers have seasonal preferences

45% of craft beer drinkers indicate that they would try more craft beers if they knew more about them

113 PERCENT increase in the number of new beers entering the marketplace from 2012-2013

**CAREER OPPORTUNITIES**

2,768 breweries

2,768 breweries that operated for some or all of 2013, were comprised of 1,237 brewpubs, 1,412 microbreweries and 119 regional craft breweries

110,273 jobs

Craft brewers currently provide an estimated 110,273 jobs in the U.S., including serving staff in brewpubs

$33.9 billion

$33.9 billion dollars were added to the U.S. economy by small and independent American craft breweries in 2012

15.6 million

Craft brewers sold an estimated 15.6 million barrels of beer in 2013, up from 13.2 in 2012

**THE EXPERTS**

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JOHN LALOGANES
Assistant Professor, Kendall College School of Hospitality Management

KEITH LEMCKE
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Please Drink Responsibly

hospitality.kendall.edu  siebel-institute.com