



## **New York State Brewers Association**

<https://newyorkcraftbeer.com/>

Facebook: @NYcraftbeer

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Founded in 2003, *New York State Brewers Association (NYSBA)* promotes, protects and educates about the culture and business of New York State breweries. Representing each brewery in the State, NYSBA defends the vital interests of the New York brewing industry – including breweries, microbreweries, farm breweries, brewpubs and brewing affiliated businesses. NYSBA serves as a promotional and legislative proponent for breweries, encourages unity and support among brewers to create a unified voice and action.

### **Think NY, Drink NY®**

New York State has earned a reputation for innovative and quality beers. Through NYSBA's joint advertising and marketing efforts, the organization works to create a unified brand that elevates and promotes New York State beer as the highest quality in the nation. The Think NY, Drink NY® campaign encourages consumers to drink fresh, local beer across the Empire State. The recognizable Think NY, Drink NY® mark can be found on cans, bottle labels and promotional flyers throughout the State.



With over 420 breweries, it's easy and enjoyable for consumers to Think NY, Drink NY®.

## **New York Craft Beer App**

*When the New York Craft Beer App launched in 2017, it was the first state-wide beer app in the country.*

One of the best ways for consumers to show their love for New York State craft beer is by downloading the official app of NYSBA (available for both Apple and Android devices).

The *New York Craft Beer* app allows users to check-in at breweries across the State, earning a stamp on their tasting passport. As they set stamp milestones, craft beer enthusiasts earn a reward from NYSBA – ranging from 100% NYS beer soap for 35 stamps up to two VIP tickets to all four of NYSBA's beer festivals for 300 stamps.

In addition to navigating a map of every brewery across New York State, and searching for breweries by region, users are easily able to view which breweries are near them at any given time. Users can find directions to individual breweries or select multiple locations to build (and save) a personal tour.

The app's beer tab allows enthusiasts to view beers by style (as well as descriptions and tasting notes for each style), by brewery and keep track of which brews are their favorite.

## **Economic Impact of Craft Beer in New York State**

New York State Brewers Association released an economic impact report detailing the effect of the craft beer industry on New York State in 2018. Highlights include:

- The annual economic impact of New York craft beer is **\$5.3 billion**.
- There are more than **420 licensed breweries** in New York State.
- Over **19,000 full-time jobs** are supported by the New York craft beer industry.
- More than **2 million barrels** of craft beer are produced in New York State.

## **New York State Craft Brewers Conference**

The annual New York State Craft Brewers Conference is the premier gathering of the New York State craft brewing industry. Organized by NSYBA, the conference is attended by hundreds of industry professionals including breweries, farm breweries, NYSBA partners and allied members, and other affiliated businesses. Keynotes, classes, sessions, and panel discussions are run by industry experts and provide insights on all stages of craft beer production, packaging, and distribution. The conference concludes with the annual NYSBA brewers meeting to share updates on the association and industry as a whole.

## **New York Craft Beer Competition and Governor's Cup**

The official craft beer competition of New York highlights and promotes the best craft beers across the state, as part of Governor Cuomo's ongoing commitment to promote New York beverages. The annual competition is open to all licensed New York State breweries.

With the help of the Raise A Glass Foundation, all entries are blind judged by a panel of trained beer judges and industry professionals. Entries are evaluated based on pre-established criteria and using a custom scoring sheet developed by NYSBA. Each year the list of categories is revisited to include up-and-coming styles of beer. The top three finishers in each category are awarded gold, silver, and bronze medals.

Gold medal winners across all categories are then judged among each other, and the overall winner receives the Governor's Craft Beer Cup for the "Best of Show" beer. One brewery is also named Brewery of the Year based on the highest cumulative score on all beers entered.

Winners of the 2019 competition were announced on March 8, 2019 at the New York State Craft Brewers Conference.

### **2019 Competition Stats:**

- 813 entries (largest number of entries in the competition's history)
- 160 NYS breweries entered beer
- 25 categories judged
- 56 judges from across NYS
- 74 total medals awarded
- 53 breweries awarded medals
- Hazy IPA, a new category in 2019, received the most entries with 82 beers
- Governor's Craft Beer Cup awarded to Prison City Pub & Brewery for their "Wham Whams" in the experimental category
- The Brewery at the CIA named Brewery of the Year

## **New York Craft Beer Festivals™**

Four New York Craft Beer Festivals™ throughout the state are produced by NYSBA each year. These festivals attract breweries from every region of the state and help to raise money for the craft beer industry. The events are unique in that brewers pour their own beer, allowing craft beer enthusiasts to meet and talk with the people responsible for making their favorite beers. Tickets are sold for general admission as well as a VIP session that includes early entrance and access to exclusive VIP beers.

## **Master Tasting Experience**

A two-hour experience presented by NYSBA guides a group of 50 people through a tasting of six distinct New York State craft beers. The workshop begins with participants learning about the vibrant past of craft beer before covering the complexities among various beer styles. As an example of the ancient concept of community fostered by beer, the Master Tasting Experience is a tool for team or relationship building.

## **Resources**

NYSBA represents, promotes, and educates on the craft brewing industry in New York State. NYSBA provides educational resources [on their website](#) of the legalities and logistics of operating a brewery.

They also keep a pulse on the legislation that impacts the industry, offering updates and procedures for New York State breweries [on their website](#).

**EVENTS:** For a complete list of events, visit <https://newyorkcraftbeer.com/about/calendar/>

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