

# POST EVENT REPORT

NASHVILLE ⚡ MAY 7-10, 2023



**CRAFT BREWERS**  
CONFERENCE & BrewExpo America®



We had a fantastic time representing KÜHL at the Craft Brewers Conference in Nashville. The conference was a perfect blend of incredible beer, lively atmosphere, and enthusiastic attendees that quickly became close friends. Our booth received an overwhelming response, with visitors appreciating the comfort, durability, and style of our clothing, making it an unparalleled opportunity for us to connect with the brewing community for the third year in a row. We're already looking forward to the next conference in Las Vegas!

**Edward LaRossa**

**Corporate Sales Coordinator, KÜHL**



Craft Brewers Conference is the marquee event for companies and individuals operating in the vibrant craft brewing industry. There is no better event to network with new and familiar faces, evangelize your company with likeminded people and have a tremendous amount of fun while you're at it.

**Liam Colson**

**Regional Craft Manager, North America Prairie Malt**



PHOTOS © BREWERS ASSOCIATION



# FACTS + FIGURES

May 7-10, 2023

Nashville, TN

**Total Attendance: 12,000+**

**Exhibitors: 600+**

- 350,000 sq feet of Expo Hall Space

**Breweries: 1,959**

- 11% International - Top 5 International Countries: Canada, Germany, United Kingdom, Australia, Mexico
- 20% of attending breweries producing under 1,000 bbls

## World Beer Cup

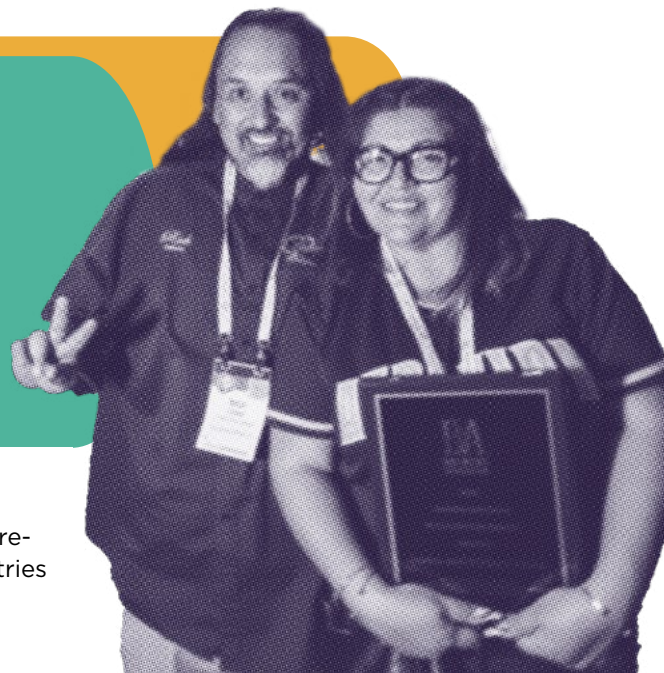
- The 2023 WBC judged 10,213 beers submitted by 2,376 breweries representing 51 countries. A world-class group of 272 judges from 26 countries decided World Beer Cup award winners.

## Charity Contribution

- In collaboration with the Community Resource Center (<https://crcmidtn.org/cb2023/>), CBC attendees were invited to combat housing insecurity by assembling 3,500 personal and household hygiene kits, impacting 10,000 middle-Tennessee community members in need.

## Education

- 194 speakers in 72 seminars and 5 pre-conference workshops across 9 educational tracks: Brewery Operations & Beer Styles, Business & Leadership, Export Development, Government Affairs & Legal, Quality & Ingredients, Safety & Sustainability, Sales, Distribution & Marketing, Taprooms & Brewpubs, and Thrive.



## Sponsors

Platinum

**9**

Gold

**14**

Silver

**3**

Bronze

**80**





# CRAFT BREWERS CONFERENCE HIGHLIGHTS & ATTENDEE IMPRESSIONS



## TOP REASONS THAT DROVE ATTENDEES TO THE BREWEXPO AMERICA TRADE SHOW:

To network with colleagues and establish new connections.....	78%
To get fresh ideas.....	67%
To learn more about developments within the industry.....	63%
To discover new and next generation tools, equipment and services .....	61%

## PRIMARY ATTENDEE TOPICS OF INTEREST:

Brewery Operations .....	22%
Technical Brewing.....	21%
Leadership .....	12%
Brewpubs (Management & Marketing).....	12%
Selling Craft Beer .....	7%
Packaging Breweries (Management & Marketing).....	5%
Quality .....	4%
Start-ups.....	3%

## ATTENDEES INDICATED THAT THEY:

Would recommend CBC to others .....	93%
Are likely to attend a future CBC .....	85%





# 2023 SPONSORS

## PLATINUM LEVEL



## GOLD LEVEL

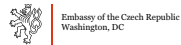


## SILVER LEVEL





## BRONZE LEVEL





# MEDIA COVERAGE

We try to be comprehensive, but with such extensive coverage, this list represents only a sampling of CBC's media coverage for a total of 58 million impressions.

**OVERALL CRAFT BREWERS CONFERENCE 2023 TOTAL IMPRESSIONS: 727,512,812**

## CRAFT BREWERS CONFERENCE 2023 COVERAGE HIGHLIGHTS

- May 7 — **WTVF-TV:** [The largest craft brew industry conference is back in Nashville](#)
- May 7 — **PORCHDRINKING.COM:** [2023 Craft Brewers Conference External Events Guide](#)
- May 8 — **LATESTFINANCE.NEWS:** [Here's a quick look at the Craft Brewers Conference 2023 in Nashville this week](#)
- May 8 — **CRAFT BREWING BUSINESS:** [Here's a Quick Overview of the 2023 Craft Brewers Conference in Nashville this week](#)
- May 8 — **NASHVILLE BUSINESS JOURNAL:** [Restaurant Roundup: Craft Brewers Conference fills downtown Nashville, restaurants gather for fundraiser](#)
- May 9 — **WBDO-FM:** [WBDO-FM \(Orlando, FL\)](#)
- May 9 — **BOOM! SOUTHEASTERN COMMERCE:** ["Exploring Middle Tennessee's Craft Beer Scene" - Cheek Interviewed on Nashville NPR Station | News & Knowledge | Adams and Reese LLP](#)
- May 11 — **MUSICCITYNASHVILLE.NET:** [CBC 2023 Had Plenty On Tap at Music City Center in Nashville](#)
- May 12 — **KCNC-TV:** [KCNC-TV \(Denver, CO\) - CBS Colorado Mornings](#)
- May 12 — **BREWBOUND:** [Brewbound ICYMI: Surviving the Craft Brewers Conference Whirlwind](#)

**OVERALL WORLD BEER CUP 2023 TOTAL IMPRESSIONS: 203,263,254**

## WORLD BEER CUP 2023 COVERAGE HIGHLIGHTS

- Apr. 27 — **THE BREWING NETWORK:** [2023 World Beer Cup Awards Ceremony](#)
- May 10 — **ALL ABOUT BEER MAGAZINE:** [The World Beer Cup® Presents the Best Beers of 2023](#)
- May 10 — **PORCHDRINKING.COM:** [BREAKING | 2023 World Beer Cup Results Announced](#)
- May 11 — **PROBREWER:** [World Beer Cup Winners Announced](#)
- May 11 — **AXIOS:** [Colorado breweries land 24 World Beer Cup awards. See the winners.](#)
- May 11 — **BREWBOUND:** [The World Beer Cup Presents the Best Beers of 2023](#)
- May 11 — **THE DENVER POST:** [Colorado brewers earn impressive 24 medals at World Beer Cup 2023](#)
- May 11 — **BRITISH GUILD OF BEER WRITERS:** [The World Beer Cup® Presents the Best Beers of 2023](#)
- May 11 — **BEER TODAY:** [World Beer Cup winners announced in Nashville](#)
- May 13 — **BIER-UNIVERSUM.DE:** [World Beer Cup-Gewinner ausgezeichnet](#)







# SAVE THE DATE

Las Vegas, NV | April 21-24, 2024



**We look forward to working with you!**



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