



# CRAFT BREWERS CONFERENCE<sup>®</sup> & BrewExpo America<sup>®</sup>

APRIL 28 – MAY 1, 2025  
INDIANAPOLIS, IN

# POST-EVENT REPORT





I think because the Brewers Association offers so many different avenues to reach the brewing community, we've been able to develop a 360-degree experience for brewers. We look at advertising and event sponsorships we participate in to position ourselves as leaders in the industry. It's been a healthy partnership, and the team we work with is just phenomenal. You couldn't ask for better support.



GIGI LAWRENCE  
*Global Marketing Director  
Pneumatic Scale Angelus*

Being a sponsor at CBC is important because we can reach more outside our booth. Having signage around, sponsoring events, and being able to serve beer help drive people to our booth rather than being stagnant and just sitting in our space.



DEBRA COLETTI  
*Product Consultant  
Amoretti*

I've been to at least 15 Craft Brewers Conferences over the years, both as a brewer and now as a supplier rep. It's been an incredible experience every time I've ever been. It's bringing an industry together to share ideas, meet new brewers, and hear all the brilliant things going on in the brewing universe. It's a fantastic group of people from all over the world.



JEREMY RAGONESE  
*Director of Marketing  
John I. Haas*

We are a relatively new company in the software space in the US, and we've been getting in some good face time and conversations with brewers here at CBC. It's been a great experience to connect directly with them, having the right conversations at the right time with the right people.



COLBY SATO  
*Account Executive  
Breww*

Craft Brewers Conference is an important show for us because it gives us a chance to see all our customers in person, talk business, and let them touch, feel, and see everything. It's one of our biggest shows yearly, so it's essential for us. We get many follow-up sales from CBC, so we see a boom in sales afterward.



BEN GIBLER  
*Senior Account Manager  
Grandstand*



# FACTS + FIGURES

APRIL 28-MAY 1, 2025  
INDIANAPOLIS, IN

**Total Attendance:**  
**~8,000**

**Exhibitors:**  
**550+**

**Breweries:**  
**43%** of Total Attendees

**12% International**  
Top four International Countries: Canada, Germany, United Kingdom, Mexico

**11.8%** of attending breweries producing under 1,000 bbls

## Sponsors:

PLATINUM

**7**

GOLD

**12**

SILVER

**6**

BRONZE

**66**

# 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..... **85%**
- To learn more about developments within the industry ..... **56%**
- To get new insights ..... **52%**
- To discover new and next generation tools, equipment and services ..... **47%**



## PRIMARY ATTENDEE TOPICS OF INTEREST:

- Beer Production & Styles ..... **18%**
- New Business Development..... **13%**
- Sales & Distribution ..... **13%**
- Ingredients & Supply Chain ..... **9%**
- Equipment & Engineering ..... **9%**
- Product Development & Innovation ..... **8%**
- Marketing, PR & Social Media ..... **7%**
- Management & Leadership ..... **5%**



## ATTENDEES INDICATED THAT THEY:

- Would recommend CBC to others ..... **92%**
- Likely or very likely will attend a future CBC ..... **81%**



# SPECIAL THANKS TO OUR 2025 SPONSORS

## Platinum Level Sponsors



## Gold Level Sponsors



## Silver Level Sponsors



# SPECIAL THANKS TO OUR 2025 SPONSORS

## Bronze Level Sponsors





Michael F...  
Jackson

HUB  
EXHIBITS  
BY  
The  
Museum

LOUISE VOLPE  
Brite Brewery  
CARRVILLE, NC  
EXHIBITOR

ROSBY



# FACTS + FIGURES

## COMPETITION STATS

**8,375**  
Entries Judged

**1,761**  
Breweries & Cideries

**49**  
Countries

**265 Judges**

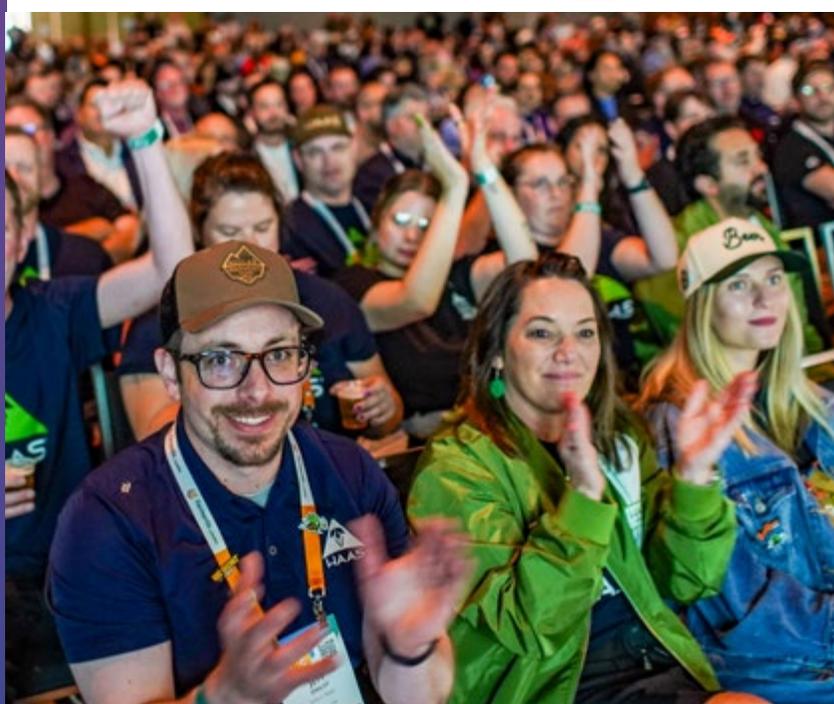
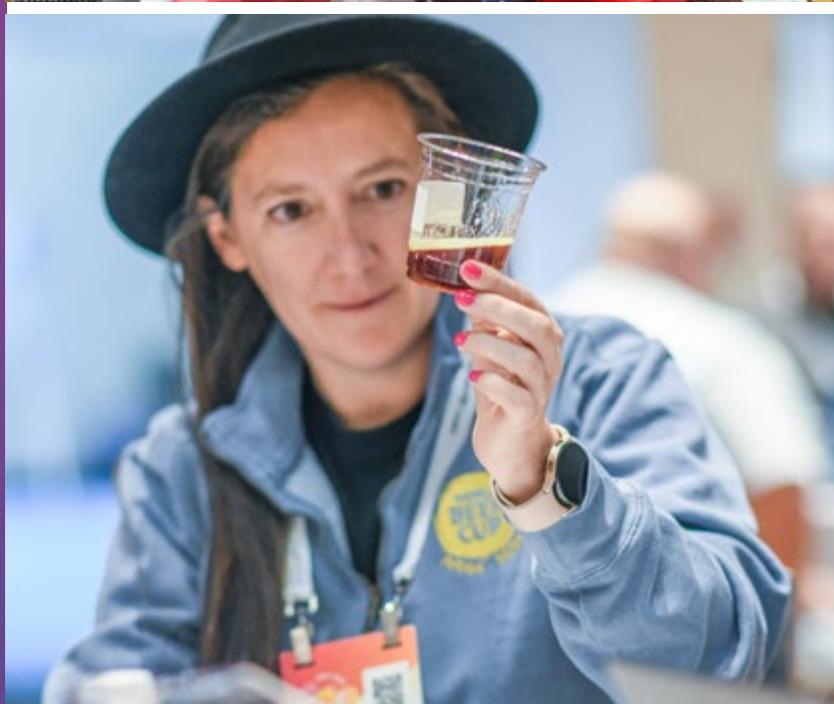
132 of which were International Judges from 37 Countries

**117 Beer & Cider Styles** Judged

**349 Plaques and Sashes** Awarded

**Largest Category:**

Juicy or Hazy India Pale Ale with 290 entries





**13,280**  
**Live & Recorded**  
**Streams**

**3,500+**

Additional Views  
of Recording

CEREMONY  
STREAMING STATS

2,115 Peak Concurrent Viewers During  
Livestream

Viewers from 23 different countries

## 2025 SPONSORS



# CRAFT BREWERS CONFERENCE AND WORLD BEER CUP MEDIA COVERAGE

## OVERALL CRAFT BREWERS CONFERENCE & WORLD BEER CUP 2025

TOTAL IMPRESSIONS: 15,888,539,912

### CRAFT BREWERS CONFERENCE 2025 COVERAGE HIGHLIGHTS

- Apr 28 — **WXIN-TV:** WXIN-TV (Indianapolis, IN) - FOX 59 Morning News at 4AM
- Apr 28 — **WTTV-TV:** WTTV-TV (Indianapolis, IN) - CBS4 News This Morning at 5
- Apr 28 — **WIBC-FM:** WIBC-FM (Indianapolis, IN)
- Apr 28 — **AXIOS INDIANAPOLIS:** Indy hosts Craft Brewers Conference amid difficulty in industry
- Apr 30 — **FORBES:** Craft Beer Industry Adapting To New Normal, Brewers Association Says
- Apr 30 — **PROBREWERY:** Bart Gives State of the Industry Address at CBC
- May 1 — **BREWBOUND:** Bart Watson: If You're Trying to Ride Out This Wave, 'You Should Probably Reconsider'
- May 1 — **VINEPAIR:** Craft Brewers Regroup After 'Crappy' Year and Brace for Another at 2025 CBC
- May 6 — **WASHINGTON BEER BLOG:** Headwinds or New Reality? Bart Watson Addresses the CBC
- May 10 — **THE BREWER MAGAZINE:** 3 Things Bart Watson Highlighted That Shows Resilience and Strategic Focus for Craft Breweries
- May 13 — **WISCONSIN STATE JOURNAL:** Beer Baron: The death of craft brewing has been greatly exaggerated
- May 14 — **CRAFT BEER & BREWING MAGAZINE:** Reflections from the 2025 Craft Brewers Conference

### WORLD BEER CUP 2025 COVERAGE HIGHLIGHTS

- May 2 — **DETROIT FREE PRESS:** 3 Michigan breweries win silver at 2025 World Beer Cup
- May 2 — **CLEVELAND.COM:** 8 Ohio breweries win World Beer Cup awards
- May 2 — **YAHOO LIFE:** 2025 World Beer Cup: Who won the most competitive categories?
- May 2 — **GIORNALEDELLABIRRA:** [World Beer Cup, Italy wins gold!](#)
- May 3 — **HET NIEUWSBLAD:** [Brouwerij The Musketeers viert 25ste verjaardag: "Na het winnen 'World Beer Cup' is alles in stroomversnelling geraakt"](#)
- May 6 — **DRINKS DIGEST:** Australia triumphs at World Beer Cup
- May 6 — **ABOUT DRINKS:** Gold für das Weiherer Rauch beim World Beer Cup 2025
- May 6 — **MILWAUKEE JOURNAL SENTINEL:** Wisconsin breweries bring home 5 medals from 2025 World Beer Cup
- May 7 — **THE CRAFTY PINT:** Inside The World's Biggest Beer Awards
- May 7 — **AXIOS SAN DIEGO:** 5 San Diego breweries won medals at the 2025 World Beer Cup
- May 7 — **G1:** Cerveja sem álcool de Campinas conquista ouro nas 'Olimpiadas da cerveja' nos Estados Unidos
- May 8 — **Forbes Brasil:** As Melhores Cervejarias dos Estados Unidos, Segundo a World Beer Cup 2025
- May 10 — **Winnipeg Free Press:** Opinion: Manitoba producers win drinks awards — plus six brews, many fruit-infused, to enjoy in the heat
- May 15 — **Houston Life:** Texas brews win big at the 2025 World Beer Cup





# SAVE THE DATE!

PHILADELPHIA, PENNSYLVANIA  
April 20-23, 2026



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



Kari Harrington  
Sr. Manager,  
Business Development  
303.447.0816 x167  
[kari@brewersassociation.org](mailto:kari@brewersassociation.org)



Kevin Doidge  
Sales Director  
303.447.0816 x151  
[kevin@brewersassociation.org](mailto:kevin@brewersassociation.org)

