

The logo is a dark blue circle with a stylized blue keyhole icon above the word 'CRAFT'.

CRAFT BREWERS CONFERENCE® & BrewExpo America®

PHILADELPHIA, USA

APRIL 20-22, 2026



POST-EVENT REPORT



FACTS + FIGURES

APRIL 20-22, 2026
PHILADELPHIA, PA

TOTAL ATTENDANCE:

7,000

EXHIBITORS:

498

BREWERIES:

61%

of Total Attendees
1,020 unique breweries

12% International

Top 5 Countries: Canada, Germany,
United Kingdom, Japan, Mexico

SPONSORS:

PLATINUM

9

GOLD

12

SILVER

5

BRONZE

61

"As a first-time exhibitor, the Craft Brewers Conference was an incredibly important opportunity for us because it also marked the first time we introduced Keep It Simple to any mass market. We went in not knowing what to expect, but the experience exceeded our expectations in every way. The show delivered tremendous exposure, meaningful conversations, and provided an amazing amount of momentum to our business."

PETE DIGERONIMO

Sales & Marketing Manager
Keep It Simple, A Life Is
Good Company



CRAFT BREWERS CONFERENCE

HIGHLIGHTS & ATTENDEE IMPRESSIONS



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

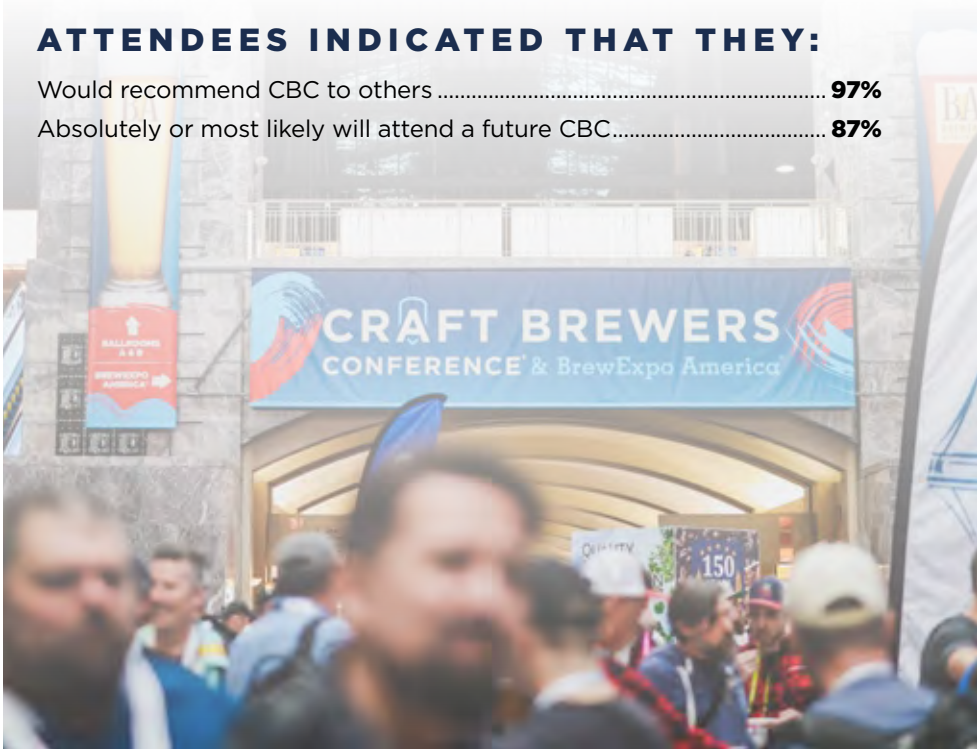
To network with colleagues and establish new connections	83%
Sampling at the beverage pouring stations	61%
To gain new insights	58%
To learn more about developments within the industry	57%
To discover new and next generation tools, equipment and services..	53%

PRIMARY ATTENDEE TOPICS OF INTEREST:

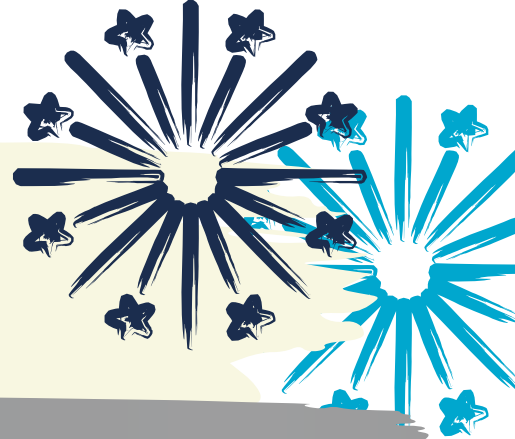
Beer Production & Styles.....	18%
Sales & Distribution	12%
Management & Leadership	11%
Equipment & Engineering.....	10%
Product Development & Innovation.....	9%
Ingredients & Supply Chain.....	7%
Marketing, PR & Social Media	7%
Taproom Experience & Strategies.....	5%

ATTENDEES INDICATED THAT THEY:

Would recommend CBC to others	97%
Absolutely or most likely will attend a future CBC.....	87%



SPECIAL THANKS TO OUR 2026 SPONSORS



PLATINUM



GOLD



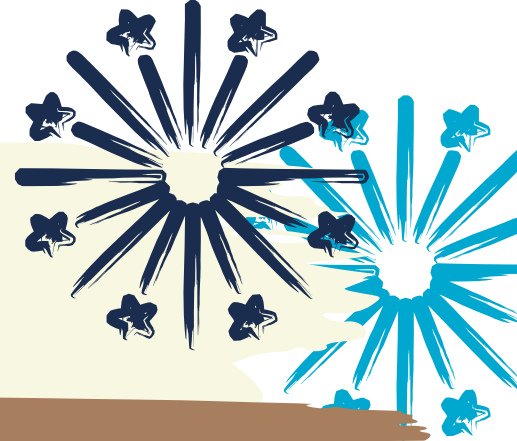
SILVER



by SOUFFLET MALT



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BRONZE







FACTS + FIGURES

COMPETITION STATS

8,166
Entries Judged

1,644
Breweries & Cideries

50
Countries

255 Judges
from 50 Countries

118 Beer & Cider Styles

354 Plaques and Sashes Awarded

Largest Category:
West Coast-Style India Pale Ale
with 293 entries





CEREMONY STREAMING STATS

12,444
Live & Recorded Views

2,831 Peak Concurrent Views
During Livestream

77% of viewers from US

2026 SPONSORS





SAVE THE DATE!

SAN ANTONIO, TEXAS
APRIL 5-7, 2027



We look forward to working with you!



KARI HARRINGTON
Director, Business Development



KIM DERR
Business Development Manager (West)



TOM MCCRORY
Business Development Manager (East)



HANS TISHMACK
Sales Activation Manager



TINA ROLF
Sales Operations Coordinator

