



What's Brewing

Winter 2024



[Visit our Website](#)
to Join over **1600 BREW fellowship Members** with \$100 Lifetime (25% is donated to WASHRAG to support clean water projects)

Contact
Steve Lack @ Steve@Rotary5160.org
if you have not received your official
BREW Fellowship PIN



*Season's Greetings, Fellow
BREWsters!*

*The holidays are here, and 2025 is
just around the corner—what better
time to raise a glass to good cheer
and great beer? ☐☐*

*To make your season extra merry,
we've rounded up nine awesome
beer gifts that are sure to delight the
beer enthusiasts on your list! ☐☐*

*But wait—there's something even
more exciting! Give the ultimate
gift: a Lifetime Membership in our
BREW Fellowship!*

*And here's the big news we can't
wait to share:*

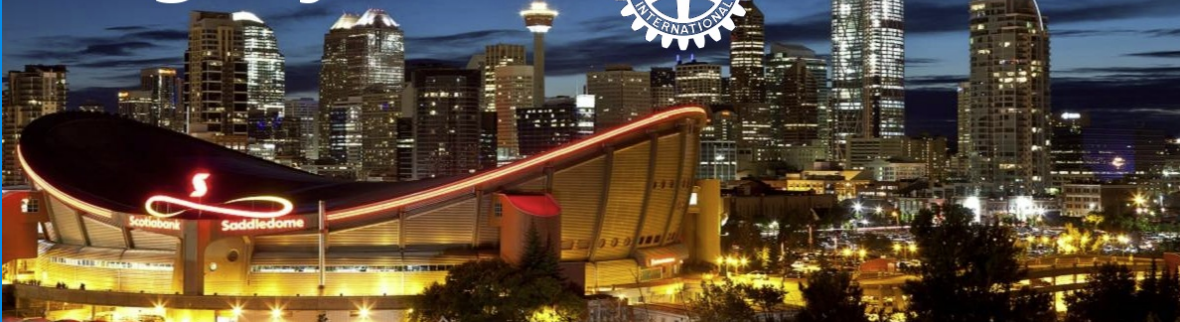
*Mark your calendars for our BREW
BASH at the RI Convention in*

BECOME



Cheers!
The BREW Fellowship
Board of Directors

Calgary 2025



**TUESDAY
JUNE
24**



Calgary BREW Bash

at



**Bottlescrew Bill's
Pub
BSB Brewing**



TIME: 6-10PM

***A variety of craft beers &
delicious food***

*140 10 Ave SW, Calgary,
A short walk from BMO
Center*

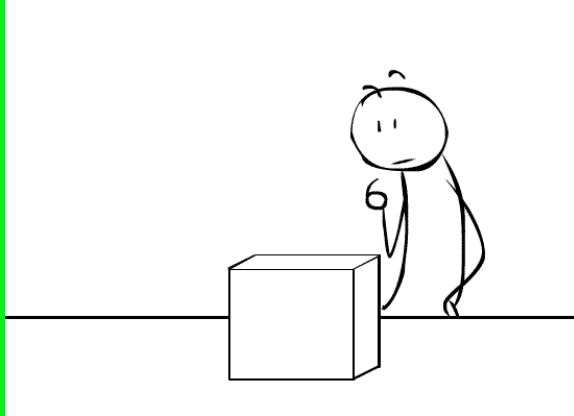
*Ticket: \$75 USD Each
Includes Donation to
WASHRAG
Available At: Eventbrite
starting Jan 2, 2025*

Limited to 150 Guests



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The Best Holiday



Gift of All! A lifetime membership into our **BREW** Fellowship!

Share the fun and your passion
for **BEER & ROTARY**
& **CLEAN WATER**
\$25 Of Membership dues is
donated to **WASHRAG**

**CLICK HERE TO GO TO
BREW WEBSITE AND
PURCHASE A LIFETIME
BREW MEMBERSHIP**

**ALSO ONLY AVAILABLE FROM
YOUR**

**BREW Fellowship
THE OFFICIAL BREW KOOZIE**

This unique & very high quality
BREW beer koozie is available
for \$4.99 per Koozie + shipping
JUST EMAIL

Steve@Rotary5160.org
(Inquire about discount for order
of multiple koozies)



9 Unique Beer Gifts for the Holidays

Here are nine ideas for those
on your gift list who have a
passion for beer from those
who home brew to those who
just enjoy a mug of the golden
nectar time to time. **CHEERS!**



**Classic Beer
Holster, Leather,
Espresso Brown**
Visit the Goabroa Store
Price: \$19.90



**Suzy Beer Mitt, Knit
Mitt Beverage
Insulating Beer
Glove Keeps Your
Drink Cold and Your
Hand Warm**

AMAZON
Price 13.99



**Personalized Etched
Monogram 16oz
Glass Beer Mug**

AMAZON
Price: \$27.99



**It Is The Most
Wonderful Time For
A Beer Shirt -**

AMAZON
Price:\$15+



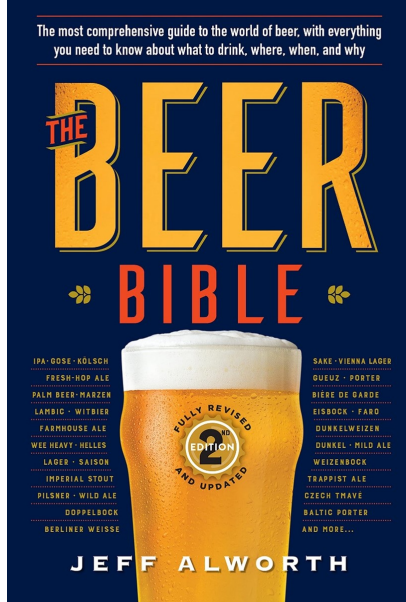
**Funny Jolly Santa
Claus - Christmas
Decorations for
Women and Men - 6
Beer Bottle Label
Stickers and 1**

Carrier
AMAZON
PRICE \$11.99



**TAPCRAFT Draft
Beer Jockey Box
Refreshment
System (Double) 4
Tap Jockey Box
Complete Kit**

AMAZON
Price:\$324



THE BEER BIBLE
Price 12.99 KINDLE
Price: \$13.49 Paperback



OFFICIAL 2024
Oktoberfest
Merchandise
At Official Oktoberfest
Website
PRICE €8 +



GrowlerWerks uKeg
Dispenser for Beer,
,64 oz, Tungsten
AMAZON
Price:\$119

SAVE THE DATE

*ROTARY B.R.E.W. fellowship
presents:*



ST. PATRICK'S PARTY

SAT-MARCH 15

GLOBAL VIRTUAL PARTY!

Starts 2 PM USA PST/ 3PM-MST/ 4PM-CST / 5PM-EST
7 PM Brazil/ 9PM West Africa /10 PM IRELAND
Sunday March 17: 8 AM Australia/ 9 AM New Zealand

Rotary



BREW
Beers Rotarians
Enjoy Worldwide
Fellowship

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You're Invited! -

Join us for our annual St. Patrick's



GLOBAL Online Gathering—a celebration of all things beer, fellowship, and St. Paddy's Day spirit! -

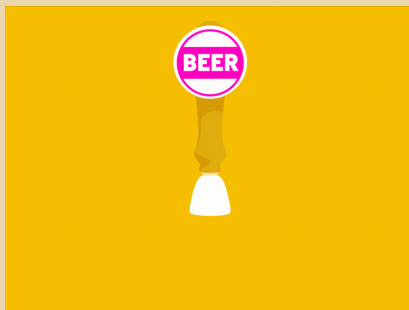
Get ready to raise a glass with fellow BREWsters from around the world as we toast to the most iconic beer celebration of the year. Sláinte! -

To Join the Party - PLEASE Pre Register Here

<https://us02web.zoom.us/j/87370858994?pwd=gmiEezmlbKb0UyTlh2K6LKv4b5HETO.1>

This is one virtual party you don't want to miss—fun, laughter, and plenty of cheers guaranteed! Mark your calendars and let's make it legendary. -

Cheers,
Your BREW Fellowship Team



Craft Beer Market: Trends, Growth Drivers, and Future Outlook

July 18, 2024 By Dustin

Craft Beer Market: A Dynamic and Flourishing Industry

The craft beer market, a vibrant segment within the broader beer industry, is experiencing rapid growth. With a projected compound annual growth rate (CAGR) of 6.9%, the market is set to reach an impressive \$174.68 billion by 2032. This growth highlights the increasing consumer preference for distinctive, high-quality brews over mass-produced options.

Understanding Craft Beer

“Craft beer” encompasses a wide range of beer styles produced by small, independent breweries. These producers emphasize traditional brewing methods, premium ingredients, and creative flavors, catering to consumers who seek variety, flavor innovation, and a connection to local production processes.

Pale Ale Craft Beers: A Key Segment

One of the driving segments in the craft beer market is pale ale craft beers, expected to capture about 25% of the market share. Known for their balanced flavor profiles with fruity or floral hop aromas, pale ales reflect a broader trend towards lighter, refreshing beer styles that still offer complexity and character.

The Evolution of the Craft Beer Market

The craft beer movement began in the late 20th century, primarily in the United States, and has since spread globally. Initially a reaction against the

homogenization of beer styles by large brewing conglomerates, it has evolved into an industry marked by creativity, innovation, and a strong sense of community.

Key Growth Drivers

- **Consumer Preference for Diversity and Quality:** Modern consumers value variety and are open to exploring different beer styles beyond traditional lagers and pilsners.
- **Local and Artisanal Appeal:** Craft beer enthusiasts often support local businesses and appreciate the craftsmanship of small-batch brewing.
- **Innovation and Experimentation:** Craft brewers are known for pushing boundaries with new ingredients, techniques, and brewing styles.
- **Marketing and Branding Strategies:** Effective storytelling, authenticity, and transparency in branding appeal to consumers seeking a personal connection to their food and drink choices.

Regional Insights and Global Expansion

While **North America** remains a dominant force in the craft beer market, other regions are also experiencing growth:

- **Europe:** With its rich tradition of brewing, Europe is seeing a burgeoning market for artisanal brews.
- **Asia-Pacific:** Rising disposable incomes and changing consumer tastes are fueling growth in countries like Japan, Australia, and China.
- **Latin America and Africa:** Although still developing, these regions are witnessing a rise in microbreweries and craft beer culture.

Challenges and Opportunities

- **Competition and Consolidation:**

Larger beer companies are entering the craft beer space, posing challenges for independent breweries.

However, these challenges bring opportunities:

- **Export Potential:**

Craft breweries can expand their reach through export markets.

- **Collaboration and Partnerships:**

Partnerships with local suppliers and distributors can enhance market visibility.

- **Innovation in Sustainability:**

\Sustainable practices appeal to environmentally conscious consumers and can differentiate brands.

Future Outlook

The craft beer market is expected to continue growing, driven by ongoing consumer demand for quality, variety, and authenticity. Innovations in brewing techniques, flavor profiles, and packaging will attract new demographics. As breweries adapt to changing tastes and leverage digital technologies for marketing and distribution, they will thrive in the dynamic global craft beer industry.

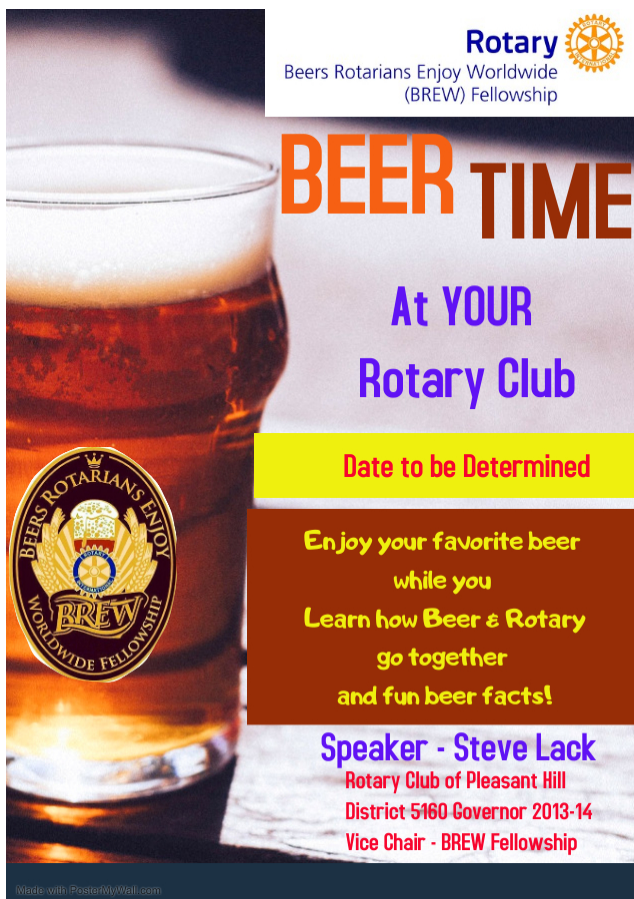
Region Key Insight

North America Dominant force in the craft beer market

Europe Burgeoning market for artisanal brews

Asia-Pacific Growing appreciation for Western beer styles

Latin America and Africa Gradual rise in microbreweri



Want a Program for your Club's online meeting?

Beer Time is a fun filled Club online program, that our Vice Chair **Steve Lack** provides to Rotary clubs.

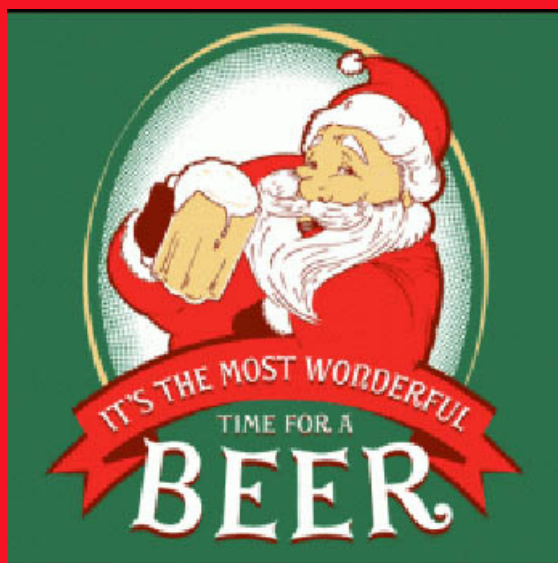
Steve, in twenty-five minutes, introduces Rotarians to our BREW Fellowship and shows how beer and Rotary go together along with providing fun beer facts.

He has presented "Beer Time" to many clubs around the globe to enthusiastic response.

If you or your club wishes to schedule

"Beer Time" just contact him at Steve@rotary5160.org

**Beers
Rotarians
Enjoy
Worldwide
(BREW)
Fellowship**
<http://www.rotarybrew.org>



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