



# 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](mailto: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

## JOIN OUR BREW Facebook Group

Join our **5,700+** Facebook Group  
and post your events and photos



# Calgary 2025



*Calgary, Canada, on Tuesday, June  
24, 2025! □□*

*This is the beer event of the year, and tickets are limited to just 150 spots—so don't miss your chance. Tickets go on sale via Eventbrite starting January 2!*

*Plus, We invite you to our annual  
online St Patrick's Day Global Party  
Saturday, March 15 2025*

*At the end of this newsletter we dive into the hottest global beer trends for 2025*

*Wishing you all a festive season  
filled with joy, laughter, and plenty  
of brews. □*

*Cheers!*  
*The BREW Fellowship*  
*Board of Directors*

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

Limited to 150 Guests

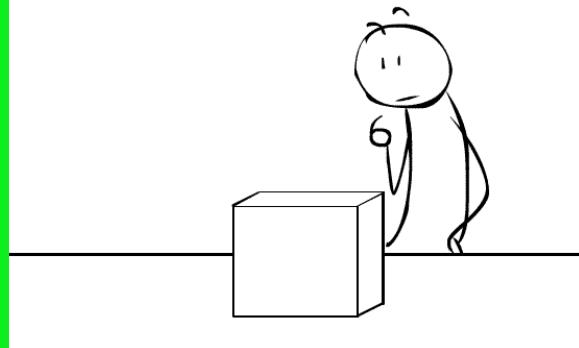


Ticket: \$75 USD Each  
Includes Donation to  
WASHRAG  
Available At: Eventbrite  
starting Jan 2, 2025



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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+

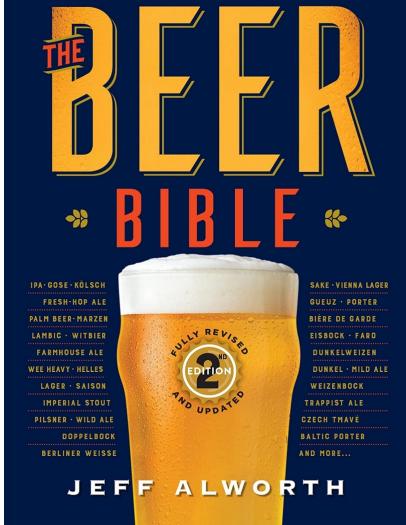
[Funny Jolly Santa Claus - Christmas Decorations for Women and Men - 6 Beer Bottle Label Stickers and 1](#)

[Carrier](#)  
[AMAZON](#)  
PRICE \$11.99

[TAPCRAFT Draft Beer Jockey Box Refreshment System \(Double\) 4 Tap Jockey Box Complete Kit](#)

[AMAZON](#)  
Price:\$324

The most comprehensive guide to the world of beer, with everything you need to know about what to drink, where, when, and why



## 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](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.

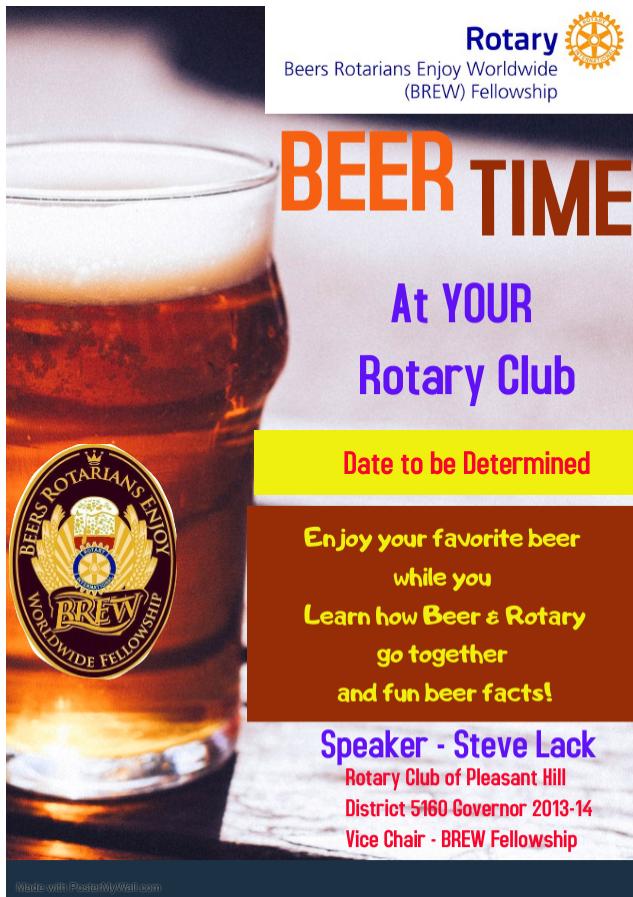
### Region Key Insight

**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 microbreweries



**Want a Program for your Club's online meeting?**

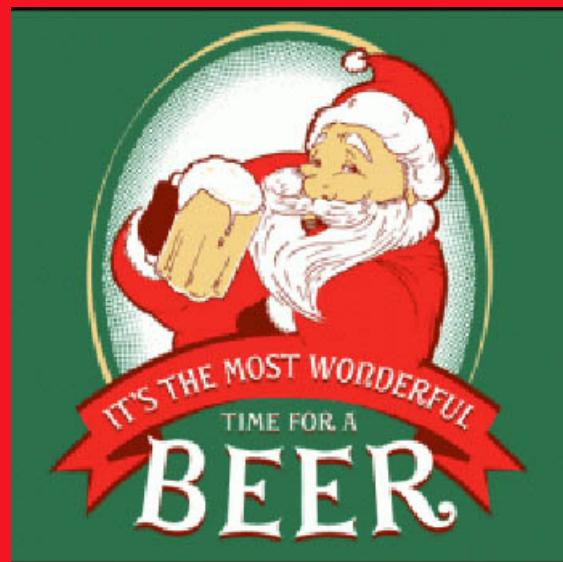
**Beer Time** is a fun filled Club online program, that our Vice Chair **Steve Lack** provides to Rotary clubs.

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](mailto:Steve@rotary5160.org)

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



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