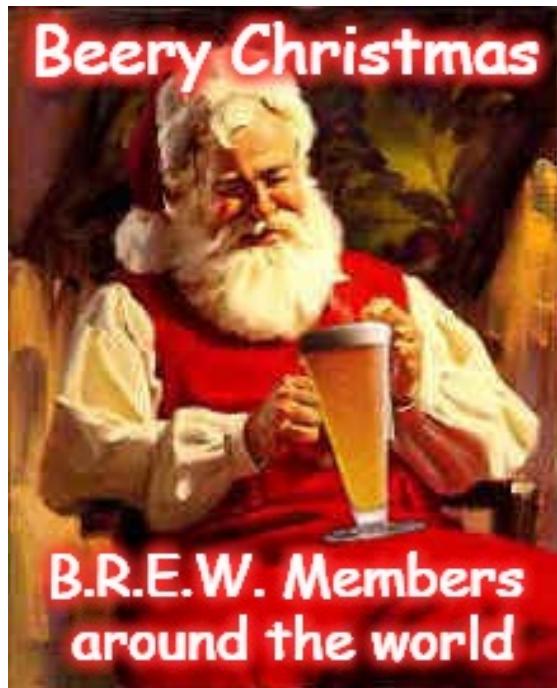




# What's Brewing

Winter 2025



[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 have officially arrived, and with 2026 just around the corner, it's the perfect time to raise a glass to good friends, good cheer, and great beer!* □□

*And what's better than giving a gift? Giving the ultimate gift — a Lifetime Membership in the BREW Fellowship!*

*You can also spread the cheer to your favorite beer-loving Rotarians or yourself with Official BREW Gear - See below for info & link!*

*But wait... THERE's MORE!*

□ **BREW BASH 2026** □

*Join us at the RI Convention in Taipei, Taiwan for our legendary beer celebration on Tuesday, June 26, 2026!* □□

*This is the beer event of the year, and tickets are capped at just 200 lucky BREWsters.*

# BECOME

## JOIN OUR BREW Facebook Group

Join our **6,500+** Facebook Group  
and post your events and photos



*Tickets go live on Eventbrite  
January 2 — don't miss out!*

*And that's not all...*

□ *Mark your calendars!*  
*Our Annual St. Patrick's Day*  
***Global Party is happening***  
***Saturday, March 14, 2026*** —  
*online, worldwide, and always a*  
***blast!***

*PLUS... stick around to the end of this newsletter as we tap into the hottest global beer trends of 2026. □ □*

*Wishing you a season  
overflowing with joy, laughter,  
friendship, and plenty of  
perfectly poured brews.*

*Cheers to you! □  
The BREW Fellowship  
Board of Directors*

# Taipei 2026



TUESDAY  
JUNE  
16

6 PM -10PM

# TAIPEI BREW Bash!

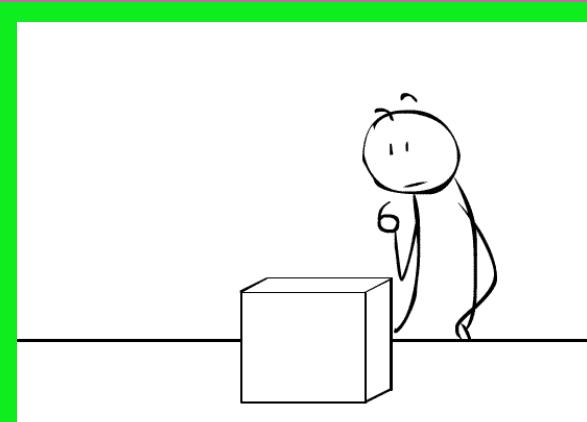


TICKETS \$79 USD  
3 CRAFT BEERS &  
DELICIOUS FOOD  
*Includes Donation  
to WASHRAG*

*Limited Tickets  
On Sale Via Eventbrite  
January 2, 2026*

GB Brewery Restaurant – Taipei  
DunBei Store, No. 102 號, DunHua  
N Rd, Songshan District,  
Taipei City.

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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!](#)

## Unique BREW FELLOWSHIP Gifts for the Holidays



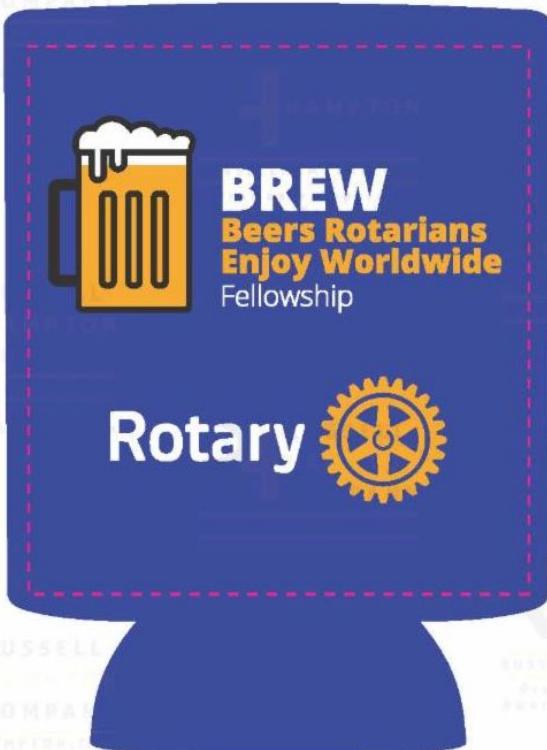
Give your holiday gift list a real cheers this year  
—there's nothing better than  
*Official BREW Fellowship Gear!*

Visit our BREW Fellowship Online Store for the brand-new BREW shirts in two fun colors (available in both men's and women's styles, up to 4X for the true beer fans). Don't miss out on our classic baseball caps in **white, black, or blue**, plus the must-have official BREW Four Way Beer Test Koozie.

These have been flying off the shelves faster than a cold one at Oktoberfest, so hurry and grab yours while we still have plenty of sizes! Cheers to great gifts and even better memories!

***Click this link to enter BREW Fellowship's Online Store***





# SAVE THE DATE

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



## **GLOBAL VIRTUAL PARTY!**

Starts 2 PM USA PST/ 3PM-MST/ 4PM-CST / 5PM-EST  
7 PM Brazil/ 9PM West Africa /10 PM IRELAND, Paris, Munich  
Sunday March 15: 8 AM Syndey Australia/ 10 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



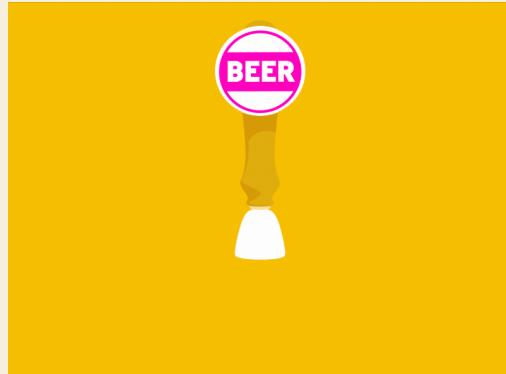
Global Online Gathering—a celebration of all things beer, fellowship, and St. Paddy's Day spirit! -□

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

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 Leprechauns



### What's Brewing Around the World: Global Beer Trends 2026

From **Innova**

Innova is a global market insights provider covering six continents.

Globally, consumers seek diverse beverage options, and beer remains a key part of this exploration. Beer, both alcoholic and non-alcoholic is preferred for refreshing taste, flavors, health-conscious options, and premium experiences.

Innova's 360 research into global beer trends highlights market size, top company profiles, consumer insights, and new product launch trends, and what may develop in the future.

#### **Beer Market Size and Trends**

The sales and volume of the global beer market value have been steadily rising from 2018 to 2022 by 5% Compound Annual Growth Rate (CAGR). Beer trends research predicts a projected growth rate of 6% CAGR in sales and volume, each in the next three years.

Asia, the Middle East, and Africa lead in market value, with Asia projected to drive global retail dollar sales. It also predicts the average annual growth rate of Asia at 9% CAGR till 2027.

The **Czech Republic** leads in per capita beer consumption, followed by **Estonia**

and **Austria** and several Eastern European countries. Most of the lowest consumption rates are in 11 Middle Eastern and Asian countries with consumption levels below 10 liters per capita.

## Top Beer Brands and Companies

Beer market trends indicate that the industry is highly fragmented, with the top 10 companies accounting for only 12% of global product launches in the past year. Multinational breweries **AB InBev** and **Heineken** lead beer launches globally, although they account for only 2% of total launches.

## Consumer Preferences in Global Beer Trends

Beer purchasing penetration is the highest in the alcoholic beverage category, with over one-third of global consumers purchasing it in the past year. **Non-alcoholic beer**, while having one-third of beer's penetration, is highest among non-alcoholic subcategories. It also outpaces flavored alcoholic beverages and cider in popularity. **South Korea, Poland, and Argentina** lead in beer purchasing penetration over the past year.

Beer trends reveal that **generation Z** *drinks beer less often* than older consumers but is the only generation to increase consumption, driven by evolving tastes and lifestyles. Meanwhile, non-alcoholic beverage consumption is rising, particularly among Generation Z and Millennials, as more consumers view alcohol as unhealthy and seek control over their drinking habits. **Beer skews male, urban, and high income, while non-alcoholic beer also skews male but appeals more to rural and suburban consumers.**

Taste and relaxation are the key reasons for drinking both beer and non-alcoholic beverages. **Beer market trends show that consumers prefer alcoholic beer at dinner and in the evening but opt for non-alcoholic versions at night or during lunch and afternoon occasions.** Traditional, plain beer with intense flavors remains the top choice, with 41% favoring it, while 35% prefer authentic or traditional brewing methods, a preference that rises with age.

## Beer Product Launch Trends

Beer accounts for 43% of global alcoholic beverage launches in the past year. Beer launches display a CAGR of 3% over the past five years, slower than ready-to-drink (RTD) beverages.

**Western Europe leads in global beer launches**, contributing 40% of new launches. North America follows closely, with 36% of launches. Canada outpaces the US, growing at 17% CAGR compared to 5%. Australasia and Africa display the fastest growth, each doubling their global launch shares. In Western Europe, France, Denmark, and the UK drive new beer introductions. Asia's beer launch growth remains modest at 4% CAGR, but China accelerates with a 36% increase in new beer production over five years.

## Types of Beer in Global Beer Trends

The popularity of India pale ales (IPA) is persistent. IPAs led launches among the different beer types, accounting for 1 in 3 launches. It has experienced a 9% CAGR over the past five years.

The sour beer subcategory displays the fastest growth of 20% CAGR launches and almost doubled in share over the past five years. Draft beers, pilsners, dark beers, pale ales other than IPAs, and stouts are notable types of beer growing in launches.

## Beer's Alcoholic Content Trends

Beer launches expanded at opposite ends of the alcoholic content (ABV) range. Beer trends show that non-alcoholic beer increased its launches fastest among the ABV segments, rising by 9% CAGR over the past five years. Even so, it remains the smallest segment at 6% of beer launches in the current year.

### ***Beers launched with high ABV—above 5%—grew slower than non-alcohol beers.***

The largest segment had ABV beers between 6% and 8% display growth in launches over the past year.

## Claims and Flavor in Global Beer Trends

The beer market trends indicate that the industry is rapidly shifting from glass bottles to aluminum cans. In just five years, cans have grown from just over half to more than three-quarters of global beer launches. In the past year, 78% of launches with packaging claims used aluminum cans, reflecting their rising popularity and industry-wide adoption.

Beer trends show that flavored beers show 7% growth in launches, while unflavored beers display 2% CAGR over the past five years. Fruit flavors continued to lead flavored beers with 17% of launches. The growing flavors included red raspberry, mango, fruit, and orange. Other flavor categories are emerging, including spices and seeds, cake, cookies and pie, vegetables, and desserts.

## What's Next in Global Beer Trends?

Consumers prioritize wellness and embrace proactive self-care, driving demand for non-alcoholic beer. These options allow social drinking without overindulging, appealing to those who want more variety beyond soda water. As this trend grows, especially among younger consumers, non-alcoholic beverages companies can expand into new drinking occasions, including earlier in the day and at night.

Beer trends reveal that craft breweries thrive on innovation, local roots, and social gathering spaces. However, COVID-19 shutdowns and shifting demographics challenge their growth. In the short term, they continue to push IPAs, experiment with new brews, and host local events. Long term, consolidation with multinational breweries is likely to shape the industry, but craft brewers might be the key in pioneering new beer styles. Their ability to localize flavors and introduce terroir-driven beers is likely to redefine premium beer experiences in the future.

## 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



# BEER TIME

## At YOUR Rotary Club

Date to be Determined

Enjoy your favorite beer  
while you  
Learn how Beer & Rotary  
go together  
and fun beer facts!

**Speaker - Steve Lack**  
Rotary Club of Pleasant Hill  
District 5160 Governor 2013-14  
Vice Chair - BREW Fellowship

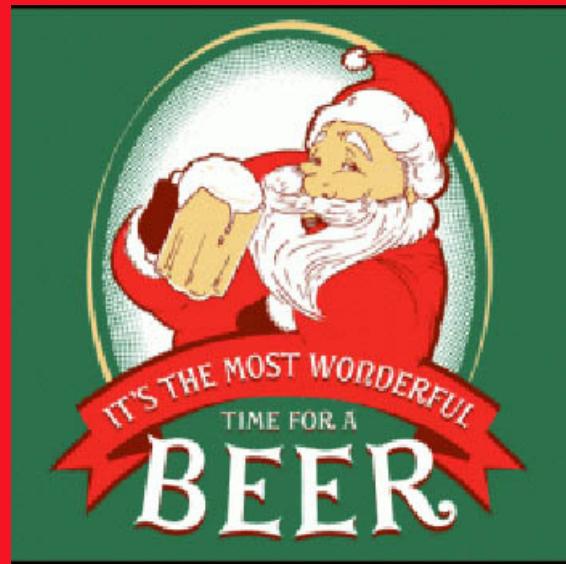
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Fellowship and shows how beer and Rotary go together along with providing fun beer facts.

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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