

# THE RISE OF CRAFT BEER

## HISTORY OF CRAFT BEER

**98%**  
of all US breweries  
are **craft breweries**

Hilton Harvest House  
hosts the first  
**Great American  
Beer Festival**

**Fritz Maytag**  
bought Anchor Brewery  
(Beginning of Craft Beer  
Revolution)

**Prohibition**  
of Beer Sales ends

2013

2012

1982

1978

1965

1957

1933

**2731**  
craft breweries  
were in operation as of  
2012

**Homebrewing**  
is legalized in the US

**Michael Jackson**,  
dubbed the "Beer Hunter"  
writes The World Guide to Beer

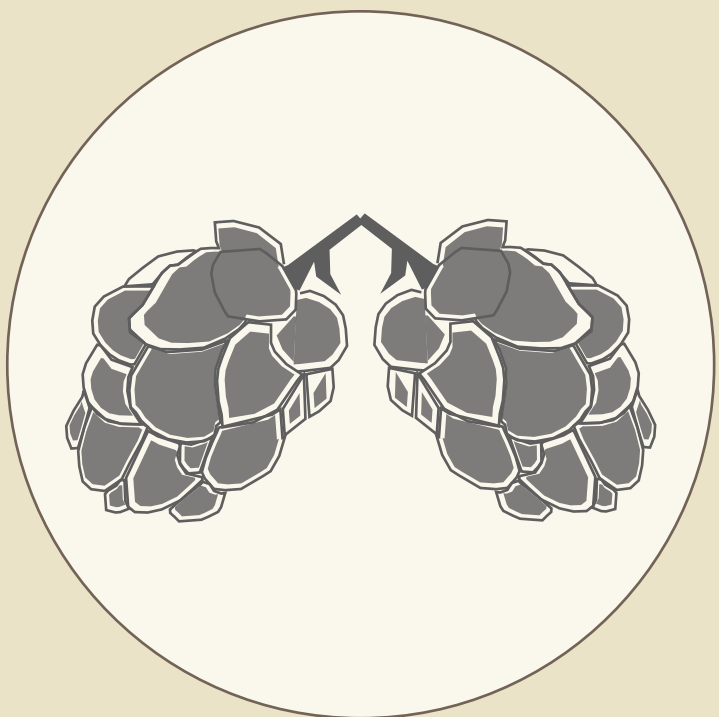
## THE BASIC INGREDIENTS OF BEER

### BARLEY



A starch source (e.g. Barley)  
provides the fermentable  
material and determines the  
**strength** and **flavor** of the beer.

### HOPS



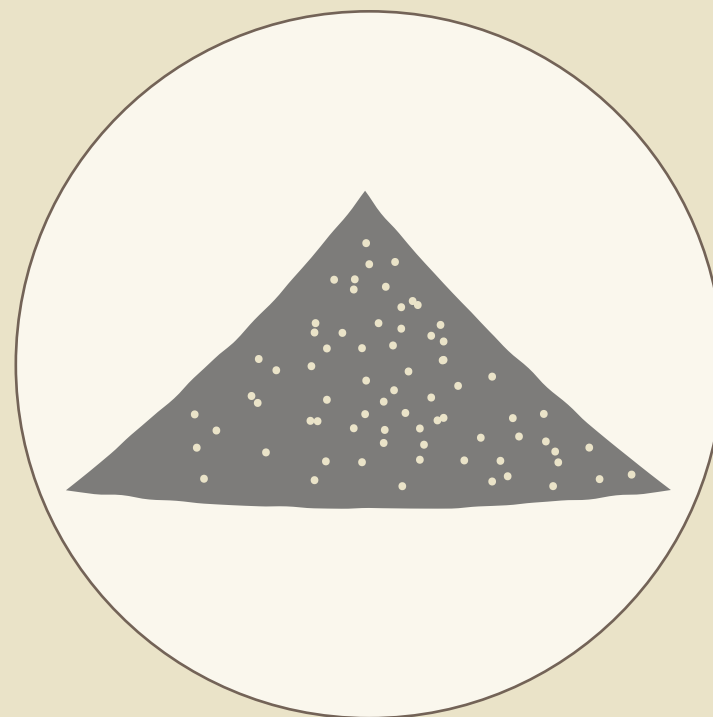
Hops functions as a **flavoring** for  
beer by balancing the sweetness  
of the malt with a bitter taste and  
also acts as a preservative.

### WATER



Beer is composed mostly of  
water. Regions have water with  
different mineral components,  
giving some beers a regional  
character, depending on the  
water source.

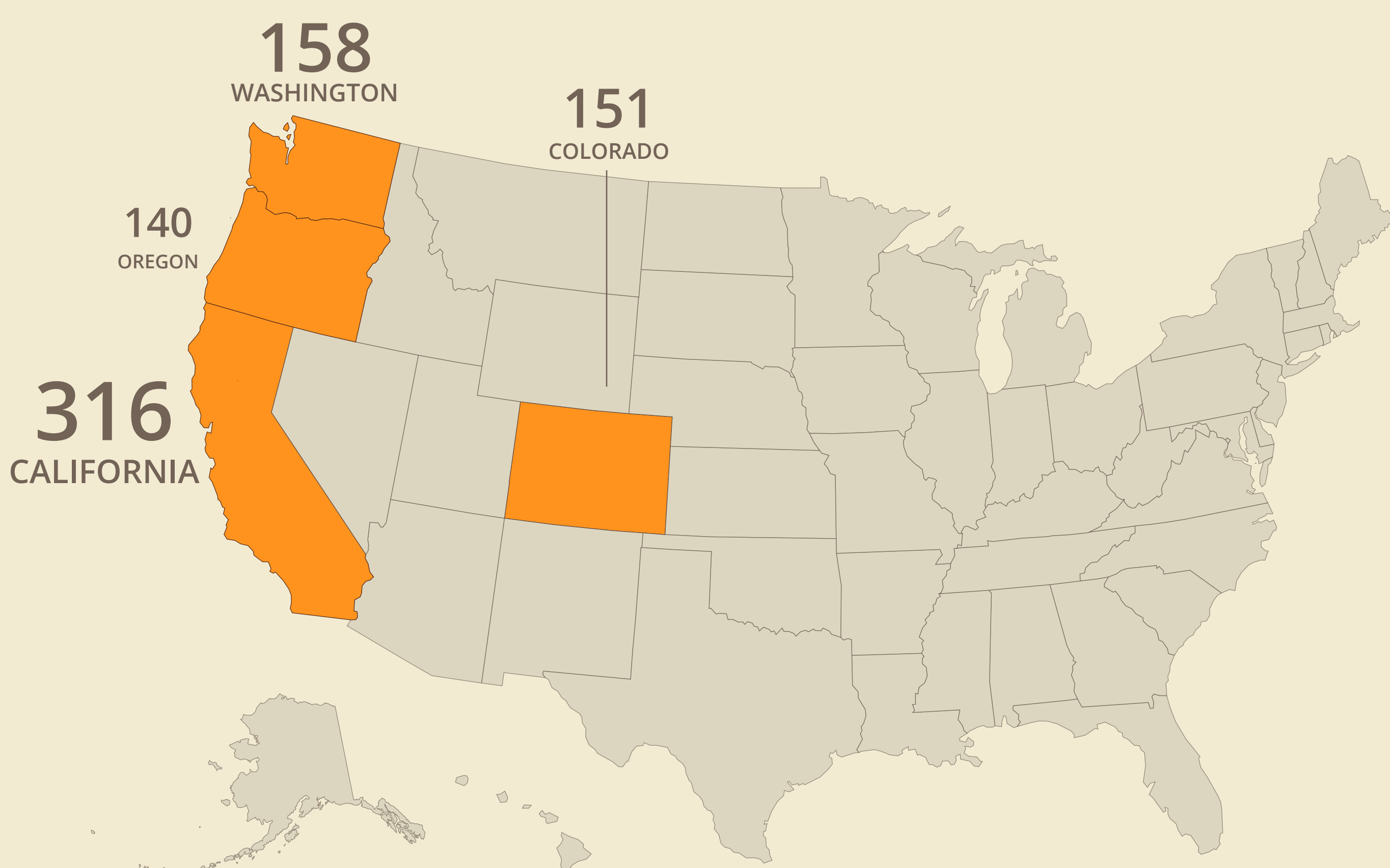
### YEAST



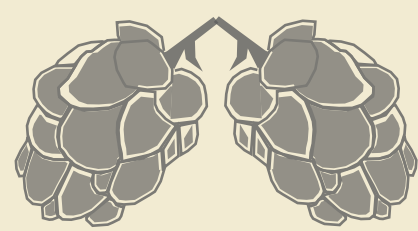
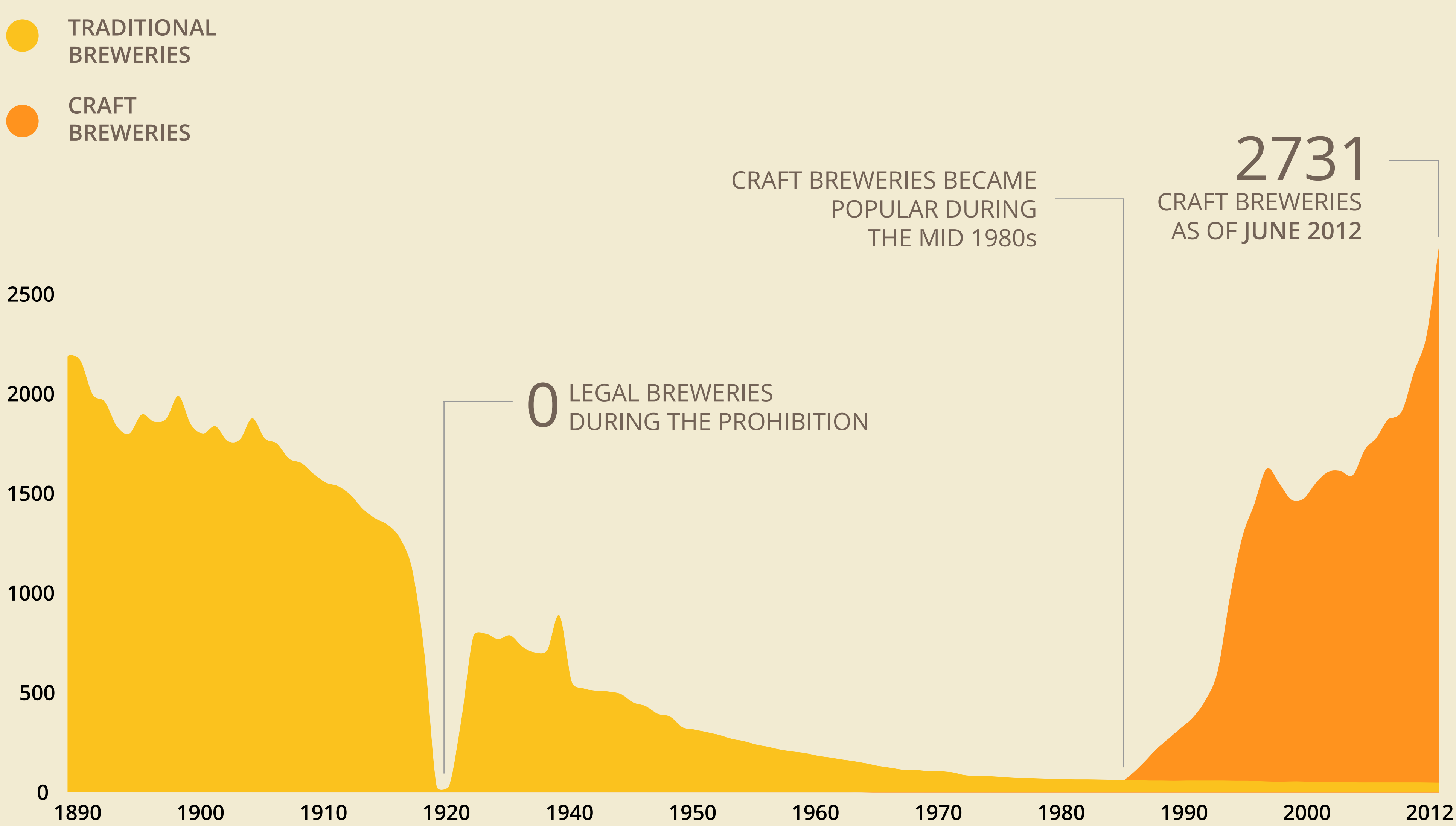
Yeast starts the fermentation in  
beer and also influences the  
**character** and **flavor**.

## MAPPING THE RISE OF CRAFT BEER

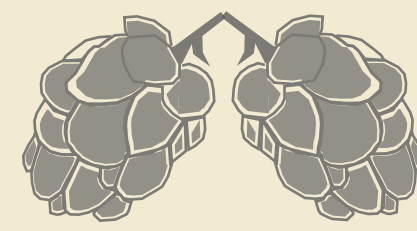
TOP 4 US STATES WITH THE MOST CRAFT BREWERIES AS OF 2013



## THE CRAFT BEER REVOLUTION IN NUMBERS



## THE BREWERIES IN WASHINGTON AND THEIR BEST ALE TYPES



### Sources

- <http://www.craftbeer.com/the-beverage/history-of-beer/timeline>
- <http://www.craftbeer.com/craft-beer-muses/the-roots-of-american-craft-brewing>
- <http://www.newyorker.com/online/blogs/newsdesk/2013/06/idea-of-the-week-mapping-the-rise-of-craft-beer.html>
- <http://en.wikipedia.org/wiki/Microbrewery>