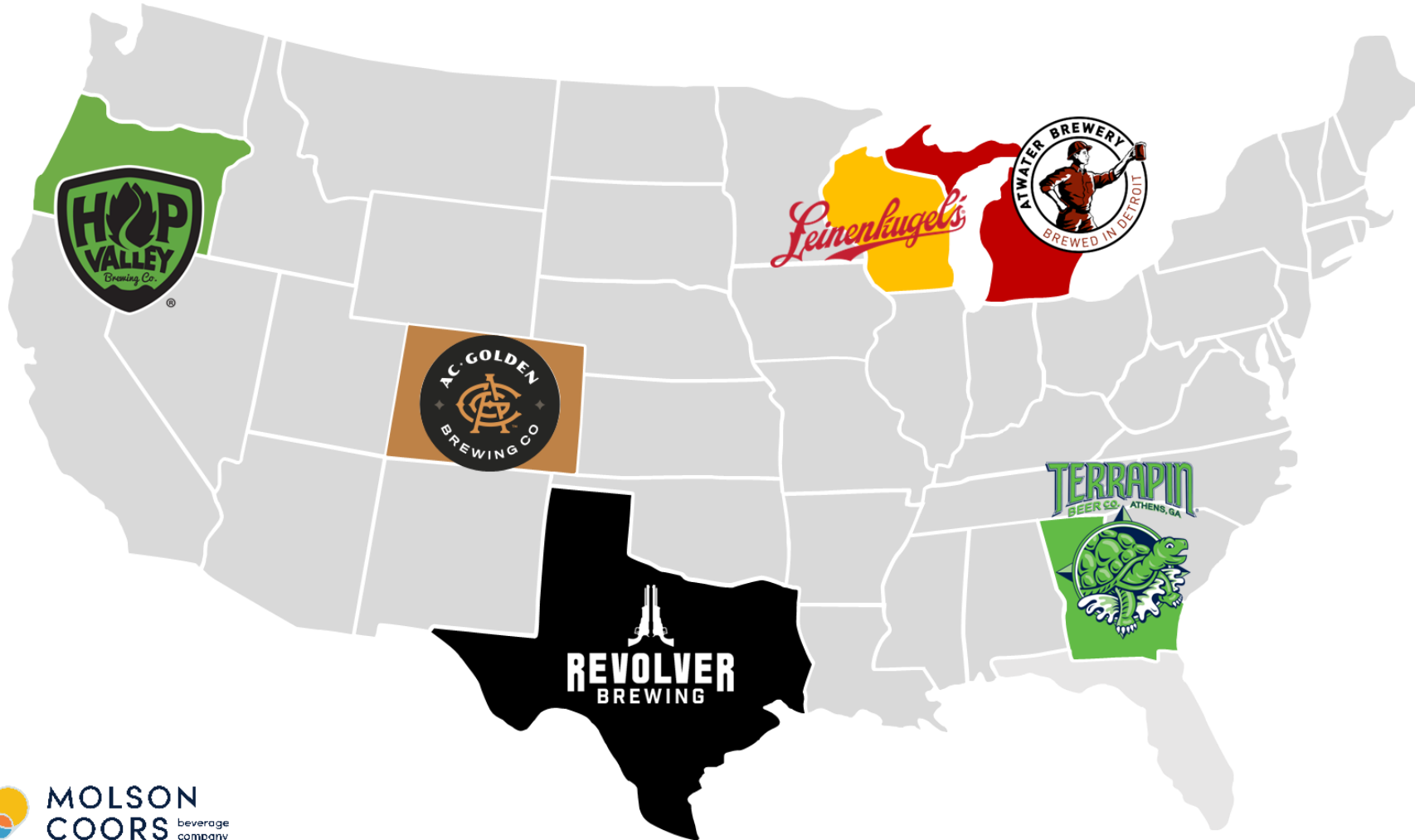




67<sup>th</sup> Annual  
American Hop Convention

January 24-27, 2023

# Who is AC Golden Brewing Company?





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## We are a lot of “Fifteens”!

- 15 year anniversary (in 2022)
- Team of 15 including brewing/packaging, sales, marketing, finance
- Today we produce about 15,000 bbls with distribution only in Colorado with a portfolio of about 15 different beers

## History

- Founded in 2007 as a brand incubator for Molson Coors to do things the big company couldn't do well
- Repurposed the pilot brewery and added a production cellar.
- Added a dedicated sales team
- Design was/is to scale larger brands into Golden over time
- Initial launch was a legacy Coors brand, Herman Joseph's Private Reserve.
- ***Then came a big idea from a guy named Glenn Knippenberg that changed everything: 100% Colorado ingredient beers***

# Ingredient Sourcing for 100% Colorado



Water?..... Check!  
Malted Barley?... Check!  
Yeast?..... Check!  
Hops?.....Hops??..... Uh oh.....

Mid 2000's: Ron Gooden: CSU Agronomist did trials on CO's Western Slope. Mixed results with European varieties, but success with American, e.g. Cascade, Chinook, Nugget.

2008-9: MC (then MillerCoors) Steve Rockhold forged relationships with a handful of growers in that area. Commitments to grow and buy at a premium price made this a unique brewer-grower collaboration

2010: "Colorado Native Lager" (later renamed Amber) was released with 99% CO ingredients (hop blend), but moved to 100% in 2011 and has been ever since.



Then

Now





# Colorado's Western Slope – one of three major agricultural zones

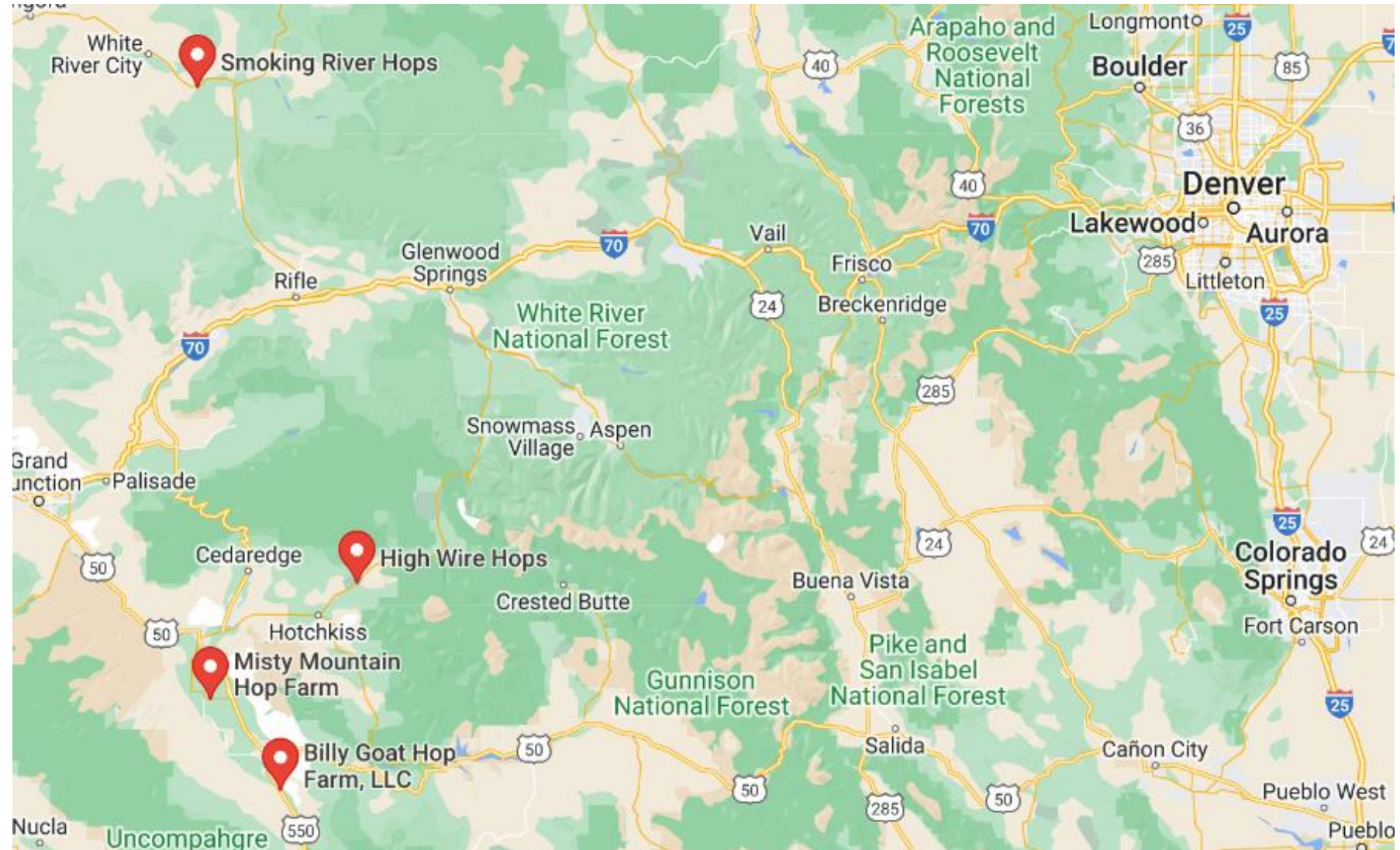
40% of the state's land area

Warm days, cool nights

Peaches, apples, berries, wine grapes...and hops!

Threats:

- Wind
- Hail
- Wildfire Smoke







## Colorado Growers we work with

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### **Misty Mountain Hops – Ron Munger**

- Largest with 10 varieties on 50 acres, picking, processing

### **Colorado Hop Yard – Lance Williamson**

- ~20 acres

### **Billy Goat Hop Farm – Chris Dellabianca & Audrey Gehlhausen**

- 32 acres with 11 varieties, picking, processing

### **David Harold**

- Primarily a corn grower, organic Cascade and Chinook



## Growers we've previously worked with

High Wire Hops

Thirsty Toad Hops

Todd Enterprises

Palisade Hop Farm

Ella J Farms

Simply Grown





## 2022 Colorado Crop Statistics (lbs) for AC Golden orders

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Variety	Expected	Actuals	Difference
Cascade	19,000	18,240	(760)
Chinook	5,000	6,430	1,430
Crystal	6,000	3,238	(2,762)
Mt Hood	3,500	1,377	(2,123)
Nugget	4,000	3,711	(289)
Idaho 7	3,500	3,524	24
Perle	500	122	(378)
Zoso	2,000	1,497	(503)
Triumph	0	169	169
TOTAL	43,500	38,308	(5,192)





# Colorado Native Beers – 100% Colorado Ingredients





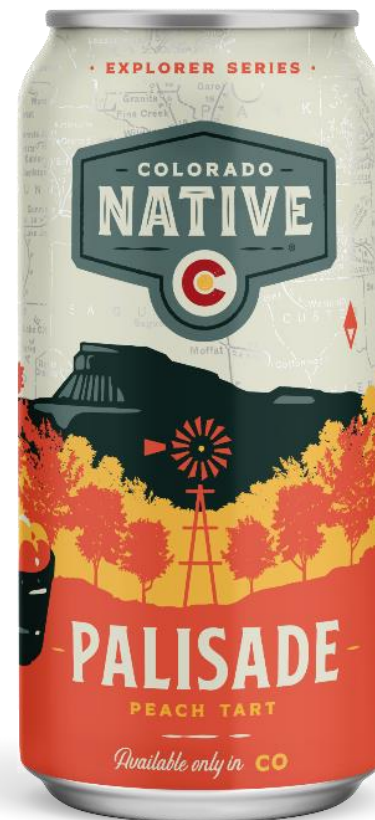


# 2023 Explorer Series and Official Craft Beer of Red Rocks

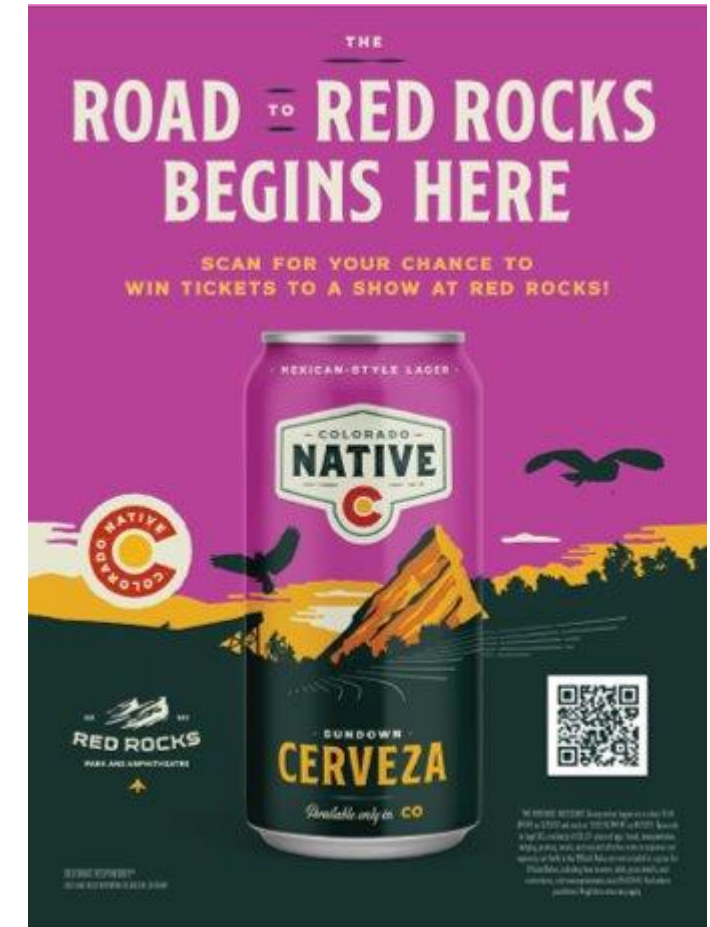
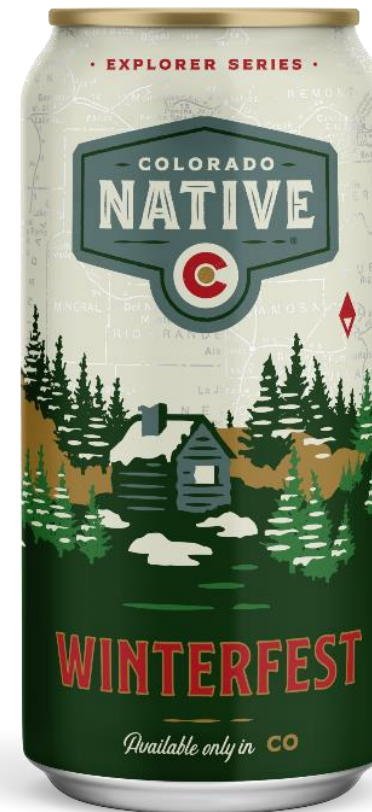
Available  
January - March



Available  
April - September



Available  
October - December







**Thank you!**