

# AMERICAN HOP CONVENTION

January 23, 2025  
Coronado Island, CA



# BEER INSTITUTE'S STRATEGIC PILLARS

## PUBLIC AFFAIRS



## ADVOCACY



## CELEBRATING BEER



## RESEARCH



# BEER INSTITUTE RESEARCH PROGRAMS

## Beer Institute Sales to Retailer Program

- The only industry source to capture **on- and off-premise** volume for the category and segments, down to the **zip code**

## Monthly Economic Reporting

- State shipments, domestic tax paid, import/exports

## Beer Serves America

- State-by-state and congressional district breakdown of the beer industry's economic contributions

## Beer Almanac

- Decades of historical industry data, economic contributions, and other industry information

## Industry Presentations and Consumer Research

- State of the industry webinar (March 29, 2023); presentations or panel discussions at industry events including BMI, Brewbound, BA Hill climb, BI annual meeting, etc.





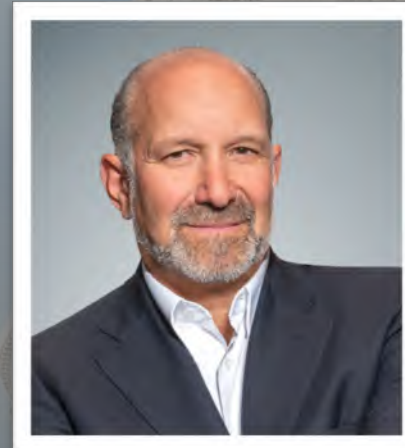
# President-elect Trump's Cabinet Picks



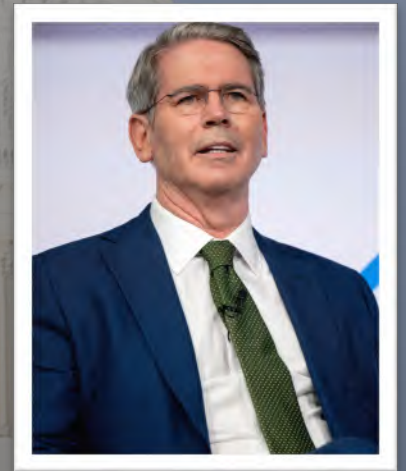
**Brooke Rollins**  
Agriculture



**Robert F. Kennedy Jr.**  
HHS



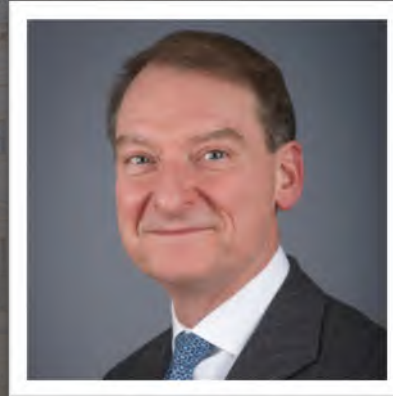
**Howard Lutnick**  
Commerce



**Scott Bessent**  
Treasury



**Andrew Ferguson**  
FTC



**Paul Atkins**  
SEC



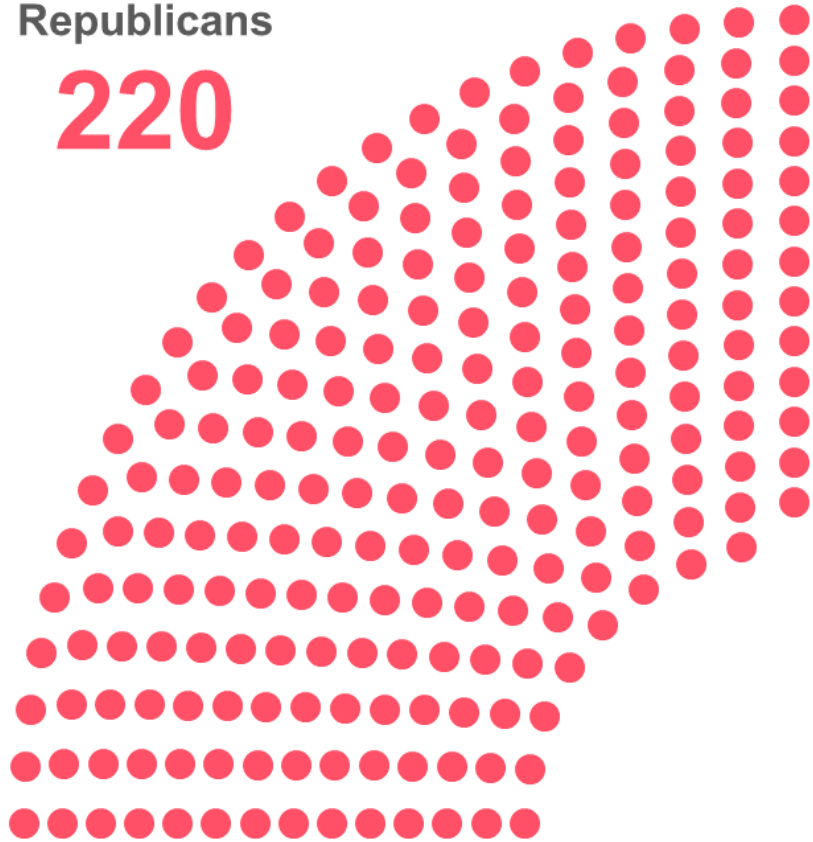
**Jamieson Greer**  
USTR



# House Balance of Power 119th Congress

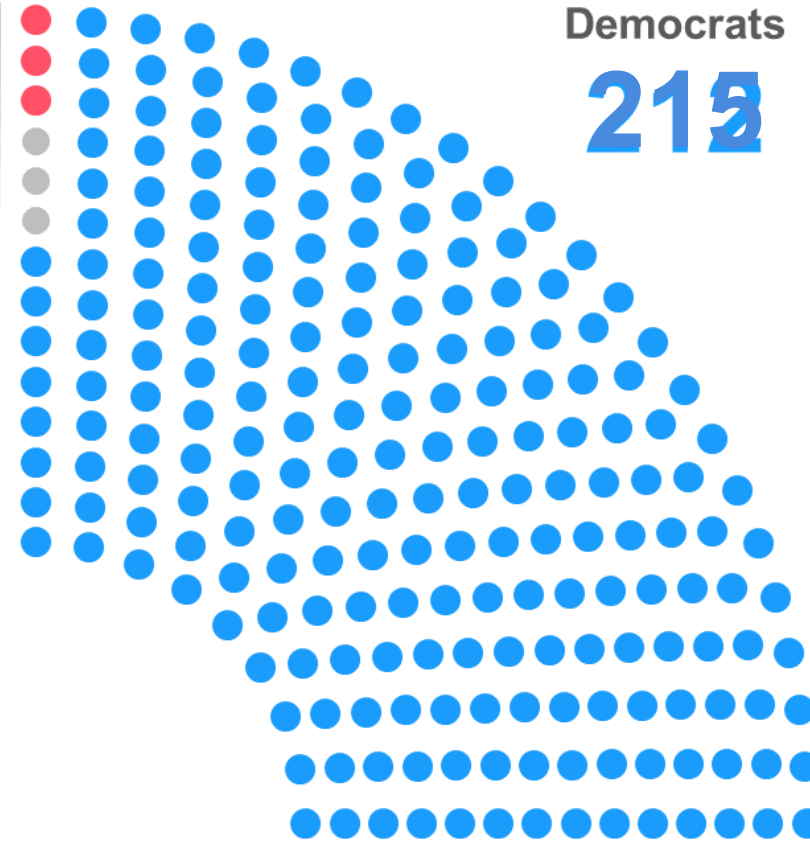
Republicans

**220**



Democrats

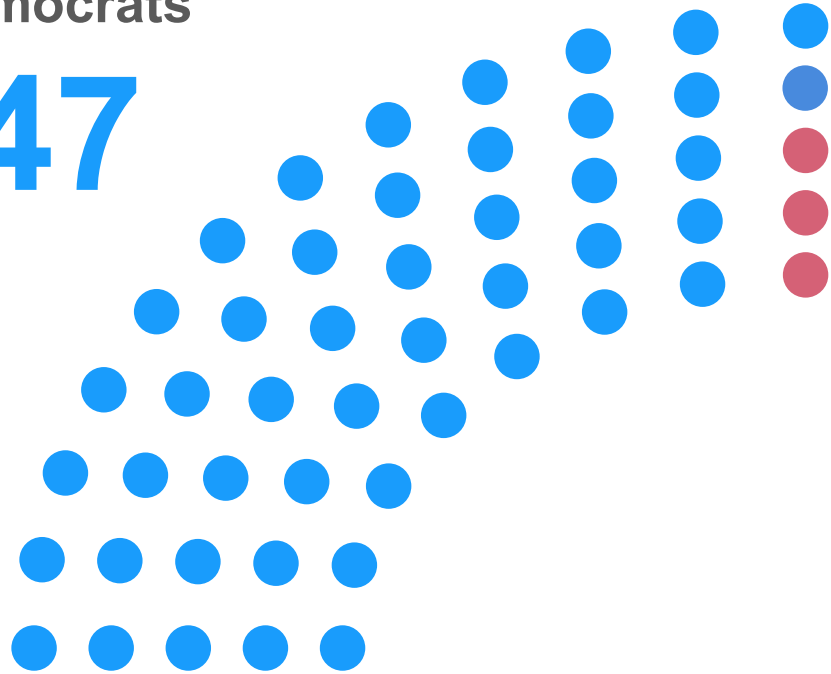
**212**



# Senate Balance of Power 119th Congress

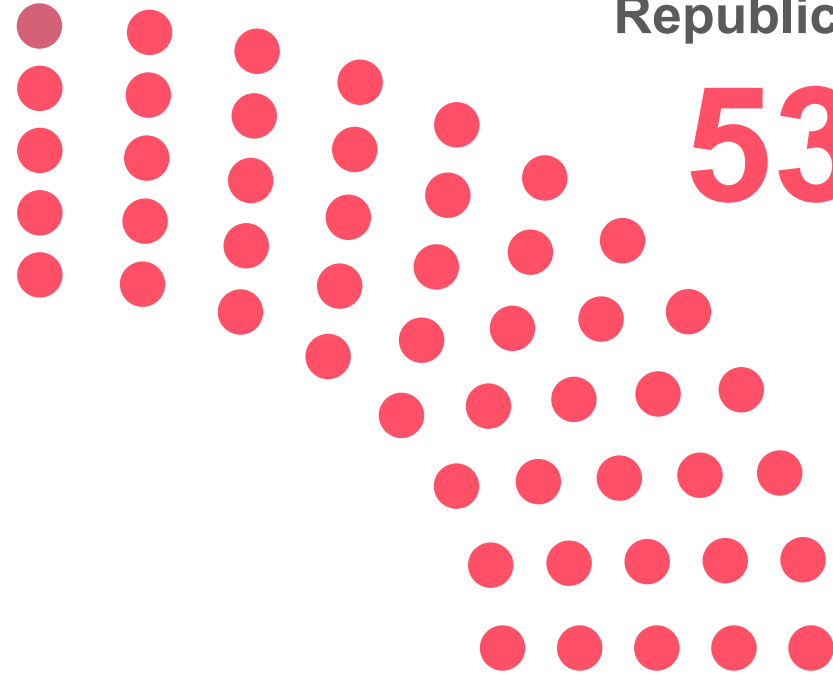
Democrats

47



Republicans

53



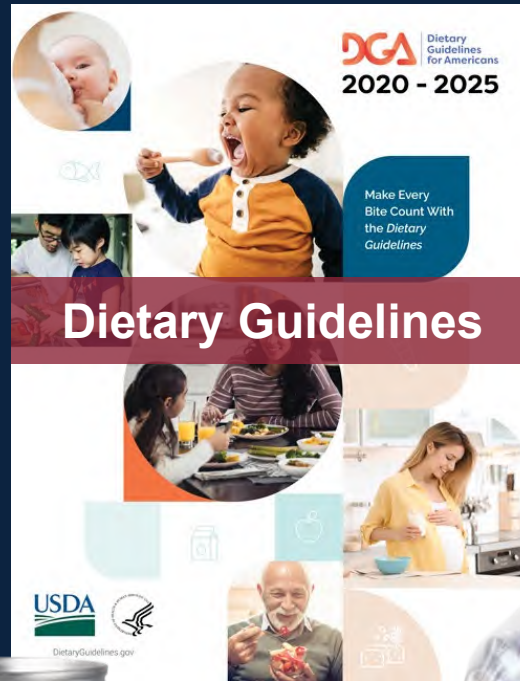


**WE BREW BEER ON  
COMMON GROUND.**





# TACKLING SIGNIFICANT POLICY CHALLENGES



A large crowd of young people, primarily women, are gathered at what appears to be a social event or festival. Many are smiling and holding beer cans, some with custom sleeves. The scene is lively and social. The text "Beer isn't going anywhere" is overlaid in white on a dark red background.

Beer isn't going anywhere









**Total Jobs**  
**2.37 Million**



**Total Economic**  
**Contribution**  
**\$409.2 Billion**



**Total**  
**Agricultural Jobs**  
**52K**



A close-up photograph of several hands holding and clinking beer mugs in a toast. The mugs are filled with golden beer and have a thick head of foam. The background is blurred, showing other people in a social setting. The text 'PRO BEER AGENDA' is overlaid in white, italicized, sans-serif font on the right side of the image.

*PRO  
BEER  
AGENDA*

# 2025 POLICY PRIORITIES



TAX?





# DIFFERENTIATION

**TEXAS INSIDER** ON THE RECORD THE SCOOP OPINION QUOTES CARTOONS ABOUT NEWSLETTER SUBSCRIBE

## Congress Should Protect American Distilleries, Not Foreign Liquor Interests

04/20/2024 Source: TexasInsider



Top shelf liquors that hail from the Lone Star State. By its licensed order.

Congress should protect American consumers & small business industries - not favor large foreign corporations

WASHINGTON, D.C. (Texas Insider Report) - The special interests of the Hard Liquor Lobby in Washington, D.C. is attempting to pass legislation that will favor large foreign corporations over American consumers and small business industries.

**The Washington Times**

## Duty drawback is case study in need to simplify tax code

Complex rules benefit only large corporations, wealthy individuals and tax attorneys



**NEWSMAX**

## Big Booze Should Pay Their Fair Share of Taxes

OPINION



**Boston Herald**

## Johnson: Nix the sweet tax deal for Big Liquor

BREAKING NEWS



**npr WAMU 88.5** NEWSLETTERS SIGN IN NPR SHOP DONATE


NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

**PLANET MONEY** LISTEN & FOLLOW

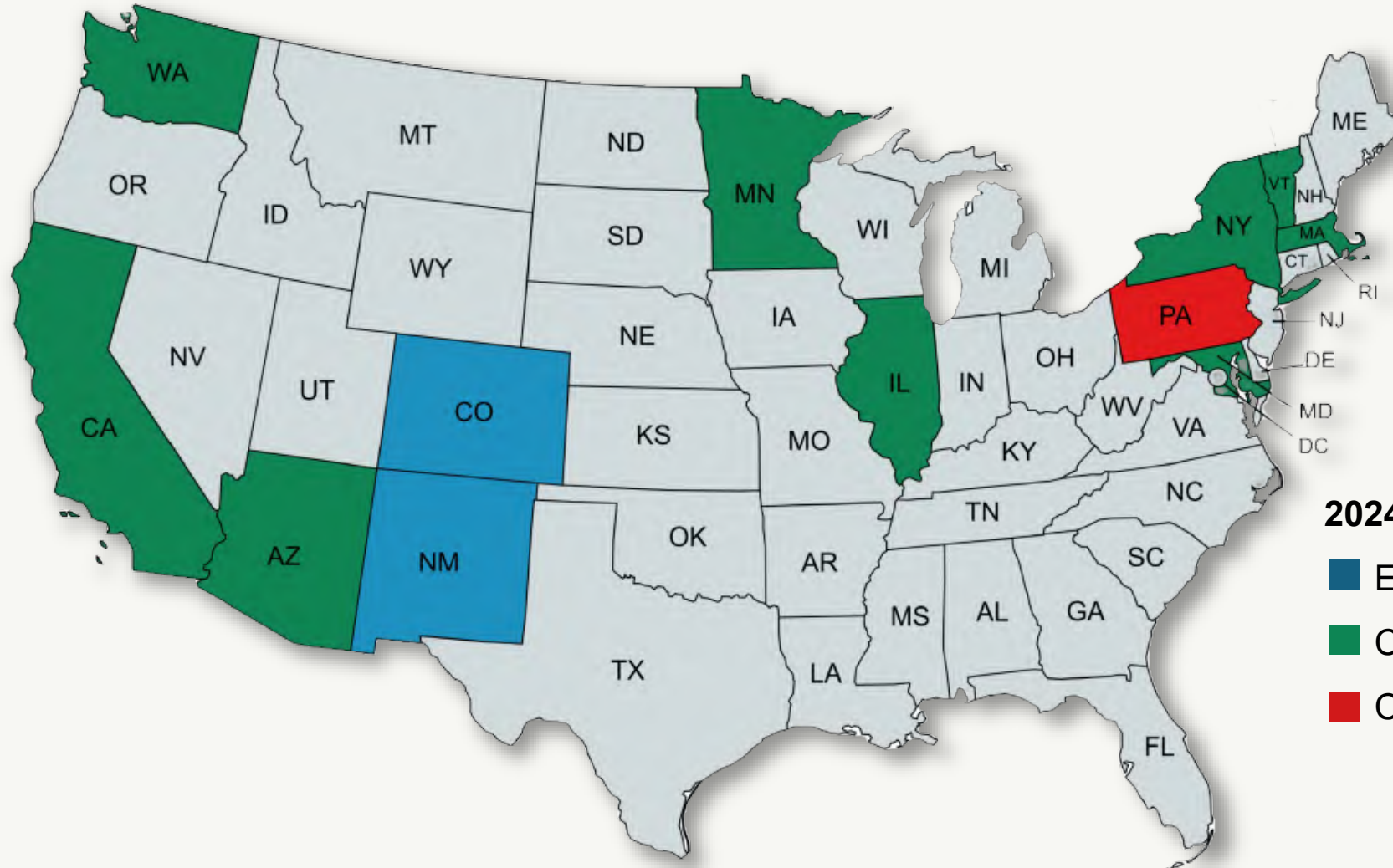
## The billion dollar war behind U.S. rum

MARCH 15, 2024 · 7:14 PM ET  
By Jeff Guo, Sarah Gonzalez, James Sneed, Molly Messick

23-Minute Listen



# 2024 State Wins

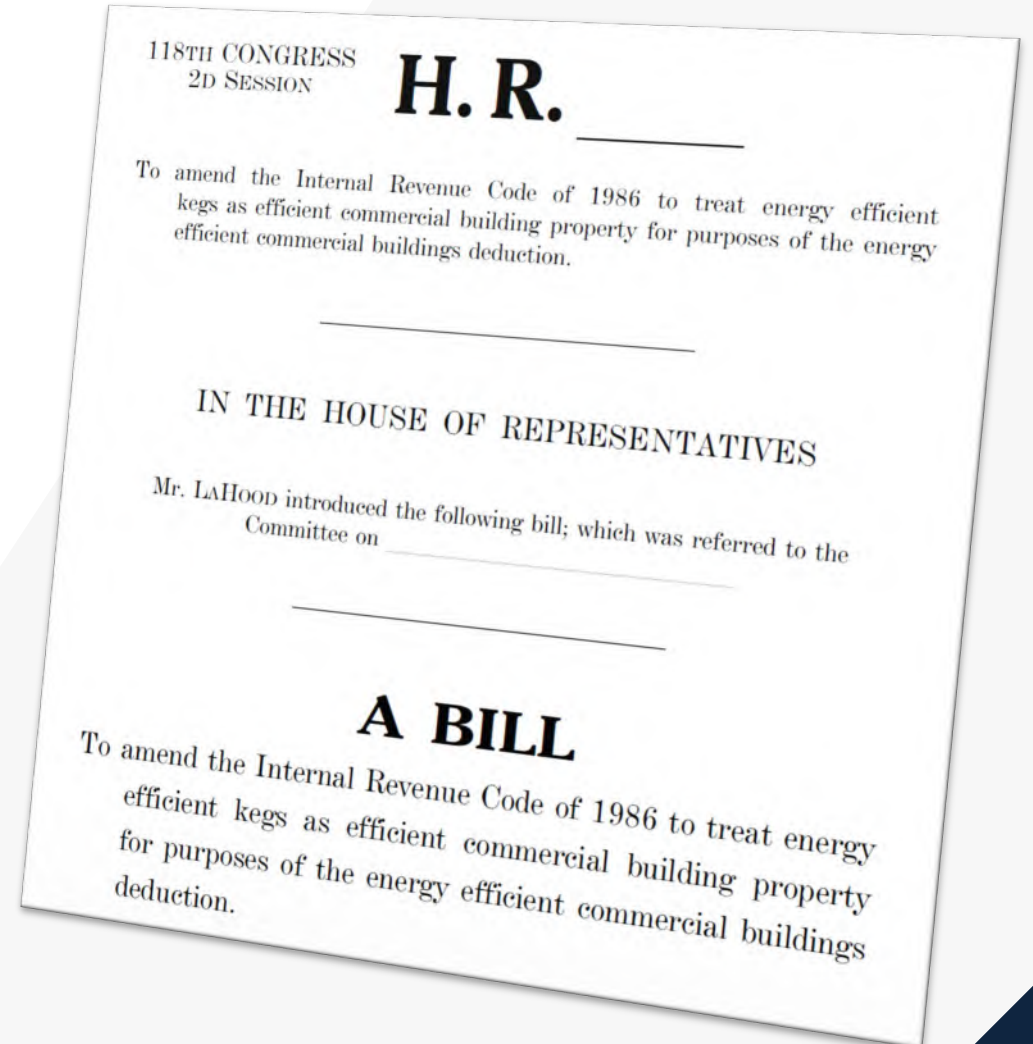


## 2024 Legislative Session

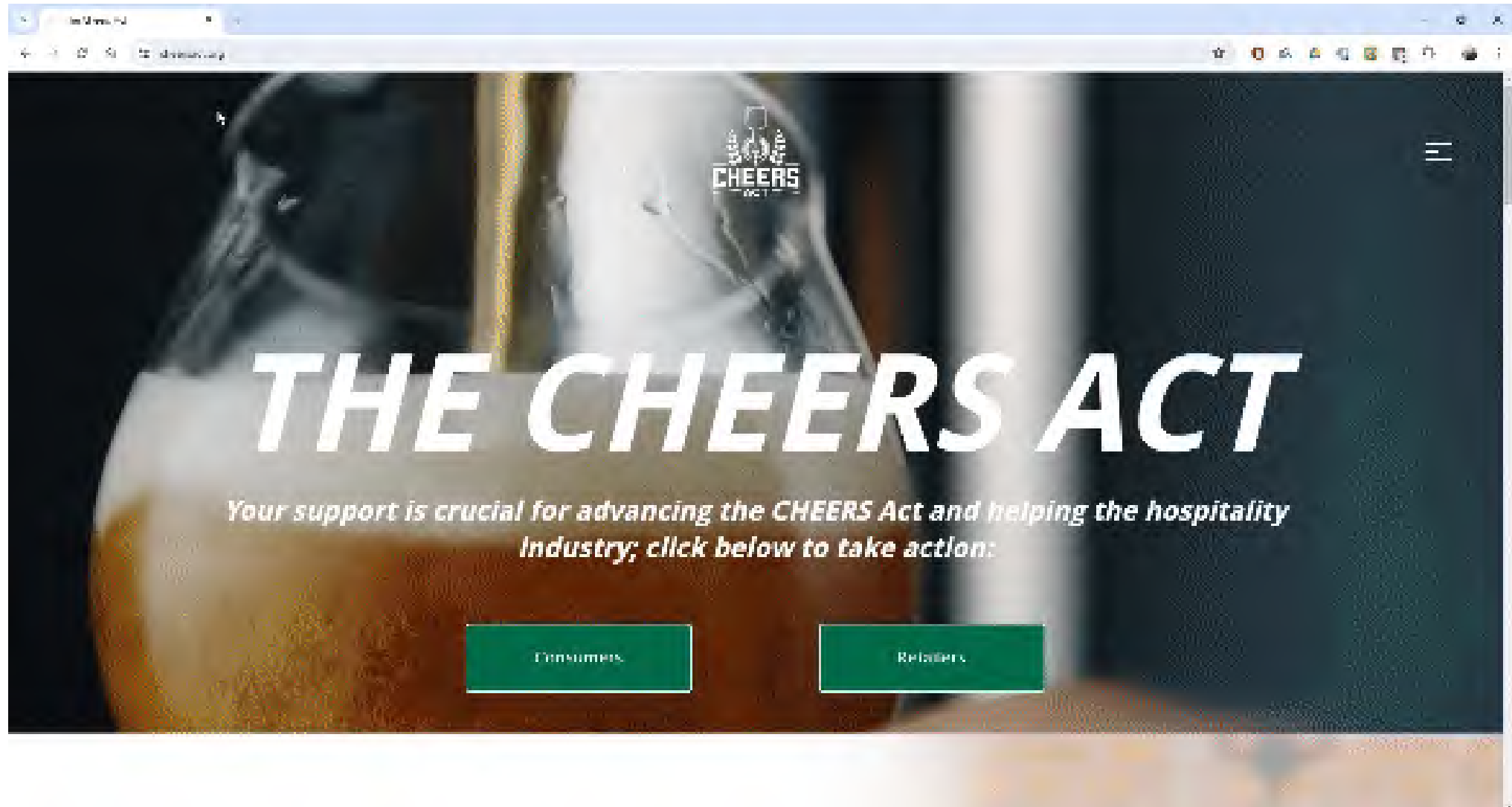
- Excise Tax Win
- Canned Cocktail Win
- Canned Cocktail Expansion

# H.R. 7577 - THE CHEERS ACT

Creating **H**ospitality **E**conomic **E**nhancement for **R**estaurants and **S**ervers



# CHEERS ACTIVATION





# ***THE CHEERS ACT***

*Your support is crucial for advancing the CHEERS Act and helping the hospitality industry;  
click below to take action:*

34

Bipartisan Co-  
sponsors

56

National, Regional, &  
Local Organization  
Supporters

2,697

Grassroots  
Letters Sent to  
Congress

904

Grassroots Contacts  
Acquired

# BECOME A BEER ADVOCATE



# Farm Bill









**REGULATIONS**

**RULES**

113

114

%

162

161

163

203

205

206

211

# DIETARY GUIDELINES UPDATE



# The Dietary Guidelines process must be:


1. Transparent
2. Free from a biased agenda
3. Based on a preponderance of sound scientific evidence





# NASEM report released

Review of Evidence on  
Alcohol and Health

 NASEM Study: A Balanced View on  
Moderate Alcohol Consumption Science

NATIONAL ACADEMIES Sciences  
Engineering  
Medicine

- ✓ No evidence of increased risk for all-cause mortality or cardiovascular disease
- ✓ “moderate certainty” that people who drink alcohol in moderation have lower all-cause mortality than those who don’t
- ✓ Compared with never consuming alcohol, moderate alcohol consumption is associated with a lower risk of nonfatal heart attack, a lower risk of nonfatal stroke, and lower risk of cardiovascular mortality
- ✓ ICCPUD Report to be released last week

# Positive News Reports on NASEM

WINE BUSINESS

**Christopher Snowden** @cjsnowdon

First of two major reports on alcohol finds moderate drinking tied to lower mortality [statnews.com/2024/12/17/alc...](https://statnews.com/2024/12/17/alc...) via @statnews



From statnews.com

9:51 AM · Dec 18, 2024 · 3,311 Views

POLITICO PRO

## Government advisory panel finds moderate drinking lowers risk of heart disease, in victory for alcohol lobby

The alcohol industry has been worried that the forthcoming Dietary Guidelines for Americans could recommend lower alcohol consumption.

BY: MARCIA BROWN, MEREDITH LEE HILL | 12/17/2024 02:22 PM EST

## NASEM report affirms benefits of moderate drinking

The first of the two alcohol studies that will inform American drinking guidelines has been released.

by [Felicity Carter](#)

VINEPAIR

CONSUMER CHOICE CENTER

ABOUT US NEWSROOM RESEARCH POLICY AREAS EVENTS DONATE

ALCOHOL DIETARY GUIDELINES PRESS RELEASE

## NASEM FINDINGS ON ALCOHOL SAFETY ARE A WIN FOR SCIENCE & CONSUMER CHOICE

DECEMBER 18, 2024 BY YAEL OSSOWSKI 0 COMMENTS



BOOZE NEWS

### New Congressionally-Funded Report Maintains Benefits of Moderate Drinking

MUCK RACK

WAMU-FM (Washington, D.C.)

Radio  
Aired on December 19, 2024 at 6:05 AM on WAMU-FM (Washington, D.C.)  
Washington, D.C., United States

Audience 374,100 national

ALCOHOL

## Moderate Drinking Linked to Lower Overall Mortality Rate, Says National Academy of Sciences

So let's all enjoy a moderate toast to a Happy New Year!

RONALD BAILEY | 12.31.2024 7:00 AM




# Surgeon general report causes waves

The New York Times

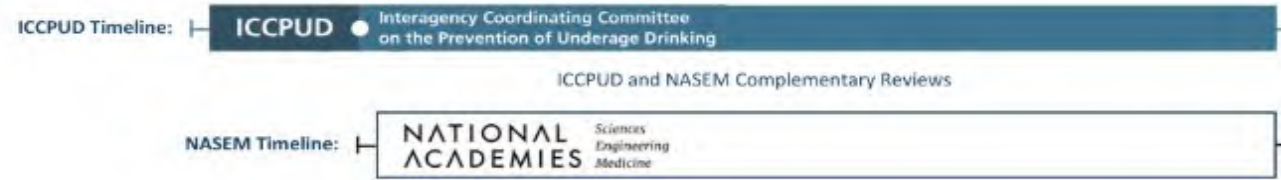
## *Surgeon General Calls for Cancer Warnings on Alcohol*

Dr. Vivek Murthy's report cites studies linking alcoholic beverages to at least seven malignancies, including breast cancer. But to add warning labels, Congress would have to act.

 Share full article



# Alcohol Intake and Health Study Timeline







# Intoxicating Hemp

## SEC. 10113. HEMP PRODUCTION.

The Agricultural Marketing Act of 1946 (7 U.S.C. 1621 et seq.) is amended by adding at the end the following:

### “Subtitle G—Hemp Production

#### “SEC. 297A. DEFINITIONS.

“In this subtitle:

“(1) HEMP.—The term ‘hemp’ means the *Cannabis sativa* L. and any part of that plant, including all derivatives, extracts, cannabinoids, and salts of isomers, whether growing or not, with a tetrahydrocannabinol concentration of not more than 0.3 percent on a dry weight basis.




# CONGRESS ON INTOXICATING HEMP

POLITICS

## **GOP-Led Congressional Committee Approves Bill To Ban Most Consumable Hemp Products Such As Delta-8 THC**



Published on July 11, 2024

By Kyle Jaeger 

# POLITICO

## **State attorneys general urge Congress to address risks posed by intoxicating hemp products**

Congress legalized hemp under the 2018 farm bill, touting it as a boon for struggling farmers. But the market has become increasingly dominated by intoxicating products that are largely unregulated

# Beer's Perspective Must be Part of the Debate



**Revenue**



**Regulation**



**Responsibility**



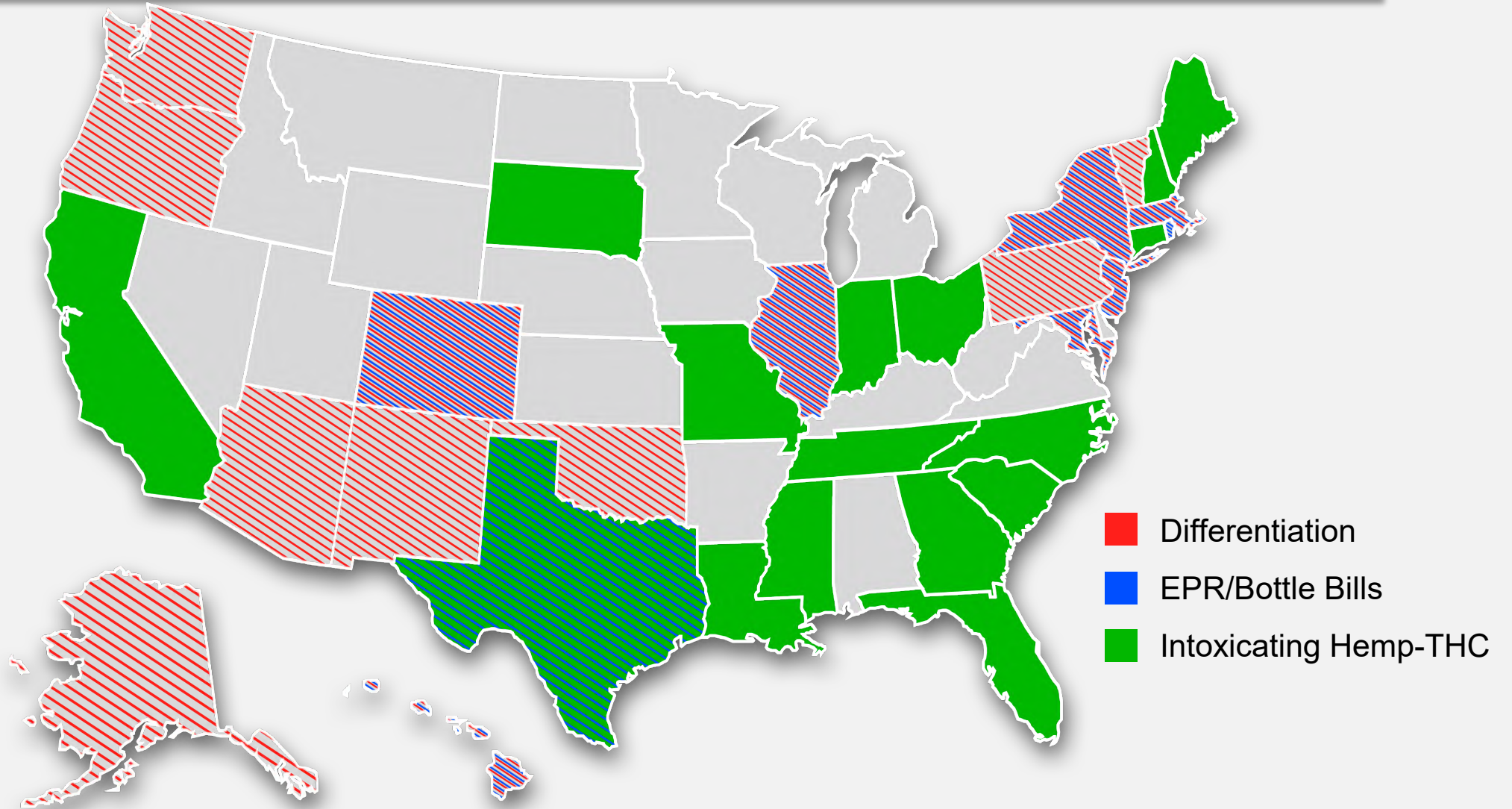
**Research**



# BECOME A BEER ACVOCATE



# 2025 Anticipated Engagement



StandWithBeer.org



# STAND WITH BEER

**2.4 MILLION**

*Jobs*

**\$132 BILLION**

*Wages & Benefits*

**\$409 BILLION**

*to the U.S. Economy*



An economic powerhouse, the beer industry supports nearly 2.4 million jobs, providing more than \$132 billion in wages and benefits, and contributing more than \$409 billion to the U.S. economy. All of this while promoting responsible consumption, providing a moderate beverage with labeling that includes alcohol content and nutrition information that allows for complete transparency for consumers.

However, the beer industry faces opposition, including from the liquor industry that imperils these benefits to Americans. Beer is different from liquor, and it should be taxed and treated differently. Scroll down to learn more about beer's impact, and stand with the beer industry by becoming an advocate today!

EXPLORE WHAT MAKES BEER

  
**Hopsteiner**  
est. 1845

  
**YAKIMA  
CHIEF  
-HOPS-**

  
**PRAIRIE  
MALT™**

*Ball*

  
1847  
**RAHR MALTING CO.®**

  
**BROOKLYN  
BREWERY**

  
**NEW BELGIUM  
BREWING**

  
**ALLAGASH**  
**BREWING COMPANY**

  
**DESCHUTES**  
EST 1988  
**BREWERY**









# BEST IN BREW

AWARDS

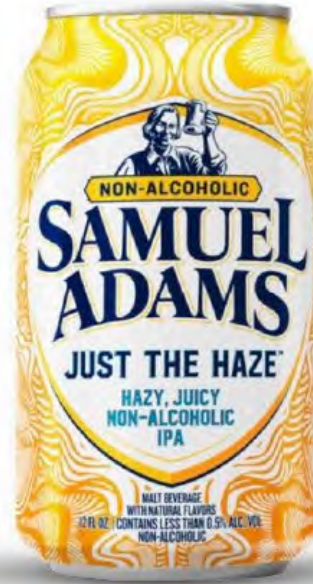
# Beer Serves America



Beer isn't going anywhere







WE ARE BEER.

