

Protecting the
Delaware Estuary
One Beer

At A Time



"I have no special talents. I am only passionately curious." -*Albert Einstein*




...and not just any beer



**I'M
TALKING
ABOUT
GOOD
BEER**





Your pets, boats and/or
children have beer-related
names

You might be a
BEER HEAD



You make unsolicited
suggestions to others
shopping in the beer aisle

You might be a

BEER HEAD



You smell your beer before
you drink it.

You might be a
BEER HEAD



You take pictures of your
beer.

You might be a
BEER HEAD



You've planned a vacation
around beer spots.

You might be a
BEER HEAD



You could spout off five beers
with “dog” in the name in less
than thirty seconds.

You might be a


BEER HEAD



A typical conversation for you
and your friends involves the
terms “IBU”, “ABV”, and
“GABF.”

You might be a

BEER HEAD




You attempt to justify a night
night out as “research” or
“field work.”

You might be a
BEER HEAD



Your favorite party accessory
is a mixed-six.

You might be a
BEER HEAD



You've gone out to enjoy your favorite beer and somehow woke up in a different state.

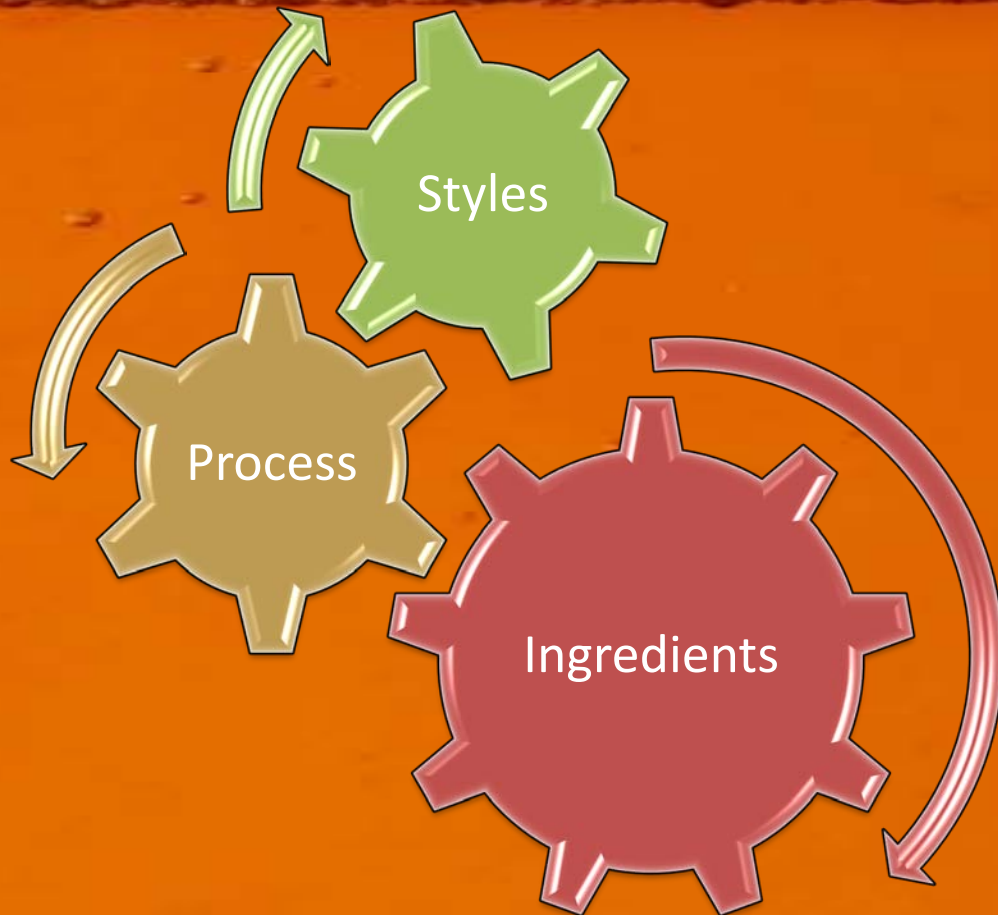
You might

HAVE A PROBLEM

Thank you Google images



Dissecting the GOOD from the BAD

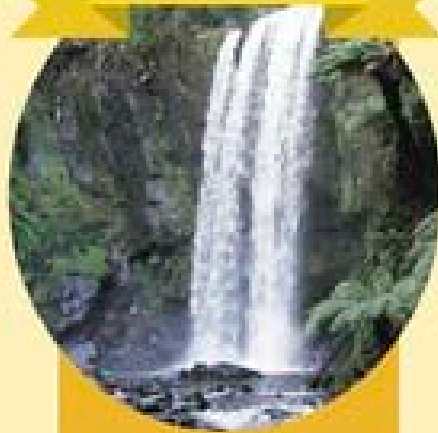


BEER
IS THE WORLD'S **OLDEST**
AND MOST WIDELY **CONSUMED**
ALCOHOLIC beverage **AND THE**
AFTER WATER AND TEA THIRD
OVERALL **BEER IS COMPOSED MOSTLY OF WATER**
KNOWLEDGE **FLAVOURING BEER IS THE SOLE MAJOR**
POPULAR DRINK **COMMERCIAL USE OF HOPS**
BEER IS COMPOSED MOSTLY OF WATER **COLOUR IS DETERMINED BY THE MALT**
THE MOST COMMON
COLOUR IS A PALE AMBER
Produced FROM USING **PALE MALTS**
BEER RANGES FROM
LESS THAN
3% TO 30% ABV

BEER: THE INGREDIENTS

BEER ONLY NEEDS FOUR THINGS:

WATER

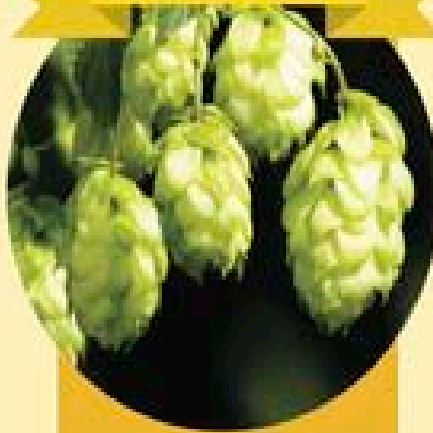


Water is the most used ingredient in beer.

It is also the most important ingredient!

The geography of the water affects how good it is for certain styles of beer, i.e. the water in England is better for making stouts, where the water in Australia is better for pale ales.

HOPS



Hops is the flavouring agent used in all styles of beer, however the amount of hops varies according to the style.

Hops is dried and pelleted for use as the flavouring agent at the start of the process – later on, Hops can be added to include more aroma and colour.

BARLEY



Barley is the grain that is malted as a source of starch. It is the starches and sugars extracted from Barley, that when combined with yeast, create alcohol.

To extract the sugars, the grain is soaked in water, allowed to germinate and then dried in a kiln.

YEAST



Yeast is responsible for fermenting the sugars and creating alcohol.

It also influences the colour and flavour of the beer and affects the alcohol content.

Often yeast is filtered out of beer after fermenting, however sometimes it is left in to add cloudiness.



Who Makes Good Beer

*and what the heck does it have to do with
clean water*

Craft Breweries



What defines a craft brewery

Small

Annual production of 6 million barrels of beer or less (approximately 3 percent of U.S. annual sales).

Independent

Less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by an alcoholic beverage industry member that is not itself a craft brewer.

Traditional

A brewer that has a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation.



They're Everywhere

2,822

Breweries

- 54

Large Breweries

2,768

Craft Breweries

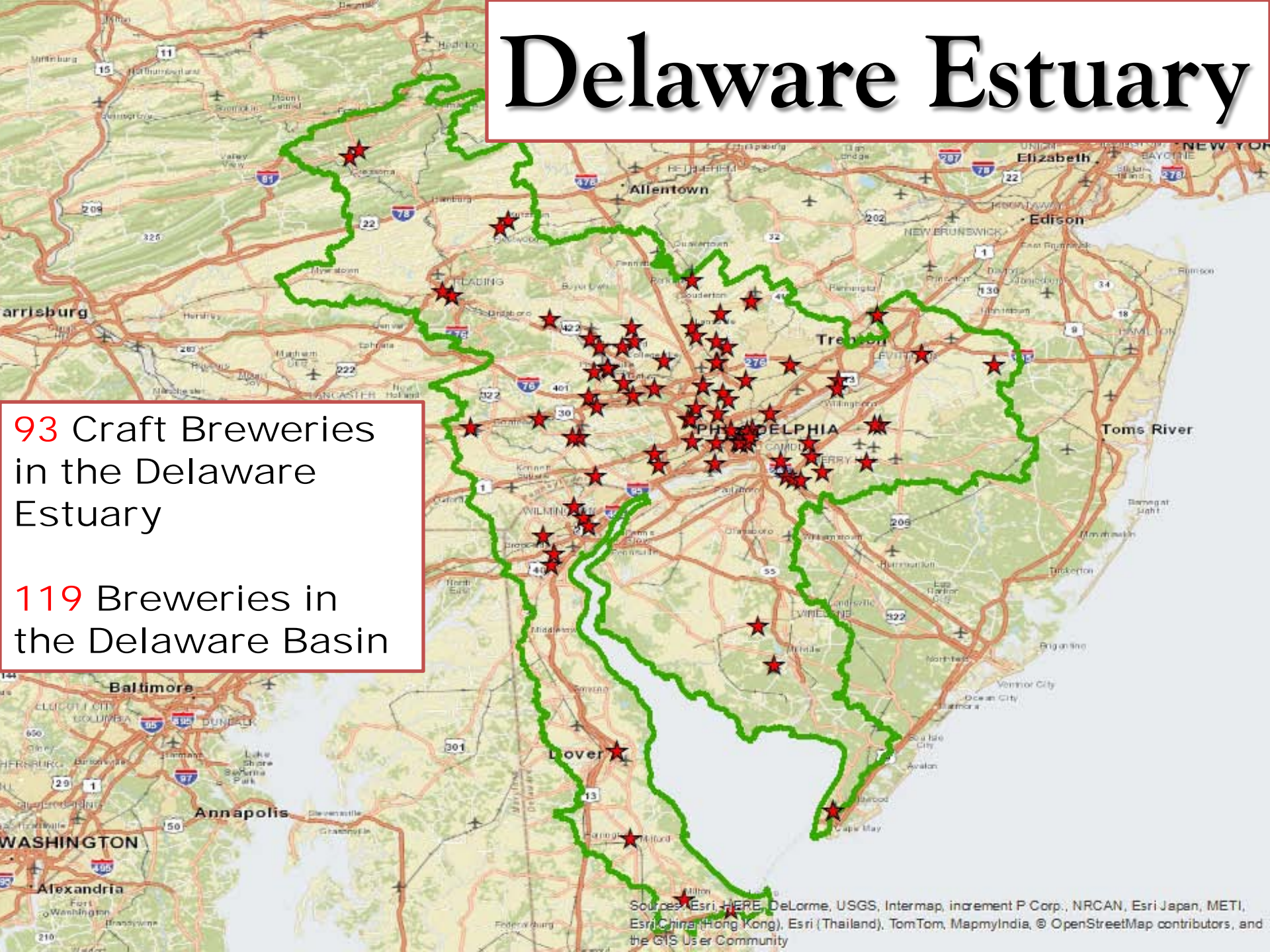
98%



Delaware Estuary

93 Craft Breweries
in the Delaware
Estuary

119 Breweries in
the Delaware Basin



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

They're growing...and making money

U.S. BEER SALES 2013

**OVERALL
BEER**
-1.9%
196,241,321 bbls

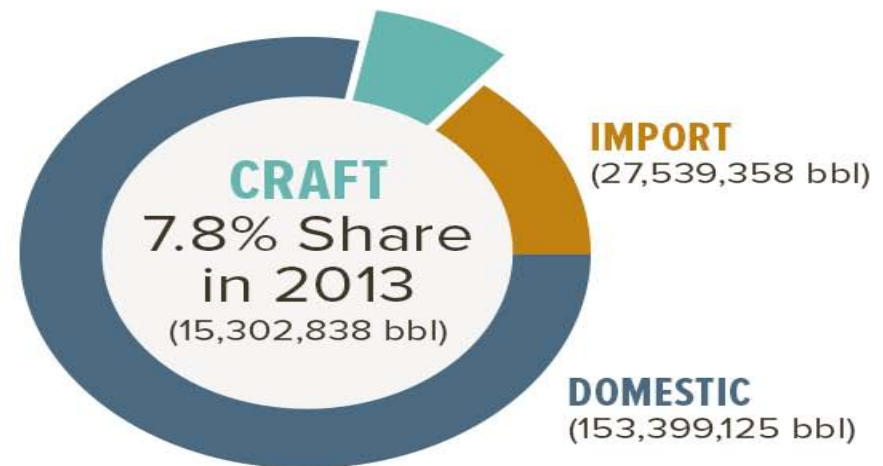
17.2%
CRAFT
15,302,838 bbls

**IMPORT
BEER**
-0.6%
27,539,358 bbls

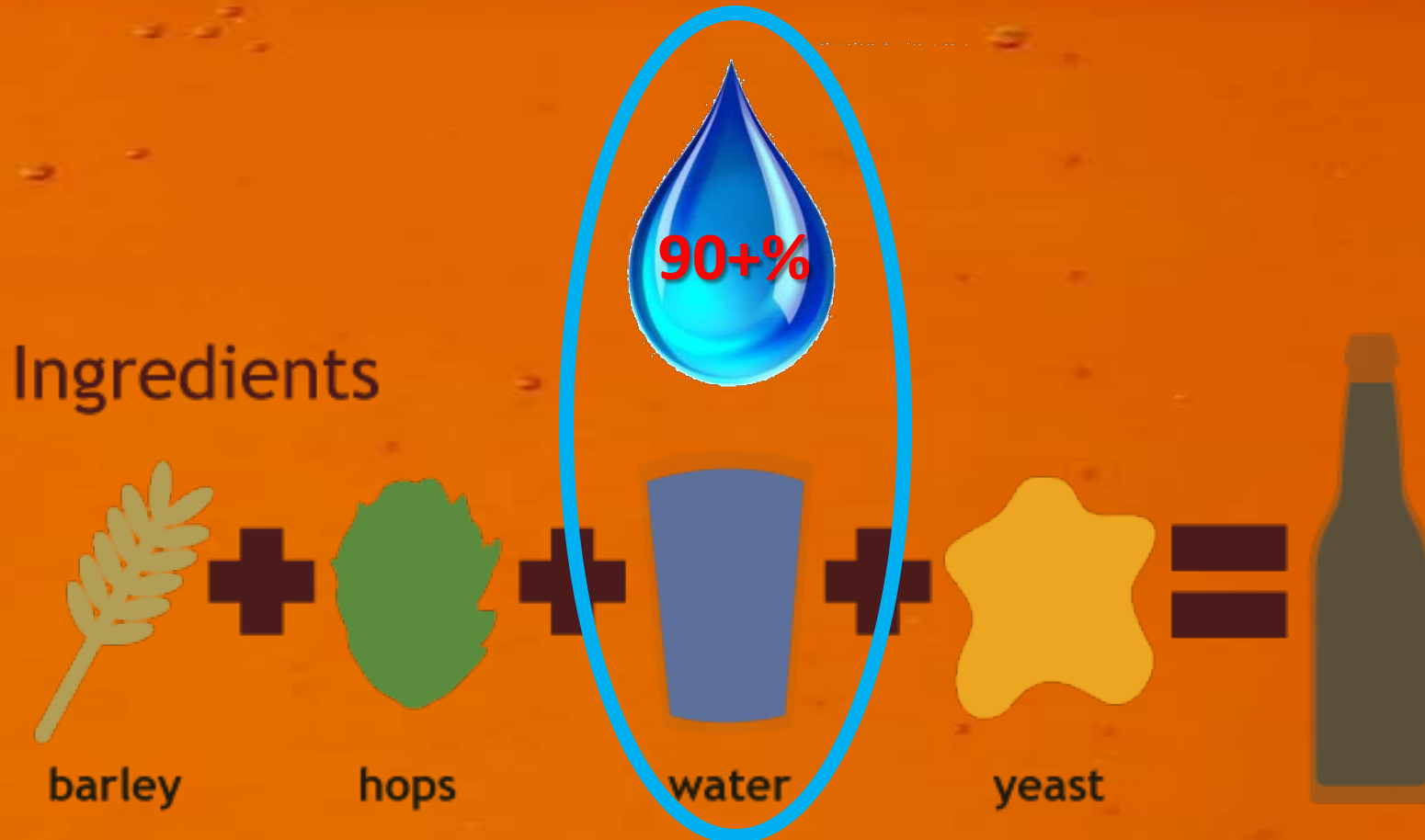
49%
**EXPORT
CRAFT
BEER**
282,526 bbls

**OVERALL BEER MARKET
\$100 BILLION**

**CRAFT BEER MARKET
\$14.3 BILLION**
20% DOLLAR SALES GROWTH



They focus on ingredients



They're Creative



Events

CREATIVE
MARKETING



Fun Names

CRAFT BEER

Trumer Pilsner
German style pilsner - 5.5%
Speakeasy Metropolis
West coast style Lager - 5.3%
21st Amend. Hell or High Watermelon
Watermelon infused wheat - 4.9%
Anchor Steam Beer
Amber Lager - San Francisco Favorite - 4.9%
Firestone Pale 31
Classic West Coast pale Ale - 4.8%
Sierra Nevada Torpedo
Boldy hopped IPA - 7.2%
21st Amend. Brew Free or Die! IPA
Golden IPA - 7.0%
Anchor IPA
"Fresh from the hops" New Refreshing IPA - 6.5%
Lagunitas Hairy Eyeball
American Strong Ale - 9.4%
Ace Joker Hard Cider
Champagne style cider - 6.9%

The image features the word "TOMS" in a large, bold, black, sans-serif font. The text is centered horizontally and positioned on a light beige, textured fabric strip that runs across the middle of the frame. Above and below this beige strip are two horizontal bands of teal-colored fabric with a visible weave and frayed edges. The overall composition is layered and textured, with the fabric strips overlapping each other and the white background.

TOMS





- Beer brewed to Honor its #1 ingredient
- Beer brewed to support its watershed
- One of the top craft beers from the region

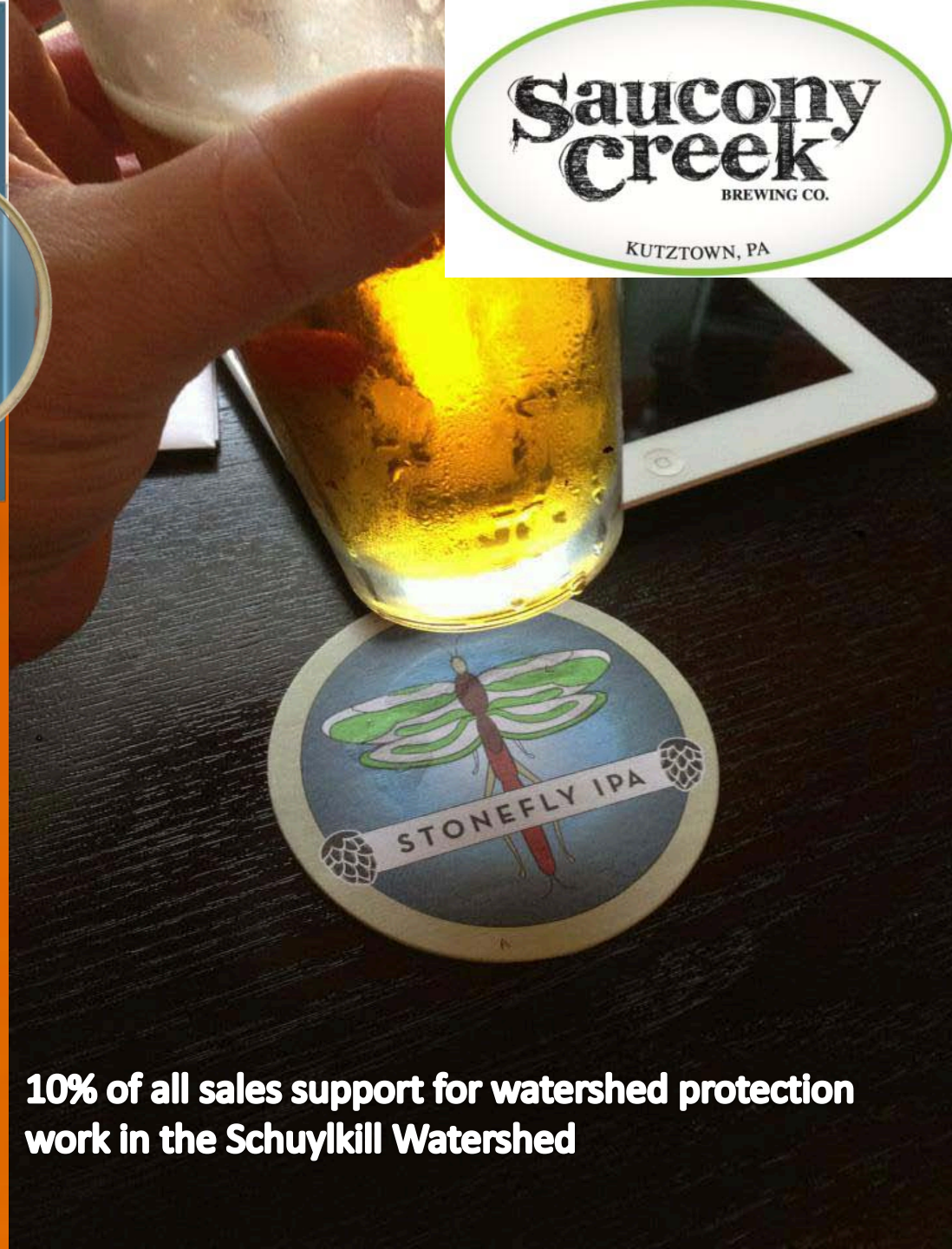




16 Mile



- Brewed in Georgetown Delaware
- Collaboration Brews for a good cause
- Oyster Stout brewed to Benefit PDE
- Great outreach opportunity



From farm to pint our beer is alive! Unpasteurized keep it chilled!"; "A portion of the proceeds of this beer will go towards the protection and restoration of the Schuylkill River and its source waters."

10% of all sales support for watershed protection work in the Schuylkill Watershed



- SAN Events
- Donations
- Financial support
- Philly Beer Week





Flying Fish



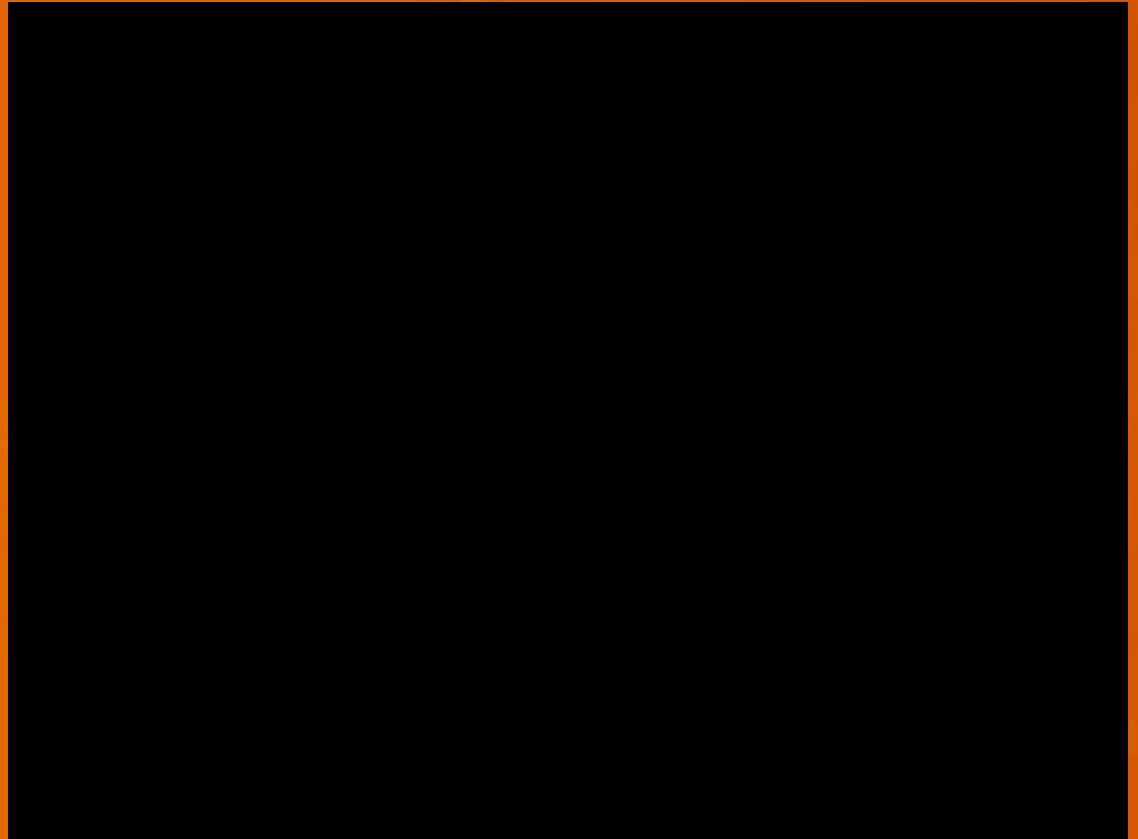
- Exit 1 Oyster Stout- One of their most popular Beers
- Outreach and Education
- Fundraisers and Education
- Publicity

Mardi Gras Fundraiser: Feb 17th at Flying Fish



Flying Fish- FU Sandy

- Raised \$75K for Sandy Recovery



What next?



93 Craft Breweries in the Estuary

93 opportunities for new partnerships

Cheers

