



Ontario Craft Brewers Industry Fact Sheet

The Ontario Craft Brewers are 29 small breweries dedicated to brewing great tasting beer. Since launching in spring 2005, Ontario Craft Brewers continue to experience strong growth in sales, consumer awareness, recognition and numbers as well as brewery openings and expansion.

Current share of Ontario beer market (2005):	5%, up from 4% in 2004
Share of Ontario beer market by volume:	43.92 million bottles or 1.83 million cases of 24 (150,000 hectolitres)
Goal for share of Ontario beer market by 2014:	12%
Premium Ontario craft beers sales growth: (2004 to 2005)	10%
Premium Ontario craft beer sales growth in LCBO: (fiscal 2005/06 to 2006/07)	35% in net sales
Direct employment by Ontario Craft Brewers (2006):	453 people, making up over 20 per cent of the overall brewery employment in the province
Expected direct employment by Ontario Craft Brewers by 2014:	1,600
Volume goal by 2014:	1,000,000 hectolitres or 12,000,000 cases of 24
Number of Ontario craft beers available (May 2007):	120+
Capital investment in 2004 to 2007:	\$20+ million
Awards won since 2000:	200

Brief history of OCB

1985-1996: Craft beer pioneers, including Jim Brickman start an informal association of small brewers that exists in various ad hoc forms for a decade

1996: a small brewers association is established; run by volunteers

2003: OSBA incorporates; adopts Ontario Craft Brewers as operating name; permanent staff hired

2003: Ontario government provides tax incentives for small brewers

2003: 374 jobs (current members)

2004: Ontario Government provides \$5million grant to support small brewers

2004: OCB sales grow by 10%; grow by 55% in LCBO

2004: 387 jobs

2005: OCB Marketing and Technical committees struck

2005: OCB sales grow by 10%; grow by 35% in LCBO
2005: 453 jobs
2004-6: \$20 million in capital expenditures on new breweries and expansions
2005: first OCB advertising runs
2005: Craft Beer Route established

For more information, visit www.ontariocraftbrewers.ca.

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