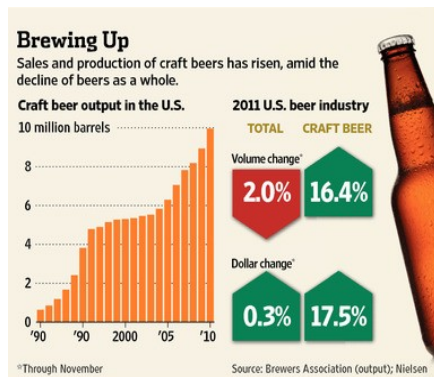




## 2011 Annual Report

The mission of the Washington Beer Commission is to promote Washington beer, benefit the state's breweries, and increase awareness and demand. During the past year the WBC did that by accomplishing the following:

- Adding a new event in Bremerton, featuring 23 state breweries and netting \$37,541 in proceeds for the commission.
- Spent \$25,000 on the marketing of Washington craft beer including the development of two promotional videos, production of 100,000 Washington Beer coasters, production of 50,000 Washington Brew-Ha! brochures, web site update including fresh content agreement, Washington Beer promotional booth at the Great American Beer Festival, deposit for hosting a beer pavilion at the 2012 NW Foodservice show, advertising support in Seattle Magazine leading to a cover story, and a new Washington Beer banner.
- The WBC also ratified a Policies and Protocols manual, held its first annual strategic planning retreat, deposited \$104,000 in a rainy day fund, and started an informative monthly brewers newsletter.



- There are now 1,740 active WABL members, 1,660 people like the Washington Beer Commission on Facebook and we “tweet” at least four days a week on Twitter. We have also begun to use QR codes for driving consumers to the [www.washingtonbeer.com](http://www.washingtonbeer.com) web site.
- Washington craft beer is a leader in the National trend of increased production and sales of craft beer as indicated by the numbers on the reverse side of this report.