



2010 Great American Beer Festival Facts & Figures
September 16-18, 2010 • Colorado Convention Center • Denver, Colorado

Note: The Great American Beer Festival includes both a public tasting and a private judging event.

Great American Beer Festival Overview

- 29th annual festival.
- More than 2,200 beers will be in the festival hall—the biggest selection of American beers ever served.
- 36,000 gallons of beer.
- 49,000 attendees expected (includes ticketed attendees, brewers, judges, volunteers and journalists).
- 455 U.S. breweries serving in the festival hall.

New This Year

- 56 new breweries serving in the festival hall.
- New beer style categories in the competition:
 - American Style India Black Ale
 - Wood and Barrel Aged Strong Stout
 - Pumpkin Beer
 - Field Beer
- Presented by CraftBeer.com, an all new, dynamic Support Your Local Brewery Pavilion with interactive displays of items used in the brewing process (1 barrel system, malt, hops) and information about state brewers guilds. The American Cheese Society will also participate by offering beer and cheese pairings.
- Upgraded Farm to Table Pavilion for Brewers Association and American Homebrewers Association members, featuring nine breweries and 12 food pairings. The Farm to Table ticket includes four-ounce pours, small plates of a variety of fresh and local food items selected to pair with the beers, and a VIP gift. Participating farmers, chefs and brewers will be in attendance, and participating breweries are encouraged to serve special release craft beers not available in the festival hall.
- All new presentations in the Beer and Food Pavilion and Brewers Studio Pavilions including:
 - Hosea Rosenberg, season five Bravo Top Chef winner, will present on street food trends and craft beer.
 - Ken Grossman, Sierra Nevada Brewing Company, and Charlie Papazian, Brewers Association, will discuss their collaboration on Charlie, Ken & Fred's Bock, part of Sierra Nevada's 30th Anniversary series.
- Short Pour Film Festival: The first-ever short film festival about beer will play at the 2010 Great American Beer Festival. The short film line-up for the Short Pour Film Fest includes live action and animation shorts, music videos and original commercials by established and emerging talent from around the globe. All films are on the subject of beer. Catch Short Pour winner "The Swagger Stagger," along with the entire Short Pour program.

Date, Time, Location & Tickets

- September 16-18, 2010, Colorado Convention Center, Hall D, E, & F, Downtown Denver.
- Three evening sessions and one afternoon session.
- Evening Sessions: Thursday, Friday, Saturday 5:30-10 p.m.
 - Attendees receive a commemorative tasting cup, samples in one-ounce portions, the opportunity to sit in on presentations and a Festival program.
- Afternoon Session: Saturday 12:30-4:30 p.m. American Homebrewers Association (AHA) and Brewers Association Members-Only session.
 - Attendees receive a commemorative tasting glass, samples in one-ounce portions, a festival program and a chance to rub elbows with brewers and be the first to sample award-winning beers as the winners of the prestigious Great American Beer Festival competition are announced.
 - Non-members can join the American Homebrewers Association and purchase a ticket to the Members-Only session for \$83.

2010 Great American Beer Festival Competition

- 79 categories of beer will be judged, as well as the GABF Pro-Am.
- 151 judges from nine countries.
- Judging takes place September 15-17 before the public sessions open.
- 516 breweries representing 48 states entered in 2010 competition.
- 56 breweries are first-time entrants.
- 3,523 beers are entered in Competition (a 9 percent increase from 3,308 in 2009).
- Note: these numbers are subject to slight variation as the festival draws near.

Navigating the Festival Hall

- The Hall is divided into eight U.S. regions: Mid-Atlantic, Midwest, Rocky Mountain, New England, Pacific, Pacific Northwest, Southeast, and Southwest.
- Taste beers from a particular state or region.
- Focus on one particular style of beer (e.g., Stout, Pilsner or Pale Ale).
- Notice how breweries in different regions approach a certain style.
- Taste the medal-winning beers during the Saturday afternoon Members-Only or evening session. Winners announced during the Members-Only Saturday afternoon session.

Festival History

- The first festival was held in 1982 at the Harvest House Hotel in Boulder. There were 22 breweries, 40 beers and 800 attendees.
- The festival moved to Denver in 1984.
- The 10th festival was held at the Denver Merchandise Mart with 150 breweries, 500 beers and 7,000 attendees.
- Due to continued growth and popularity, the festival was moved from Currigan Hall in Denver to the Colorado Convention Center in 2000.
- The 2007 Festival sold out the week of the event; 2008 sold out two weeks in advance, and 2009 sold out three weeks in advance.

Festival Highlights

- Great American Beer School—The beer education areas inside the festival hall include:
 1. Craft Beer & Food Pavilion - Enjoy multiple demonstrations throughout the festival, in which chefs and brewers alike discuss the art of cooking with craft beer as well as how to pair with beer to make the perfect meal.
 2. Farm To Table Pavilion - Join chefs, local Colorado farmers, and [small and independent brewers](#) as they discuss and pair craft beer with dishes created with locally grown ingredients. Additional ticket required.
 3. Brewer's Studio Pavilion - With beer that tastes so good, there must be an even better story behind it! The Brewer's Studio gives festivalgoers the opportunity to listen to the brewers themselves as they wax philosophical on a variety of subjects as well as share their stories and beers.
 4. The fifth annual GABF Pro-Am Competition - Entries are brewed by professional craft brewers based on award-winning homebrew recipes from American Homebrewers Association (AHA) members. Homebrew recipes are scaled up and brewed at a craft brewery for submission into the GABF Pro-Am competition.
 5. Support Your Local Brewery Pavilion sponsored by CraftBeer.com - Learn about individual states' beer culture and try the rare beers showcased by the guilds which are unavailable anywhere else at the festival. Nine states will be represented. Enjoy displays of malt, hops, brewing equipment and more!
 6. Brewers Publications Bookstore - This area features books on every aspect of brewing, from style, technique and history to cooking, pairing and serving beer with food. Sample copies will be available and special book signings will be offered.
 7. You Be The Judge Booth - Evaluate a beer with a BJCP (Beer Judge Certification Program) or GABF Competition beer judge.
 8. The Silent Disco - Always a crowd favorite, the Silent Disco gives dancers the chance to dance to music only they and the other disco dancers can hear through wireless headphones. Fun for dancers and spectators alike!

2010 Festival Sponsors

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GABF Official Numbers

	2010	2009	2008	2007	2006	2005	2004
Attendance	49,000	49,000	46,000	46,000	41,000	29,500	28,000
Volunteers	3,400	3,100	2,600	2,642	2,679	2,693	2,552
Volunteer Hours Worked	54,000	49,000	41,679	33,025	41,525	40,000	31,134
Breweries at the Festival	455	457	432	408	384	377	334
Beers at the Festival	2,248	2,101	1,967	1,884	1,668	1,672	1,454
Beers in the Competition	3,523	3,308	2,902	2,822	2,402	2,335	2,016
Categories Judged	82 + Pro-Am	78 + Pro-Am	75 + GABF Pro-Am	75+ GABF Pro-Am	69	69	67
Number of Judges	151	132	110	107	104	109	100
Avg. number of beers in each Category	42	42	39	37	35	34	30
Category with Highest Entries	American Style India Pale Ale: 150	American Style India Pale Ale: 134	American Style India Pale Ale: 108	American Style India Pale Ale: 120	American Style India Pale Ale: 94	American Style India Pale Ale: 103	American Style India Pale Ale: 93
Medals Awarded	236 + 3 in Pro-Am	234 + 3 in Pro-Am	222 + 3 in Pro-Am	222 + 3 in Pro-Am	203	206	201