



BUSINESS RESEARCH DIVISION



COLORADO BREWERS GUILD – ECONOMIC IMPACT STUDY

The Colorado Brewers Guild (CBG) is sponsoring this landmark study on the economic and fiscal impacts of Colorado craft brewers on the Colorado economy. The study is being conducted by the Business Research Division of the Leeds School of Business at the University of Colorado Boulder.

Your responses will be kept confidential by the University of Colorado, and only aggregated results will be shared and published.

OPERATING INFORMATION

To start, we would like to understand the business of your brewery.

- 1) How many barrels of beer did your brewery brew in:

2012 _____

2013 _____

- 2) Estimate the percentage of beer do you package in:

Bottles _____

Cans _____

Growlers _____

Kegs _____

3) What percent of sales come from wholesale, tap room, and restaurant sales?

	Barrels	Dollars
Wholesale	%	%
Tap Room	%	%
Restaurant	%	%

4) Do you ship beer outside the state of Colorado?

- Yes
- No

4a) What other states do you ship to?

5) Do you export beer internationally?

- Yes
- No

5a) What countries do you export to? _____

6) Are you licensed with the Colorado Liquor Enforcement Division as a Manufacturing Brewery (packaging) or a Brew Pub?

- Manufacturing Brewery
- Brew Pub

7) How many locations of Manufacturing Breweries and Brew Pubs do you operate in Colorado?

_____ Manufacturing Breweries

_____ Brew Pubs

8) What percentage of revenue is attributed to each activity?

If you are a manufacturing brewery, enter "0" for restaurant sales and other alcohol.

Brewing _____%

Restaurant _____%

Other Alcohol _____%

Merchandise _____%

Other _____% Please Specify: _____

9) If your brewery is licensed as a brew pub, how many employees are devoted to each activity?

_____ Brewing

_____ Restaurant

10) If you are a Manufacturing Brewery, what is the square footage of your indoor tasting room?
_____ Square Feet

10a) Do you have outdoor seasonal seating?

Yes

No

EMPLOYMENT INFORMATION

Next, we would like to better understand your workforce.

11) What was the average number of employees who worked for your company in 2012 and 2013?

(Count as the average headcount of individuals--not FTEs.)

2012 _____

2013 _____

12) What was your total payroll in 2012 and 2013 (not including benefits)?

2012 _____

2013 _____

13) In order to understand the part-time/full-time nature of your company, how many total full-time and part-time employees does your company have?

Full-Time _____

Part-Time _____

14) Do you offer employee benefits?

Yes

No

14a) If you offer employee benefits, what benefits do you offer?

- Health Insurance
- Dental Insurance
- Life Insurance
- Retirement
- Short-Term Disability
- Long-Term Disability
- Paid Annual Leave
- Paid Sick Leave
- Other _____

14b) If you offer employee benefits, what percentage of employee compensation is benefits?

_____ %

15) Do you think you will be hiring more workers in 2014?

- _____ Yes
- _____ Maybe
- _____ No

15a) If yes, how many employees do you plan to hire? _____

For the following questions, if one person does more than one specific job, please count him or her in each response. Do not include department manager; that information will be recorded separately.

16) Please list the annual starting salary (or range of salaries) for the following positions in your company. If you do not have a position, please respond with N/A. If one person holds more than one position, please place his/her annual salary in each appropriate row.

Head Brewer	\$ _____
Director of Brewing Operations	\$ _____
Sales Director	\$ _____
Marketing Director	\$ _____
Finance Director	\$ _____
Taproom Manager	\$ _____
Cellar Manager	\$ _____
Packaging Manager	\$ _____
Brewery (Plant) Manager	\$ _____

17) Regarding your brewery staff, please answer the following questions in the table below.

Regarding your brewery staff:	How many individuals are responsible for the following area:	What is the average length of time (in months) those individuals have worked for your company?	What is the average pay of these individuals? (report as an hourly figure based on a 40-hour week regardless if the position is salary based)	Is the employee a full or part time employee? (Please circle all that apply)
Production of Wort				Full time Part time
Fermentation and Cellaring				Full time Part time
Packaging				Full time Part time
Sales				Full time Part time
Marketing				Full time Part time
Tasting Room				Full time Part time
Taproom				Full time Part time
Accounting/Finance				Full time Part time
Logistics/Warehousing				Full time Part time
Other Specify: _____				Full time Part time

18) Please describe the commission structure of your sales representatives.

INFLUENCING / DETERRING FACTORS

Now we will ask you questions regarding factors that influence or deter brewery growth.

19) How much growth do you anticipate in 2014? (circle one)

<0 0-5% 5-10% 10-15% 15-20% >20%

20) Please rank in order the factors that would most encourage you to expand your brewery today?

(1 = High ranking factor, 10 = Low ranking factor)

- _____ Increased market access
- _____ Increased access to distribution channels
- _____ Lower fuel costs
- _____ Increased access to financing
- _____ Tourism
- _____ State marketing support for craft brewing tourism
- _____ State funding support for craft brewing industry
- _____ Increased hop production in Colorado
- _____ Decreased regulation
- _____ Lower taxes

20a) If you care to clarify or expand on any of the above answers, please do so here:

21) Please rank in order the challenges that most inhibit your brewery's growth today?
(1 = High ranking factor, 14 = Low ranking factor)

- _____ Lack of market access
- _____ Complex distribution channels
- _____ High commodity prices (e.g., hops, barley, fuel, etc.)
- _____ Lack of access to capital
- _____ Federal brewer excise tax
- _____ State brewer excise tax
- _____ Increased competition
- _____ Qualified workforce (i.e., skilled, trained)
- _____ Cost of employees
- _____ Lack of available brewery equipment
- _____ Cumbersome regulations
- _____ Difficulty sourcing raw materials
- _____ Full strength beer sales in Colorado grocery stores
- _____ Cost of brewery equipment

21a) If you care to clarify or expand on any of the above answers, please do so here:

BREWERY DETAIL

For the purpose of estimating the industry's economic impact, we will end by asking you questions regarding revenue and expenditures. All responses will be kept confidential by the University of Colorado and only aggregated results will be shared and published.

22) What were your company's total expenditures in 2012 and 2013 (including production, selling, general, and administrative costs)?

2012 _____

2013 _____

22a) Please estimate the percentage of your expenditures that occurred in Colorado. *(Note: this includes direct purchases from the office or warehouse in Colorado, despite where goods are ultimately sourced).* For example, if cans were manufactured in Colorado, but the cans are bought from a company based out of Chicago, it could be considered an expenditure that occurred in Colorado.

_____ %

23) In the left column, please estimate a dollar amount for the following expenses. In the right column, estimate the percent of that expense that was sourced in Colorado.

	Total	% of Total Expenditures Sourced in Colorado
Hops	_____	_____
Grains	_____	_____
Other Brewing Ingredients (e.g., honey, spices)	_____	_____
Chemicals (e.g., acid, chlorine)	_____	_____
Utilities (Water, gas, electricity)	_____	_____
Packaging	_____	_____
Distribution	_____	_____
Marketing	_____	_____
Equipment	_____	_____
Food (if part of a pub)	_____	_____
Merchandise	_____	_____

24) Estimate your total taxes paid in the categories below

Total Sales Taxes Paid	\$ _____
Federal Excise Tax	\$ _____
State Excise Tax	\$ _____
Total Property Taxes	\$ _____

25) What was your company's revenue in:

2012 _____

2013 _____

25a) What percentage of your sales occurred in Colorado? _____ %

COMMUNITY BENEFITS

For the purpose of demonstrating other community benefits, aside from employment and expenditures, please describe instances of charitable donation, volunteerism, or other acts not expressed above.

26) Do you or your employees (on behalf of the business):

- Give to Charity Organizations
- Volunteer
- Participate in Fundraising Events

27) What has been your greatest impact on your community?

28) Please describe one example of your brewery’s participation in community activities (e.g., activity name, how the brewery was involved, etc.).

BACKGROUND/CONTACT INFORMATION

These last four questions ask for brewery background information and contact information.

29) Name of brewery: _____

30) In what year was your brewery founded (yyyy)? _____

31) Company contact information: This ensures that we do not include duplicate responses. We will not share your contact information.

Brewery/Brew Pub Name _____

Address _____

City, State ZIP _____

Website _____

Contact person _____

Contact telephone _____

Contact e-mail _____

32) What is your title? (owner, founder, president, controller, brew master, other)

