

## Crafty Business - Big Beer May Soon Buy Up Your Favorite Craft Brewery

Posted At : October 15, 2017 12:44 PM | Posted By : Dr. John Gironda

Related Categories: Niche Markets

A promotional poster for the Tysons Biergarten American Craft Beer Tasting Festival. The poster features a large, tall glass of amber beer with a thick head of foam on the right side. The Tysons Biergarten logo, which consists of a circular emblem with a beer mug and the words 'TYSONS BIERGARTEN', is visible on the glass and in the top left corner. The background is a warm, textured brown. The text is arranged in a clear, hierarchical manner, with the event name in large, bold letters and the details in smaller text below. The bottom of the poster includes the location, website, and a logo for Social Entertainment.

**TYSONS BIERGARTEN**

**AUG. 27TH & 28TH**  
**FROM 1PM-6PM**

# **American Craft Beer Tasting Festival**

**50+ LOCAL CRAFT BEERS**  
**MEET BREWERY REPS**  
**SPECIALITY UNIQUE CRAFTS**  
**BREWERY GIFTS**  
**COOLING WATER MISTERS**  
**MOON BOUNCE FOR KIDS**  
**FOOD TRUCKS**  
**SOUVENIRS**  
**CONTESTS**  
**LIVE MUSIC**  
**DOG FRIENDLY**  
**STEIN HOISTING COMPETITION**  
**PRIZES & TREATS!**

**TYSONS BIERGARTEN**

**8346 Leesburg Pike, Tysons, VA 22182**  
**[www.Tysonsbiergarten.com](http://www.Tysonsbiergarten.com)**

**SOCIAL ENTERTAINMENT**

The craft beer industry has experienced explosive growth in the last 10 years. According to the Brewers Association, craft beer has gone from a 5.9% dollar sales share of the U.S. market in 2006 to a 24.84% dollar sales share in 2016. This growth hasn't gone unnoticed by the giant "megabreweries", which have seen sales of their beers flatten or even decrease in recent years. This rise in craft beer consumption has led to a number of major industry shakeups such as the merging of Anheuser-Busch and Belgian beer giant InBev back in 2008, as well as AB InBev's subsequent purchase of SABMiller in 2016.

Recently the big breweries' strategy has been to simply buy up popular craft brewers. For instance, AB InBev has now acquired 10 craft beer brands including Goose Island and Blue Point; while Constellation Brands, the makers of Corona, bought San Diego craft brewer Ballast Point in late 2015, and MillerCoors purchased a majority ownership stake of the Terrapin Beer Company in July of 2016.

This trend has been met with backlash by many craft beer enthusiasts and industry members alike. For

example, after North Carolina craft brewer Wicked Weed announced its sale to AB InBev in May of 2017, it drew harsh criticism from numerous customers and was subsequently stripped of its voting rights in the NC Brewer's Guild. The issue has drawn attention once again as popular South Florida craft brewer Funky Buddha was purchased by Constellation Brands on August 10th of 2017.

Where do you come down on the issue? Do you think this recent trend in the industry is a good thing? Will it change your view of your favorite craft brewer if they were bought up by the "big guys"? Please share your thoughts in the comments section below.

John Gironda, Ph.D., is an Associate Professor of Marketing in the Huizenga College of Business and Entrepreneurship, Nova Southeastern University. He can be reached at [jgironda@nova.edu](mailto:jgironda@nova.edu)