

What is a CRAFT BREWERY?

A craft brewery is a small, independent brewery with an annual production of less than 6 million barrels. In Georgia every craft brewery is at least 75% owned by Georgia residents. Every brewery in Georgia, except for the Budweiser facility in Cartersville and the Miller facility in Albany qualifies as a “craft brewery”.

There are 2 types of craft breweries in Georgia - the “Production Brewery” and the “Brewpub”.

What is a PRODUCTION BREWERY?

In Georgia, production breweries are beer manufacturers that sell beer exclusively to beer distributors. These manufacturers have only one customer in the state, their designated distributor, and are prohibited from selling beer to any other company or individual, including friends and family. Production breweries in Georgia vary widely in size and scope. The smallest breweries only distribute in the state, have fewer than 10 employees and produced an average of 2000 barrels of beer in 2013; while the larger, an older, production breweries like Terrapin and Sweetwater employ hundreds of Georgians and produce well over 200,000 barrels combined.

What about barrels, growlers, and cases? What are they?

A barrel is the standard unit of measurement of beer volume. 1 barrel of beer equals 31 gallons. A standard size keg is a 1/2 barrel of beer, or 15.5 gallons.

A growler is a type of package that is used to transport beer derived from a draft system or “tap”. Growlers have no official size, but are often either 32 or 64 ounces and are filled and sealed from beer dispensed in draft form from a keg.

A standard case of beer is 288 ounces, generally packed as 24 12 ounce bottles or cans. The size and volume of a case may vary if the bottles or cans used are 16 ounces (a “tall boy” or pint), 22 ounces (a “bomber”), 750 milliliters, et al.

What is a BREWPUB?

In Georgia, a brewpub is a restaurant that opts to brew its own beer. Brewpubs are considered “craft breweries”, but have different restrictions than production breweries. For example, they can only make up 10,000 barrels of beer a year and they can only sell a limited amount of beer through the three tier system, it’s also required that at least 50% of their revenue is attributable to food sales. The average brewpub in Georgia employed 61 people and produced 1,115 barrels of beer in 2013.

What are “on-premise” and “off-premise” sales?

On-premise sales mean direct to consumer sales for the consumption on the premises of an establishment. Bars, restaurants, and wineries are examples of “on-premise” establishments.

Off-premise sales mean direct to consumer sales for consumption off the premises of an establishment. These are “to-go” sales of packaged product in establishments like wineries and package stores.