



STATE OF IDAHO



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Hop on the Ale Trail Idaho Brewers Trail Map Brochure Now Available!

The craft brewing industry has seen remarkable growth in Idaho with new breweries opening their doors at record numbers. The new Idaho Brewers Trail Map makes it easy to find information on all these breweries in one location. Visitors and locals now can sip their way around Idaho and learn more about the state's craft brew industry. The collaborative effort between the Idaho State Department of Agriculture and Idaho Brewers United features information on 51 breweries and an additional six breweries scheduled to open this year.

In 2013 Idaho had only 34 operating breweries. Idaho Department of Agriculture Director Celia Gould said, "Many of Idaho's craft breweries go beyond just brewing beer in Idaho and include many Idaho ingredients in their brews, such as locally grown grains, hops, and berries. The craft beer industry is important to Idaho's economy and the agriculture industry."

The brochure was created not only to show the locations of Idaho's craft breweries but also to teach about the ingredients grown in Idaho that are used in the brewing process.

One of the key ingredients attracting brewers is Idaho barley. "For the past 45 years, Idaho has forged a very strong relationship with the major U.S. brewing companies by reliably producing the highest-quality malting barley, which is a key ingredient for beer. Today, Idaho is the largest barley producing state and we have turned a close eye on the emerging craft brewing industry because of its growth opportunities," said Kelly Olson, administrator of the Idaho Barley Commission. "We especially celebrate the rapid expansion of craft brewing in all parts of Idaho. Craft beer makes up only about 11 percent of the total U.S. beer market today, but U.S. craft brewers buy more than 25 percent of the malting barley grown in this country. Big or small, brewers and barley producers are reliant on each other to produce the best malt beverages available anywhere in the world."

The Brewers Association estimated that craft beer in Idaho had an economic impact of over \$172 million in 2013. "Idaho has seen tremendous growth in the beer industry the past few years. It's exciting to see what Idaho has to offer on one map and look ahead at what's to

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come,” said Sheila Francis, president of the Idaho Brewers United.

“Breweries have been making lots of great beer and we hope with this map, it excites people to go visit a local brewery where ever they are in Idaho.”

The Idaho Brewers Trail Map can be found in brewery tasting rooms, visitor centers, and online at <http://idahopREFERRED.com/products/beverages/>.

For more information or to request copies, contact Skylar Jett at 208-332-8542.

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