

# CRAFT BEER

IN THE SOCIAL WEB  
JANUARY TO DECEMBER  
2015

## Micro-breweries

In the United States there is only little choice in for beer drinkers. Therefore, the first pioneers have begun to brew themselves.

1970s

## Global revolution

The trend to brew beer by oneself, keeps spilling over from the United States to the world and has long since reached Germany.

2015

BURGER Music TASTING Band FOOD HIPSTER COOKING  
BREWING COFFEE Wine BREWING CHRISTMAS ADVENT

## REACH

[total of 94 mln]

12,518,291

**Craft Beer Workshop**  
The Carl-Schurz-Haus / German-American Institute (DAI) Freiburg e.V. shares a post of the DAI Freiburg, which in turn published an event announcement for a workshop. The article links, inter alia, to Budweiser, which resulted in a particularly high reach in March.

**Craft Beer at LIDL**  
Craft beer now even reaches the German supermarkets – or rather it fails to. In this case a customer is angry that his local market unfortunately had no craft beer on offer. LIDL addresses this problem and posts a response. The interaction leads to a particularly high reach in November.

Craft Beer Festival Vienna (20 & 21 November)  
Vienna Beer Week (16 to 22 November)

8,192,051

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Presse Augsburg: Contest BRAUKUNST LIVE! 2015 – International festival of fine beers

Satirical post by Der Postillon: Archaeologists discover 3,000 years old hipster skeleton [...] in which traces of home-brewed craft beer can be detected.

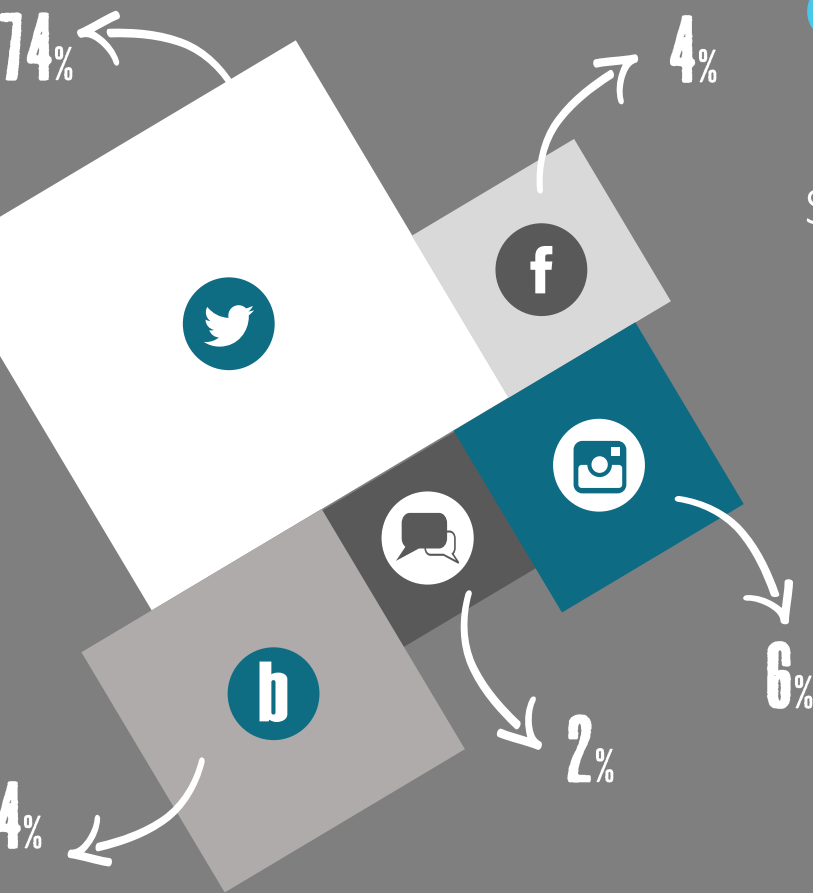
755  
BUZZ  
[n = 24,073]

## IMPORTANT EVENTS IN 2015

- 6 to 8 March Braukunst Live Festival, Munich
- 13 to 18 March Internorga with Craft Beer Arena, Hamburg
- 21 March Craft Beer Day, Norderstedt
- 23 April Day of the Beer
- 5 to 6 June Craft Beer Festival, Linz
- 30 to 31 August Craft Beer Days, Hamburg
- 6 Oktober Brew Berlin
- 10 to 12 November BrauBeviale Nuremberg
- 13 to 15 November Craft Beer Fest, Graz
- 20 to 21 November Craft Beer Festival, Vienna

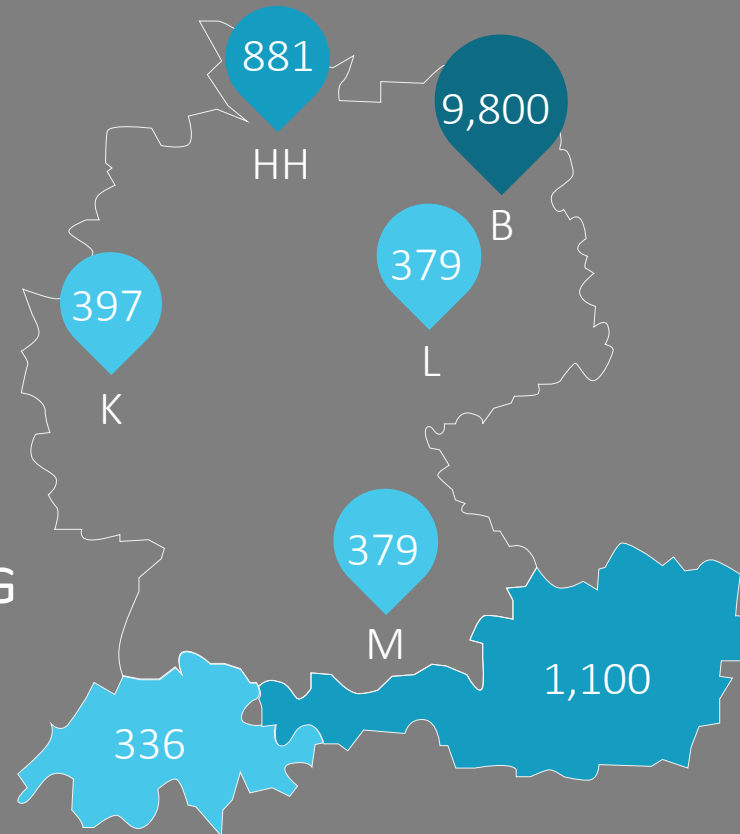
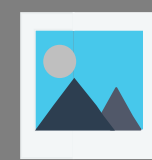
TOP EVENTS

ON TWITTER MEN COMMUNICATE MOST ABOUT CRAFT BEER.



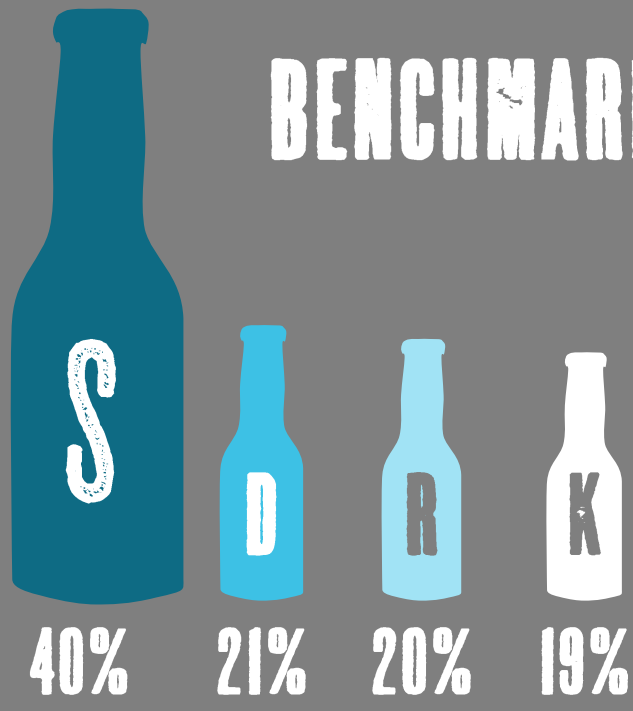
WOMEN DOMINATE THE BLOGGER SCENE IN THE CRAFT BEER SEGMENT.

SHARE OF IMAGE CONTENT IN Q4: 35.3 %



CRAFT BEER STRONGHOLDS: BERLIN AND HAMBURG IN MODERNEN BIG CITIES SOCIAL MEDIA USERS TALK MOST ABOUT THE NEW BEER TREND.

## BENCHMARK



DESPITE HIGH BUZZ S ACHIEVES OVER THE COURSE OF THE YEAR A SIGNIFICANTLY LOWER REACH. THE REASON IS THAT K BENEFITS FROM AN ARTICLE POSTED ON SPIEGEL ONLINE AND THE SUBSEQUENT DISCUSSION IN THE COMMENTARY SECTION.



EFFORT PAYS OUT: THE CRAFT BEER FESTIVAL HOSTED BY D WAS PARTICULARLY WELL RECEIVED IN THE SOCIAL MEDIA SHPERE.

## SOCIAL IMPACT SCORE

6/10



## TOP INFLUENCER

1,126 FOLLOWER @BIERBLOGGER

2,116 FOLLOWER @BIERBLOGGER

41 SUBSCRIBERS LIEBLINGSBIERTV

2,929 FANS FAVOURITE BEER

PAGE RANK 03/10 LIEBLINGSBIER.DE

## PROFILE

## QUOTE

## ACTIVITY

Felix vom Endt lives in Berlin and holds a Master's degree in Economic Social Work from the Coburg University of Applied Sciences. He has gained experience at the Beer Academy Berlin and has worked ever since at the brewery Heidenpeters. His international experience in Vancouver, Canada at a brewery inspired him in 2007 to start his own blog about the beer scene.

"The term 'good beer' to me means particularly life, passion, transparency and love. The beer comes first place rather than marketing, business-friendliness and sales!"  
"In addition, of course, there is our beer test [...]. We simply want to inform [consumers] that there are many great small breweries with wonderful beer".

Felix vom Endt explores the beer scene not only privately, but also at the professional level. He describes himself as a lover and supporter of good beer and uses his blog to spread information, trends and beer recommendations for the national and international beer scene. Since 2010 craft beer plays a more prominent role in his posts.

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