

Quarterly Beverage Update - Q1 2016

Ontario Beverage Network

April 1, 2016



1. Introduction

This informal quarterly report from the [Ontario Beverage Network](#) reviews progress in locally-produced beer, cider and spirits industries from January 1 – March 31, 2016.

2. Brewers

The Ontario Brewers Directory lists **316** brewers as of March 31, 2016. Notable changes made to the OBD during Q1 include replacing the 'Brewpub' designation with a column indicating 'Food Available' and a column to identify members of the Ontario Craft Brewers.

Earlier in 2016, a major review of the OBD resulted in the removal of numerous 'phantom' brewers which were either incorrectly listed or failed to come to market - in addition other brewers were removed due to ownership changes. In total, 20 listings were removed (details [here](#))

29 new brewers were identified during Q1.

Operating: 224
Brewery (Brick-and-Mortar): 171
Contract Brewery: 53
Planned: 92
Total: 316

3. Cideries

The [Ontario Cideries Directory](#) lists 35 cider producers as of March 31, 2016.

Operating: 27
Planned: 8
Total: 35

4. Distillers

The [Ontario Distillers Directory](#) lists 29 spirits producers as of March 31, 2016.

Operating: 16
Planned: 13
Total: 29

5. Jobs

OB Network's [BeerCareers](#) section remains our most-visited section - it served nearly 55,000 page views in Q1. Listings are free and target a very specific audience. Listings are open to any brewer, cidery, distiller, association, organization, industry supplier, and better beverage establishments. Numerous companies have provided very positive feedback.

6. Events

Nearly 80 individual events of all sizes are already listed for 2016 on the OBN [Event Schedule](#).

7. Growth

Interest in beverage alcohol in Ontario is growing substantially year-over-year based on OBN Web site traffic statistics in Q1-2016 compared Q1-2015.

Q1 total visitors increased 37% to 197,705

Q1 total pageviews increased 42% to 812,157

A substantial portion of this increase can be attributed to expanding into coverage of cider and spirits, which began in December 2015. Server-side Awstats is used to derive our traffic statistics.

8. People on the move

The first iteration of [People on the move](#), a new method for listing and announcing new job appointments, demonstrated success with 27 announcements. Q2 edition will launch in April - send in your new hires and new appointments/promotions.

9. Mission Statement Update

We have updated our mission statement to better convey the purpose of the OBN.

Deliver purposeful, relevant and measurable promotion of locally-owned, small-batch, artisanal beverage alcohol producers in Ontario through available digital channels driving economic growth and awareness to the sector.

Effectively publicize beverage alcohol industry and community developments through unbiased daily news updates, event listings, job postings, and product release announcements via established partnerships.

Proactively monitor and track new and existing brewers, cider producers, and distillers through unparalleled comprehensive and current directories and maps.

Solidify position as Ontario's conclusive destination for beverage alcohol consumers, industry members and stakeholders, educators, students, licensees, suppliers and media.

10. Fun Facts

- There are now approximately 50 hop farms in Ontario according to the OHGA.
- Entries to the 2016 Ontario Brewing Awards increased by 50% year-over-year.
- Ottawa has approximately 16 operating brick-and-mortar breweries.
- Toronto has approximately 26 operating brick-and-mortar breweries.

11. Addenda

We are beginning to move away from using the prefix term 'craft'. Recently, the classification has become somewhat muddled, inconsistent and misleading. Instead, we will simply use the terms "beer", "cider", and "spirits" but still only cover Ontario's small, locally-owned producers as always.