



Press Release
2011

FRENCH CRAFT BREWERS

TAKE PART OF THE FRENCH CRAFT BEER REVOLUTION !

Who is FCB ?

Created on Raymond Duyck's initiative, President of Duyck's Brewery in Jenlain, the association wishes to promote the know-how of the French craft breweries and to conquer new markets abroad.

Gathered by common values and ambition, nine craft brewers, implanted in different French regions, decided to unite in 2009 within an association called French Craft Brewers with the objective of:

- make recognize on the international stage the long french brassicole tradition of which the French Craft Brewers wants the representative: a strong cultural and gastronomic identity, a know-how and a respect for the traditions, a wealth of range articulating around quality products.
- promote French regional beers to the export, and particularly to the United States.
- offer to our craft beers of these breweries of new commercial outlets.

Our nine independent brewers represent a total of **375 employees** in the brassicole world and a volume of more than **820.000 hectoliters**, mainly in special beer, which represents **4,3 % of the French market**.

Abroad, our products are mainly sold in the USA, Brazil, Chile, Norway, Sweden, Finland, Denmark, Italy, Switzerland(Swiss), Benelux, Japan, China, Australia.



French Craft Brewers in the USA

At first, the association FCB wishes to promote French craft beers in the USA.

Endowed with a common visual identity, the French Craft Brewers association is setting up various tools, mainly directed to the USA:

- An information leaflet (available on our website)
- A Web site, www.frenchcraftbrewers.com to know better the specificities of each brewery and its production.
- A common pit on various shows realized in France and abroad.
- A common communications strategy

All in all, French Craft Brewers has the ambition to realize a volume in United States of **5200 hectoliters** at the end of 2011 and about **10 000 hectoliters at the end of 2012.**

Brasserie Duyck

Number of employees : 40

Turnover :17.000.000

Volume : 100.000 hectoliters

% export : 6%

Main export areas : Scandinavia, Benelux, Italy ,United States.

Targeted volume in USA :

- N+1 : 600 hectoliters
- N+2 : 800 hectoliters

Brasserie Saint Germain

Number of employees : 7

Turnover :1.100.000

Volume : 5000 hectoliters

% export : 3%

Main export areas :Norway, Finland, USA, Danemark, Brazil, China.

Targeted volume in USA :

- N+1 : 100 hectoliters
- N+2 : 150 hectoliters

French Craft Brewers

www.frenchcraftbrewers.com

13 Rue Pasteur – 62410 – Bénifontaine - France



Brasserie Saint Sylvestre

Number of employees : 12

Turnover : 5.000.000

Volume : 40.000 hectoliters

% export : 10%

Main export areas : Canada, USA, Europe, Australia.

Targeted volume in:

- N+1 : 500 hectoliters
- N+2 : 1000 hectoliters

Brasserie Mont Blanc

Number of employees : 7

Turnover : 1.000.000

Volume : 4500 hectoliters

% export : 30%

Main export areas : Italy, Switzerland, Japan, Australia.

Targeted volume in USA :

- N+1 : 150 hectoliters
- N+2 : 300 hectoliters

Brasserie Bourganel

Number of employees : 5

Turnover : 750.000

Volume : 3000 hectoliters

% export : 3%

Targeted volume in USA :

- N+1 : 150 hectoliters
- N+2 : 300 hectoliters

Brasserie de Bretagne

Number of employees : 27

Turnover : 4.100.000

Volume : 25.000 hectoliters

% export : 2%

Main export areas : Italy, Japan, USA,

Targeted volume in USA :

- N+1 : 500
- N+2 : 1000 hectoliters et à terme 2000 hectoliters

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Brasserie de Bretagne is equipped with a new technology of kegs : Keykeg. (<http://www.keykeg.com/>)

Brasserie Pietra

Number of employees : 42

Turnover :11.000.000

Volume : 48 000 hectoliters

% export : 10%

Main export areas: Italy, Switzerland, USA.

Targeted volume in USA :

- N+1 : 600
- N+2 : 1000

Brasserie Castelain

Number of employees : 35

Turnover : 6.000.000

Volume : 48.000 hectoliters

% export : 10%

Main export areas :Italy, Benelux, Chili, Europe.

Targeted volume in USA :

- N+1 : 600
- N+2 : 1500

Brasserie Météor

Number of employees : 200

Turnover :45 millions d'euros (1,1 million on the export).

Volume : 550000 hectoliters

% export : 5%

Main export areas : Switzerland, UK, Italy.

Targeted volume in USA :

- N+1 : 2000
- N+2 : 3500



French Craft Brewers includes 9 family, independent traditional breweries stemming from all France and members of the Association of the Brewers of France :

1. **Brasserie Bourganel** – www.bieres-bourganel.com
(Vals les Bains – Ardèche)
2. **BRITT - Brasserie de Bretagne** - www.brasseriedebretagne.com
(Trégunc – Bretagne)
3. **Brasserie Castelain** – www.chti.com
(Bénifontaine – Nord Pas de Calais)
4. **Brasserie Duyck** - www.jenlain.fr
(Jenlain – Nord Pas de Calais)
5. **Brasserie Meteor** - www.brasserie-meteor.fr
(Hochfelden – Alsace)
6. **Brasserie Distillerie du Mont-Blanc** - www.brasserie-montblanc.com
(Chambéry – Alpes)
7. **Brasserie Pietra** - www.brasseriepietra.com
(Biguglia – Corse)
8. **Brasserie Saint Sylvestre** - www.brasserie-st-sylvestre.com
(Saint-Sylvestre – Nord Pas de Calais)
9. **Brasserie Saint Germain** - www.page24.fr (Aix-Noulette – Nord Pas de Calais)

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