

CRAFT BREWING CASE STUDY - INNOVATION

California's craft brewers have been the drivers of innovation in the beer industry. As small and often independently owned businesses, craft brewers have the freedom to respond quickly to market demands or to experiment with new techniques and inputs.

THE ANCHOR BREWING COMPANY, as the nation's oldest craft brewery, has been at the forefront of innovation from its founding in 1896 until today. Anchor has long been attributed to starting and driving the modern craft brewing industry. Originally producing steam beer made using a higher temperature brewing process developed during the Gold Rush to avoid using costly ice, Anchor continues to advance the industry from its holiday brew that changes each year to its state-of-the-art production facilities located in the heart of San Francisco. Today owned by Keith Gregor and Tony Foglio, Anchor sells beers in 49 states, Japan, and throughout much of Europe.

*"Anchor started it all. It's the granddaddy of the microbreweries."
- David Edgar, Institute of Brewing Studies, January 29, 1991*

THE RUSSIAN RIVER BREWING COMPANY, founded more than a century, later exemplifies what it means to innovate in the brewing industry. Producing one of the most sought after craft beers subject to significant consumer and media attention, Russian River was rated as the most influential craft brewery nationwide in 2012. Founded by Natalie and Vinnie Cilurzo following backgrounds in the brewing and winery industries, Russian River's groundbreaking beers serve to attract tourists from around the world.

Russian River is also a leader in sustainable production. In 2010, the Cilurzo's installed a 110 kW solar energy system that provides for 70-80% of the brewery's energy needs as well as an advanced waste-water treatment system in 2011 to build on their commitment to both community and environment.

*"California's craft brewers are the leaders in innovation driving the nationwide expansion of the industry – our success is the ability to innovate and quickly introduce products to respond to our consumers."
-Natalie Cilurzo*