

State of North Carolina

ROY COOPER
GOVERNOR

NORTH CAROLINA BEER MONTH

2017

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, the craft beer community is an important part of tourism in North Carolina and craft breweries are flourishing across the Tar Heel State; and

WHEREAS, North Carolina currently has more than 200 craft breweries and brewpubs, more than any other state in the South, and is the second fastest growing state in the nation for beer production behind only California; and

WHEREAS, North Carolina beer distribution companies and their 4,000 employees partner with dozens of North Carolina craft brewers to help build brands and provide market access; and

WHEREAS, the annual economic impact of North Carolina-produced craft beer is \$1.2 billion which supports more than 10,000 jobs in the state; and

WHEREAS, North Carolina's craft beer industry reflects the state's rich agricultural heritage by sourcing local ingredients, a fact reflected by the State Fair's addition of the North Carolina Brewers' Cup to competitions; and


WHEREAS, the state's creative brewers have received national recognition for brews that use a range of locally produced ingredients including barley, wheat and hops to sweet potatoes, blueberries, blackberries, kumquats, sorghum and even persimmons; and

WHEREAS, breweries, craft beer festivals and related events in North Carolina have demonstrated the ability to attract droves of visitors; and

WHEREAS, a month-long celebration of North Carolina's beer craftsmanship and the destinations where it thrives will raise the state's profile to its rightful place in a landscape that has become highly competitive for craft beer tourism;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim APRIL 2017, as "**NC BEER MONTH**" in North Carolina and commend its observance to all citizens.




Roy Cooper
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this twenty-fourth day of March in the year of our Lord two-thousand and seventeen and of the Independence of the United States of America the two hundred and forty-first.