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2024 Employee Satisfaction Report



Why



Industry-Wide
Employee Data



Quality of
Experience



Discover
Trends



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How



Survey developed in Winter 2021



Survey launched and fielded 2024Q1



National audience of craft beer professionals



Analysis completed March 2024



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Demographics & Audience

243 Breweries
(12% increase
from 2022)

46 States
(7% change
from 2022)

295 Responses (5%
increase
from 2022)

Role Breakdown:

Front of House:
107

Brewing Ops: 135

Business: 180

Owners: 58

82%
Full-Time

18%
Part-Time

67%
Male

33%
Female

90%
Non-LGBTQIA+

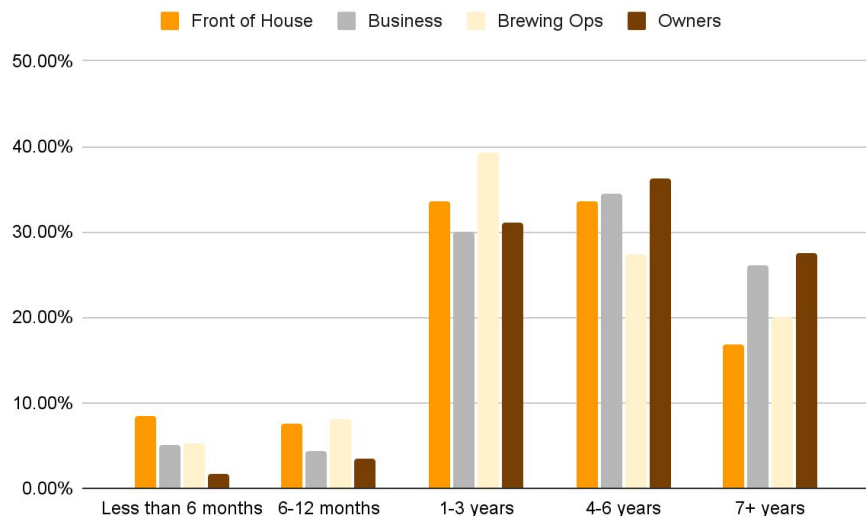
10%
LGBTQIA+



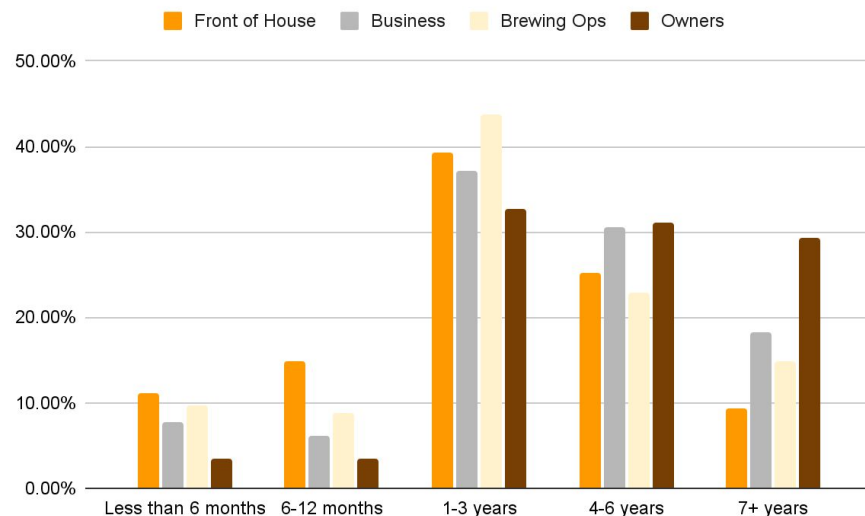
Tenure & Compensation

Tenure: While overall shifts are not significant, fewer 'one year or less' brewers responded in 2024, possibly indicating fewer jobs

How long have you been employed at your brewery? (n=295)



How long have you been in your current role at your brewery? (n=295)



From 2023 to 2024, brewers with less than one year of job experience decreased by more than 25% indicating those jobs may have been more difficult to find.

Front of House n=107; Business n=180, Brewing Ops n=135, Owners n=58



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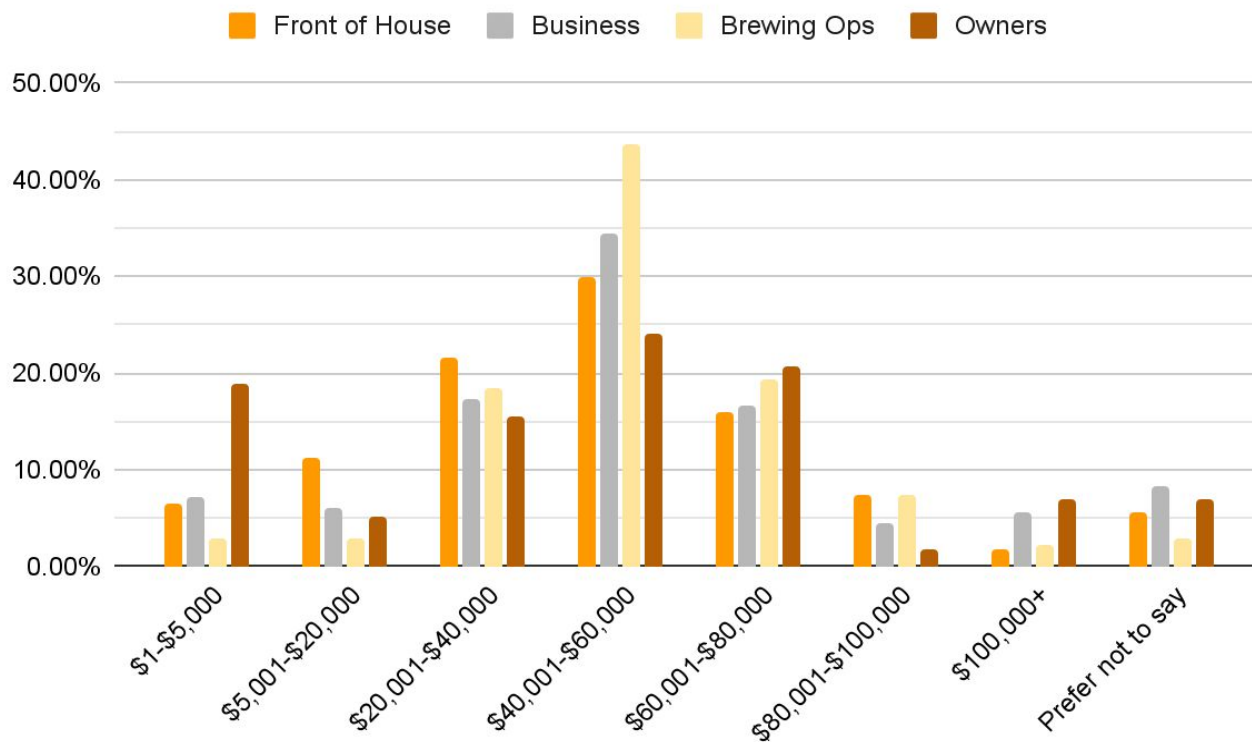
Compensation Packages: PTO as a benefit increased by 16% since 2022; health insurance increased by 19% in same period

What best describes your compensation package? (n=295)

	2022		2023		2024
Wages and salary	85%	Wages and salary	83%	Wages and salary	87%
Paid time off	55%	Paid time off	57%	Paid time off	64%
Sick leave	37%	Sick leave	39%	Sick leave	37%
Health insurance	36%	Health insurance	39%	Health insurance	43%
Tips	26%	Tips	27%	Tips	26%
Equipment stipend	24%	Equipment stipend	26%	Equipment stipend	30%
Performance bonus	24%	Performance bonus	19%	Performance bonus	24%
Pension / 401k	20%	Pension / 401k	27%	Pension / 401k	29%
Profit sharing	20%	Profit sharing	21%	Profit sharing	21%
Parental leave	11%	Parental leave	16%	Parental leave	14%
Professional development	9%	Professional development	11%	Professional development	9%
Commission	6%	Commission	4%	Commission	6%
Fitness stipend	6%	Fitness stipend	9%	Fitness stipend	6%
Mental health stipend	6%	Mental health stipend	9%	Mental health stipend	5%



Compensation Reporting: Among respondents year-over-year, pay has slightly increased; disparities in brewing ops decreased



Role Groupings:

FoH: Front of House, Event

Brewing Ops: Brewing/ Production, Packaging, Canning, Quality Assurance

Business: Sales, Marketing, Accounting, Finance, HR, Distribution, Legal

Owners: Owner, Partner

Front of House n=107; Business n=180, Brewing Ops n=135, Owners n=58



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Compensation Perceptions: FoH and Brewing Ops experienced the largest shifts in “Below Fair Pay” perceptions

How would you rate your overall compensation? (n=295)

2022 Below Fair Pay: 27%
2023 Below Fair Pay: **32%**
2024 Below Fair Pay: **37%**

Front of House

2022 Fair Pay: 46%
2023 Fair Pay: **49%**
2024 Fair Pay: **42%**

2022 Above Fair Pay: 26%
2023 Above Fair Pay: **21%**
2024 Above Fair Pay: **16%**

2022 Below Fair Pay: 27%
2023 Below Fair Pay: **46%**
2024 Below Fair Pay: **42%**

Business

2022 Fair Pay: 35%
2023 Fair Pay: **37%**
2024 Fair Pay: **41%**

2022 Above Fair Pay: 36%
2023 Above Fair Pay: **15%**
2024 Above Fair Pay: **6%**

2022 Below Fair Pay: 59%
2023 Below Fair Pay: **41%**
2024 Below Fair Pay: **47%**

Brewing Ops

2022 Fair Pay: 33%
2023 Fair Pay: **47%**
2024 Fair Pay: **41%**

2022 Above Fair Pay: 6%
2023 Above Fair Pay: **7%**
2024 Above Fair Pay: **7%**

2022 Below Fair Pay: 39%
2023 Below Fair Pay: 39%
2024 Below Fair Pay: **33%**

Owners

2022 Fair Pay: 27%
2023 Fair Pay: **24%**
2024 Fair Pay: **41%**

2022 Above Fair Pay: 6%
2023 Above Fair Pay: **9%**
2024 Above Fair Pay: **7%**

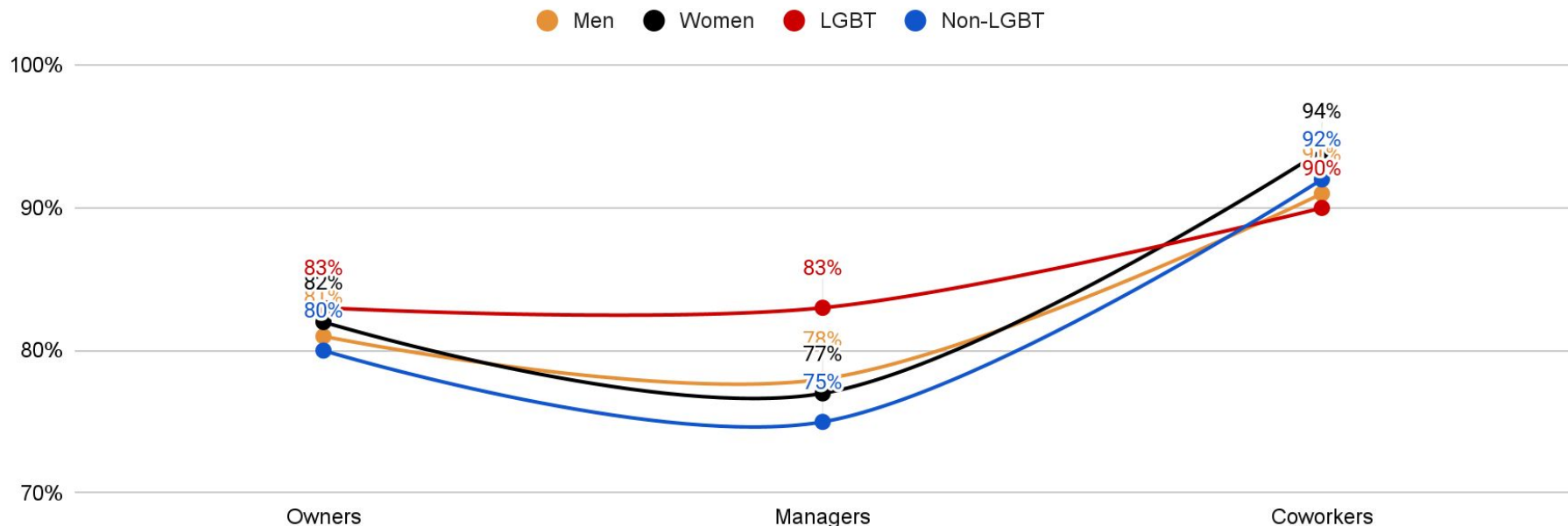


Sense of Belonging

Safety and Authenticity: Feelings of safety are strongest around coworkers and lower among managerial relationships

I feel safe around [owners, managers, and coworkers.]

% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



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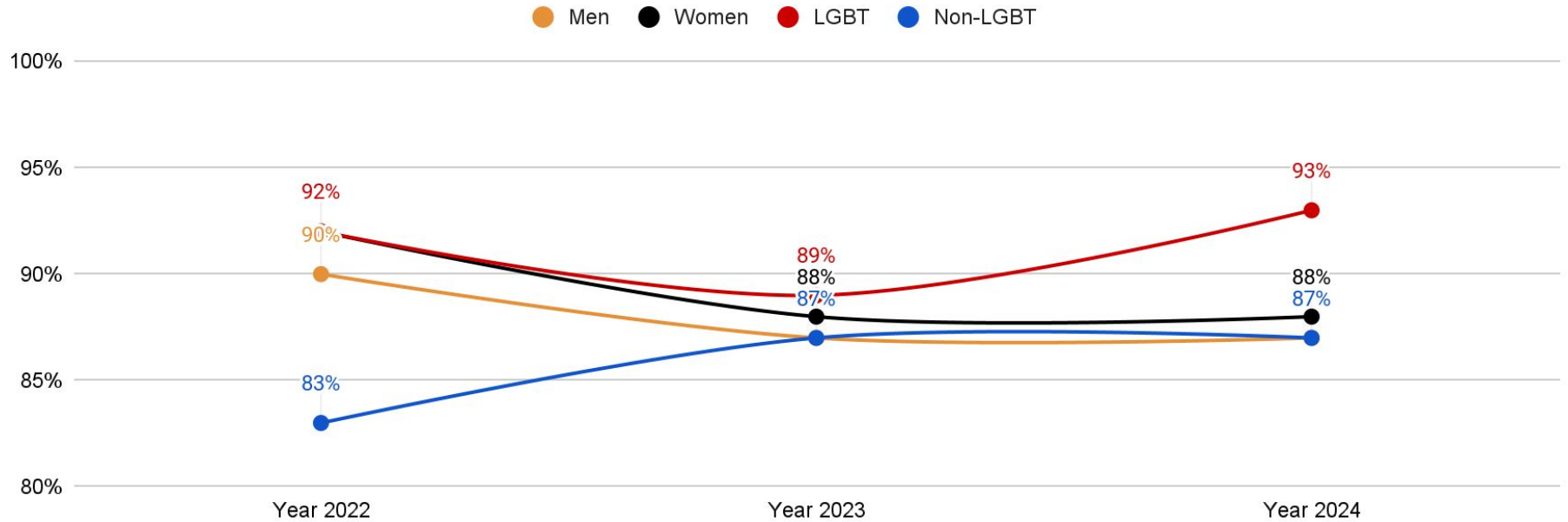


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Safety and Authenticity: Psychological safety remains high across all groups with nearly 9 in 10 reporting being themselves

I can be myself at the brewery.

% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



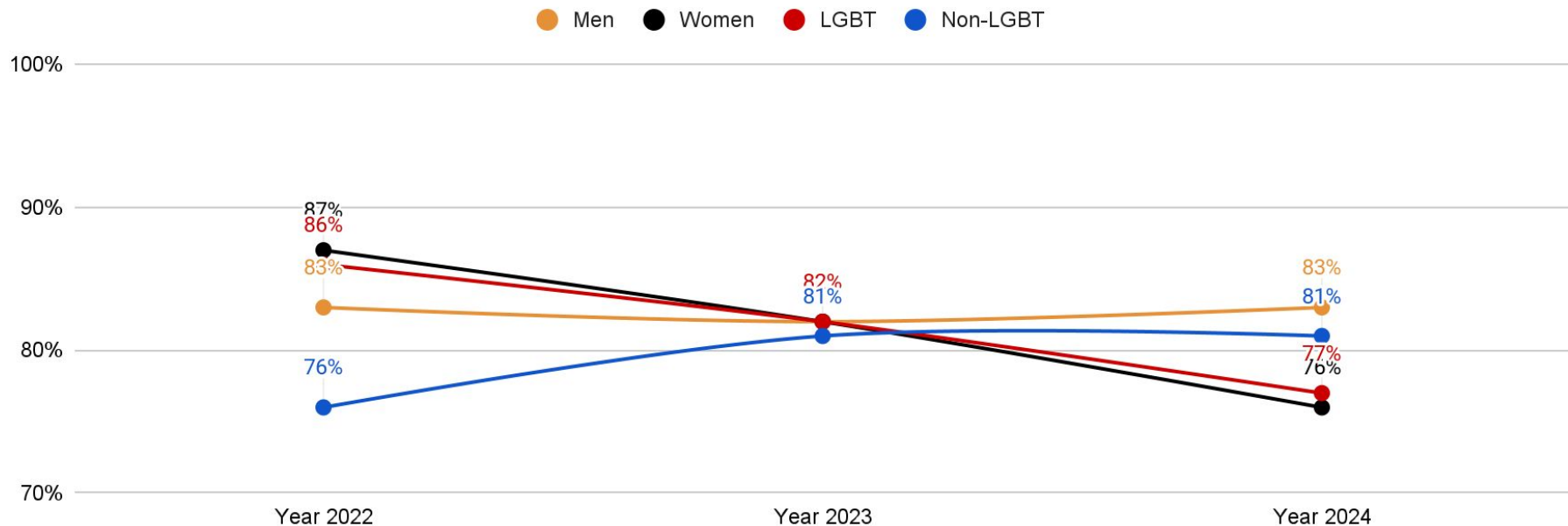
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Management: Women and LGBT respondents indicate increased fear of retaliation or unfair treatment in 2024

I can approach my manager about an issue without fear of retaliation or unfair treatment.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



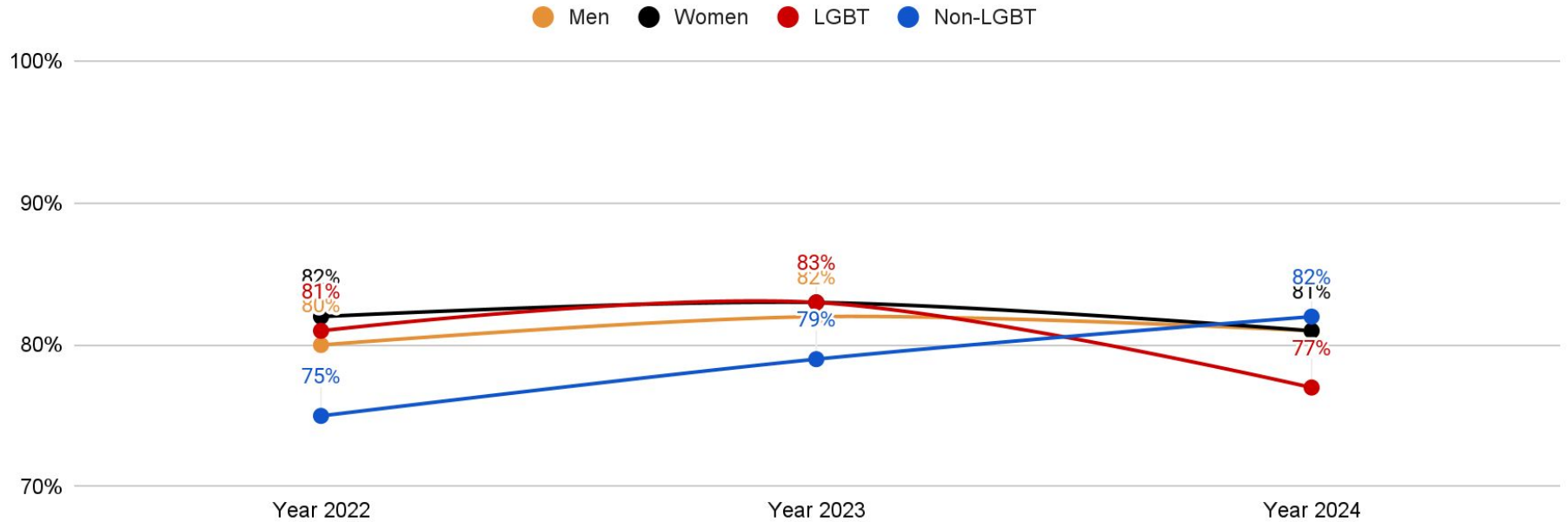
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Innovation: Respondents remain relatively standard year-over-year in idea creation and value addition

I can propose new ideas and they will be valued by my colleagues.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



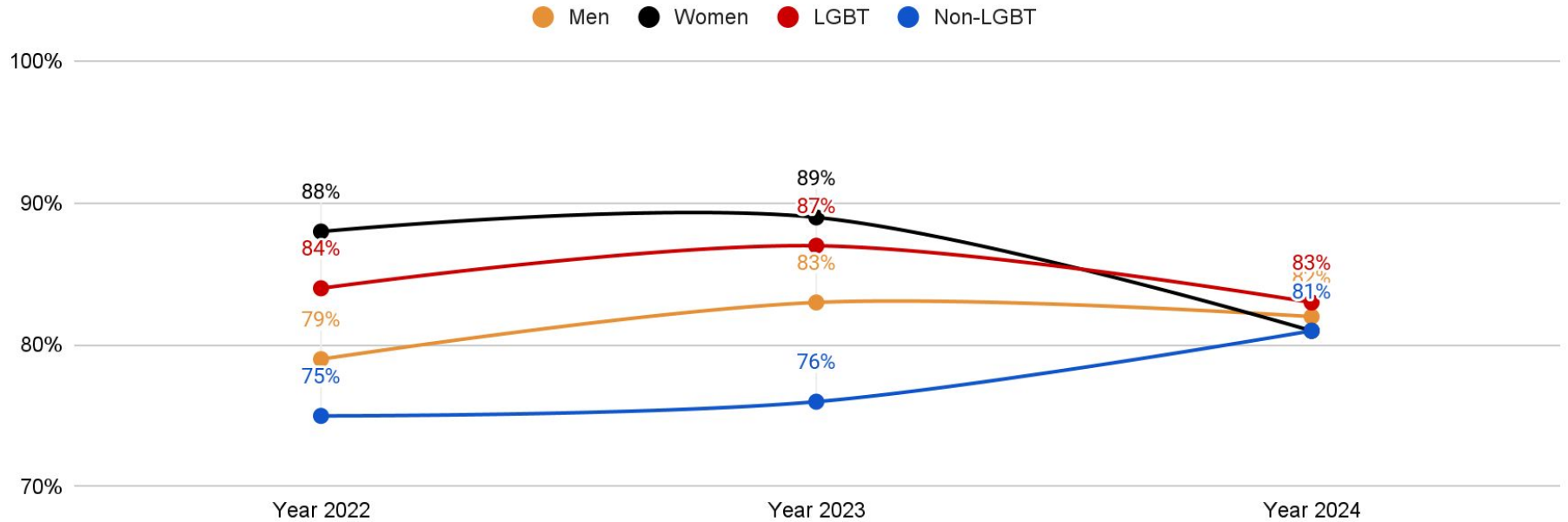
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Performance Motivation: Disparate motivation levels converged in 2024; 10% of all respondents report lack of motivation to perform

I feel motivated to do my best.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



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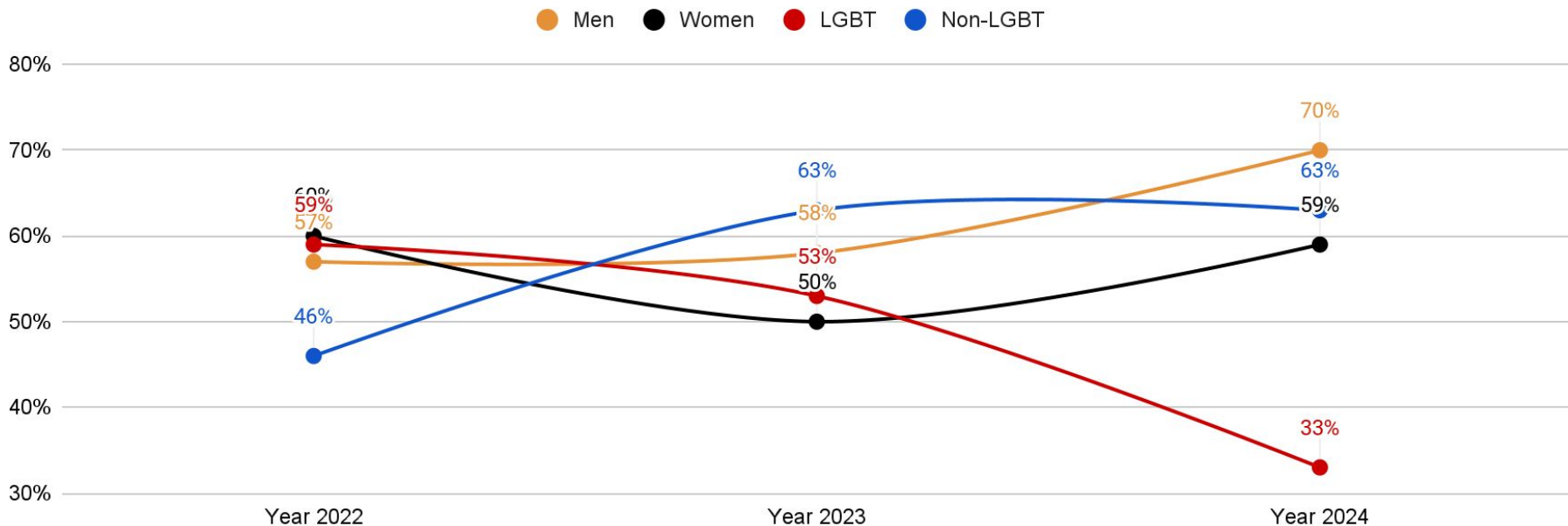
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Training & Performance

Training: Job training continues to be a pain point, particularly for women and LGBT community

I was properly trained for my role.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



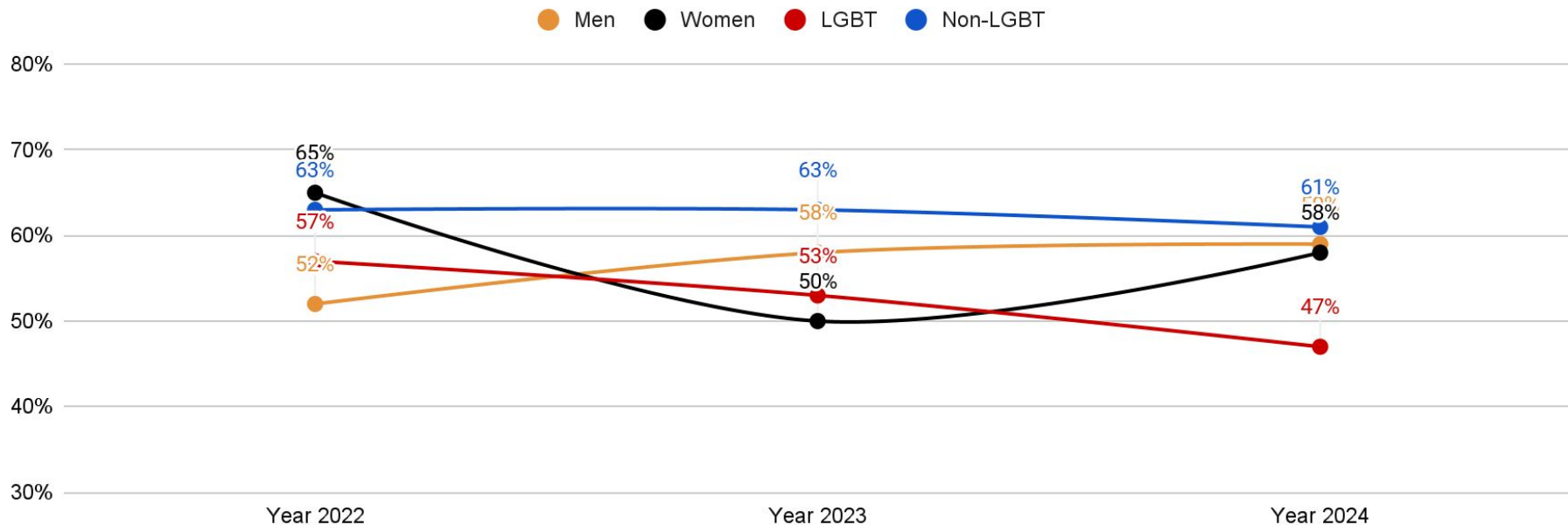
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Mentorship: Relatively stagnant percentages indicate almost half of respondents still don't have someone to ask questions on their role

I have someone at the brewery to ask questions about my role.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



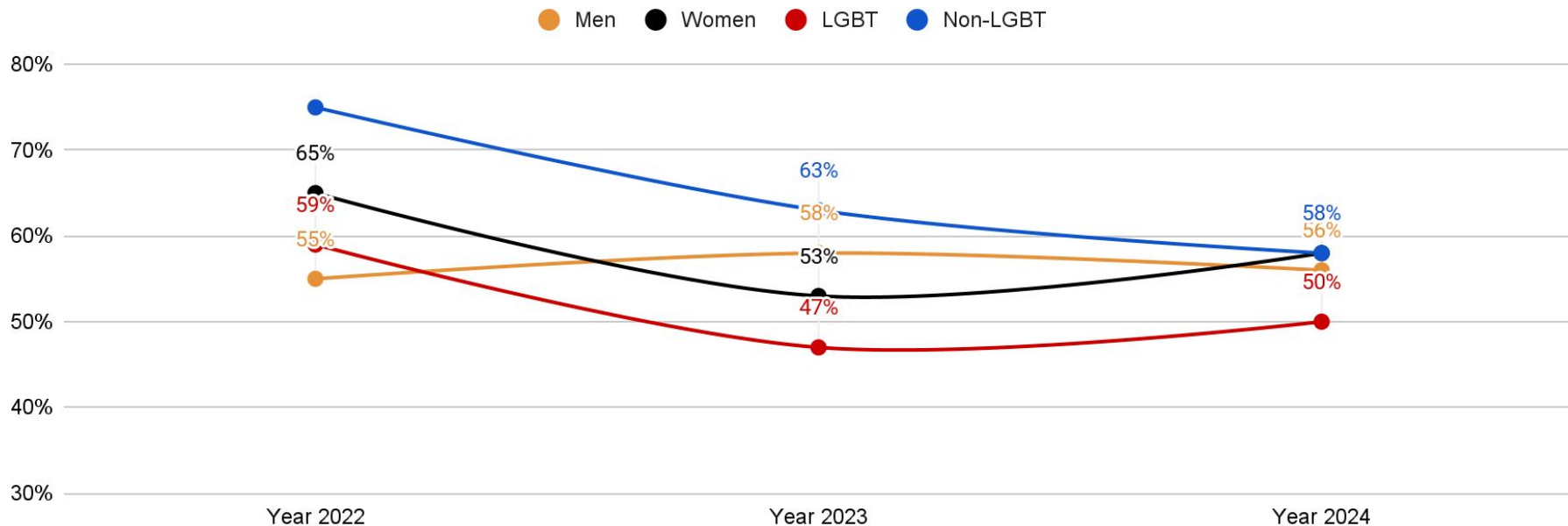
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Professional Development: Continuous decreases surface in employees reporting professional development opportunities

I have meaningful professional development opportunities to continue growing with the brewery.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



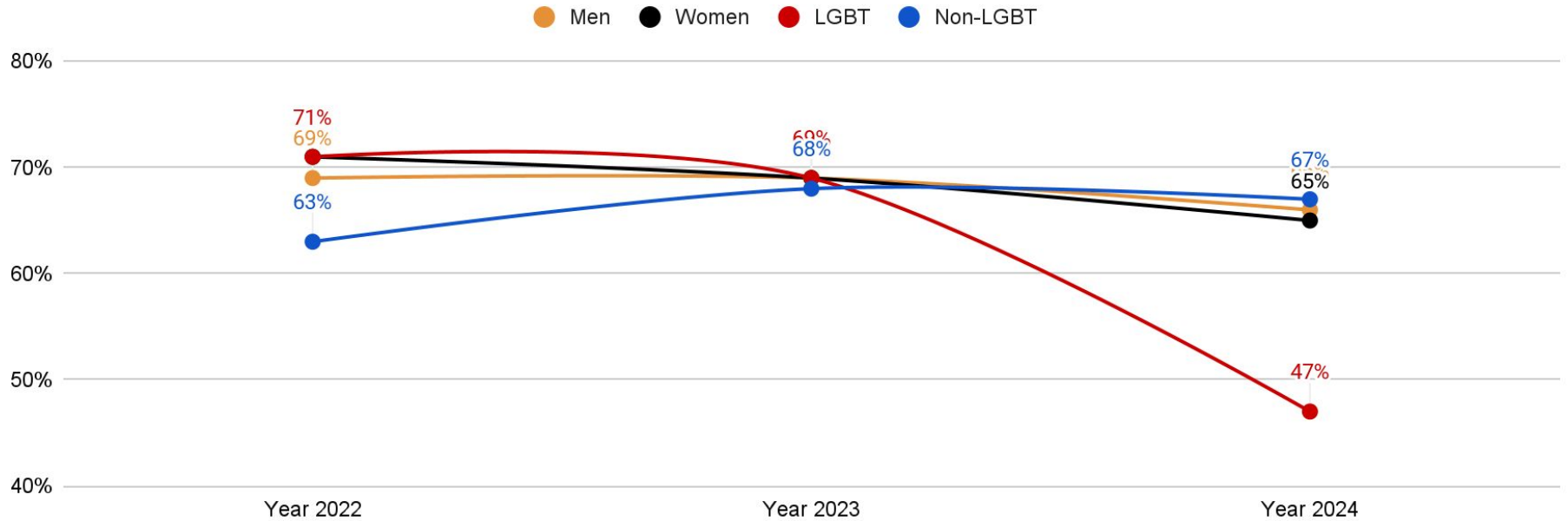
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Resources: Respondents generally feel breweries provide necessary resources to do their job well

My brewery provides the necessary resources to perform my job well.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



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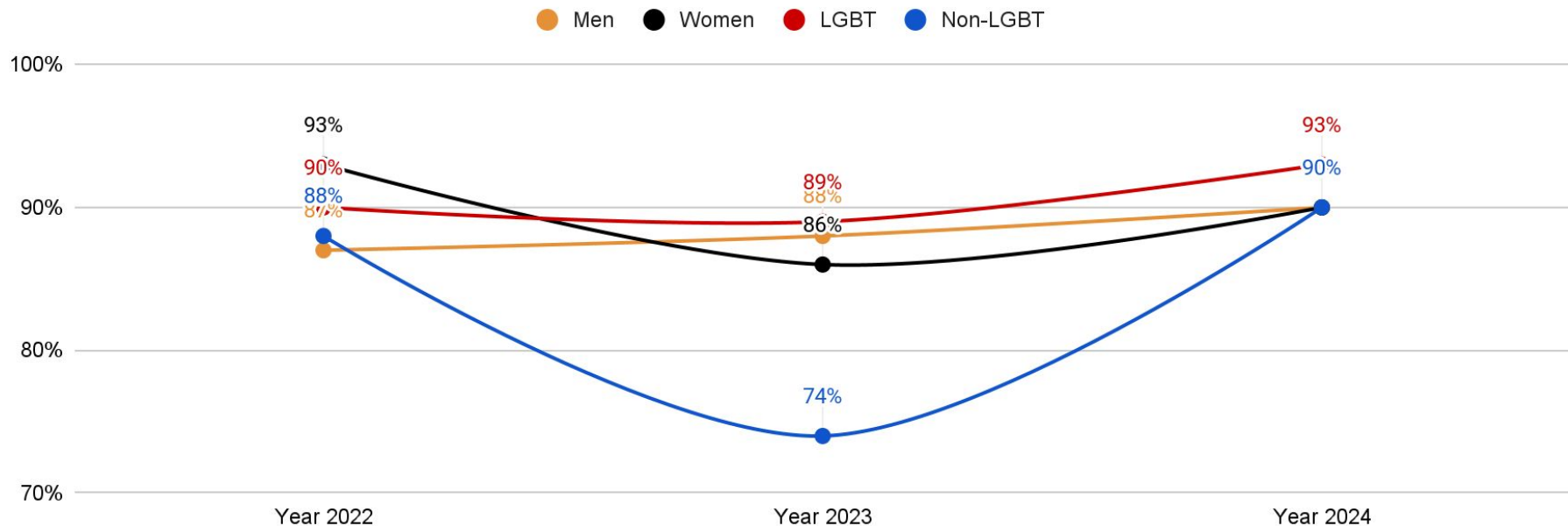
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Overall Happiness

Respect: High levels of mutual respect among coworkers continue across all demographics

There is mutual respect between my coworkers and me.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



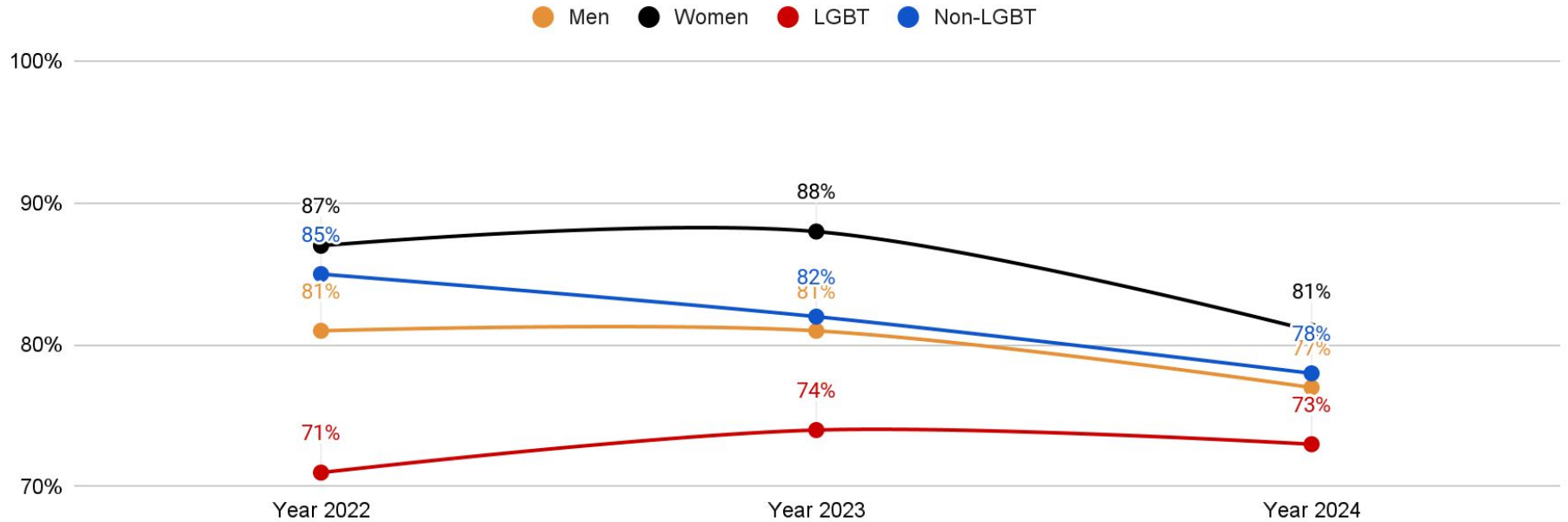
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Happiness: Overall levels of happiness dropped from 2023 to 2024 with the largest decrease in women's happiness

I am happy to work at my brewery.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



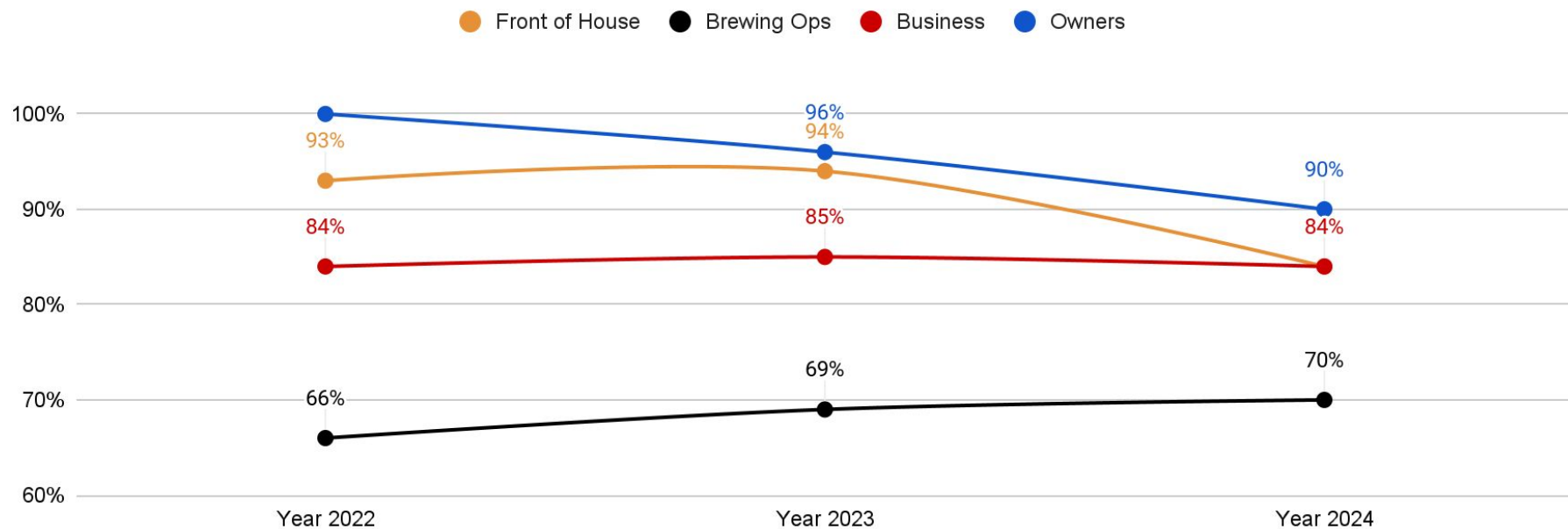
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Happiness by Role: Owner happiness decreased 10 percentage points from 2022 → 2024

I am happy to work at my brewery.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



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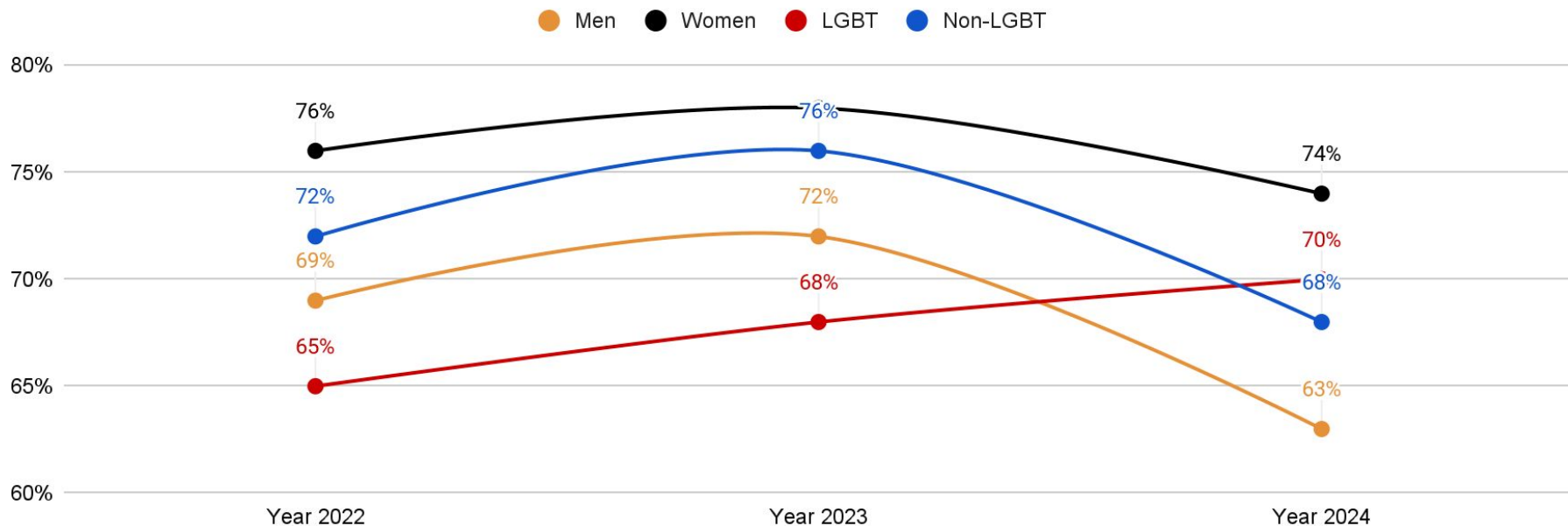


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Ownership Perceptions: Respondents demonstrate slight decrease in their perception of brewery ownership

I have a positive perception of my brewery's ownership.

% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



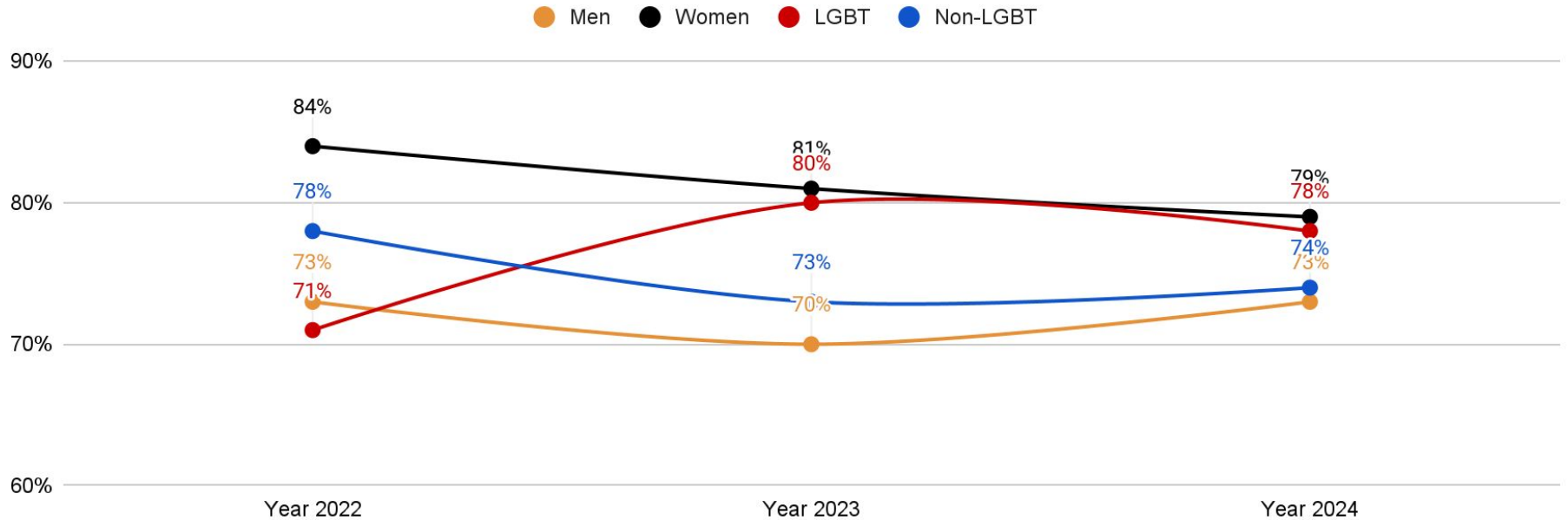
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Management Perceptions: Respondents demonstrate steadiness in their perception of direct managers and supervisors

I have a positive perception of my direct manager/supervisor.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



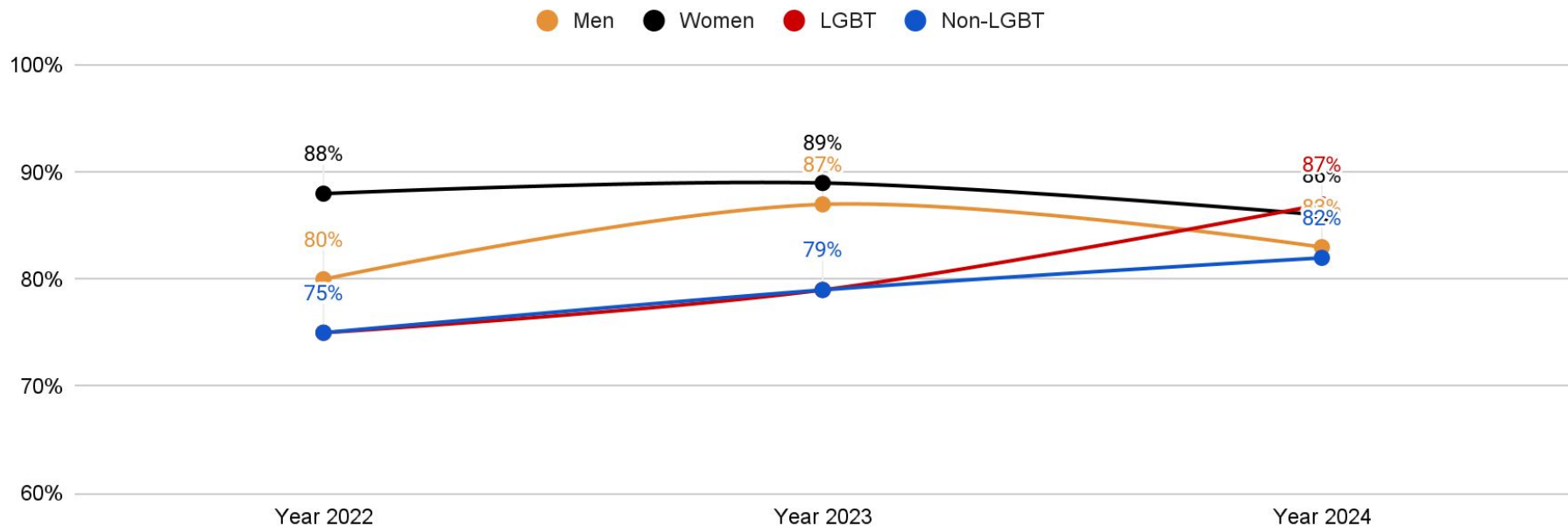
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Brewery Reputation: Employees generally see their breweries as positive community builders; steady percentages surface YoY

My brewery has a positive reputation/image.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



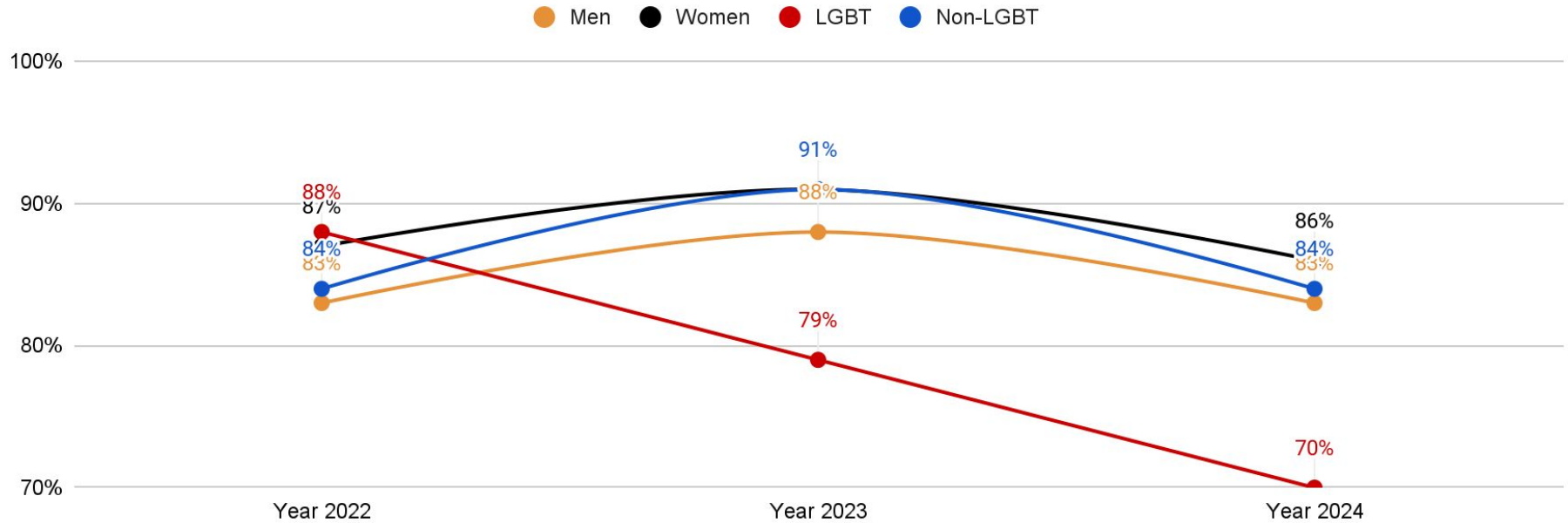
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Employee Retention: Employees show slightly less intent to remain with their brewery in 2024 than 2023

I want to continue learning and growing with my brewery.
% Selecting Agree or Strongly Agree (n=295)



Male n=188, Female n=97, Non-LGBT n=241, LGBT n=30



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Current Happiness: Financial incentives (i.e., base wages/salary and taproom discounts) increase in importance in 2024

What are the factors currently contributing to your happiness? (n=295)

2022		2023		2024	
Coworkers	75%	Coworkers	78%	Coworkers	75%
Welcoming environment	70%	Welcoming environment	71%	Welcoming environment	62%
Collaborative environment	58%	Collaborative environment	52%	Base Wages/Salary	46%
Base Wages/Salary	46%	Base Wages/Salary	43%	Taproom discounts	44%
Taproom discounts	39%	Taproom discounts	42%	Collaborative environment	43%
Benefits	36%	Benefits	30%	Benefits	33%
Growth opportunities	35%	Growth opportunities	27%	Growth opportunities	25%
Educational opportunities	30%	Educational opportunities	32%	Employee appreciation	25%
Employee appreciation	26%	Employee appreciation	29%	Educational opportunities	24%



Future Happiness: Financial incentives also reach top of list for factors dictating future happiness

What are the factors currently contributing to your happiness? (n=295)

2022		2023		2024	
Base pay raise	79%	Base pay raise	73%	Base pay raise	80%
Growth opportunities	61%	Growth opportunities	63%	Growth opportunities	62%
Increased benefits	56%	Relationship with coworkers	48%	Increased benefits	52%
Relationship with owners	46%	Increased benefits	48%	Performance incentives	38%
Performance incentives	45%	Relationship with owners	45%	Relationship with coworkers	37%
Relationship with coworkers	43%	Performance incentives	44%	Relationship with owners	36%
Appreciation events	32%	Appreciation events	28%	Appreciation events	26%
Equipment stipends	29%	Equipment stipends	24%	Equipment stipends	23%
Taproom discounts	20%	Taproom discounts	17%	Taproom discounts	14%



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Q&A

Contact Us With Any Remaining Questions:



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