

2020 RUSSIAN RIVER BREWING CO.

PLINY THE YOUNGER RELEASE

Russian River Brewing Company launched their **16th annual** Pliny the Younger Triple IPA in February of 2020, including the first ever bottling of the beer. **40,000 bottles** of Pliny the Younger were produced, all of which sold out within the two-week release period.

ECONOMIC IMPACT

\$5.1 MILLION

VISITOR TOTALS

2.7 average group size
\$194 spent per group

ATTENDANCE

10,843 visitors in Santa Rosa
12,682 visitors in Windsor

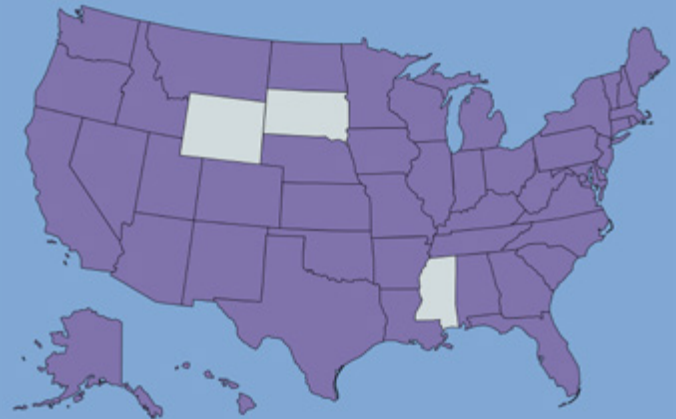
97% said they would attend in the future

AIRFARE & LODGING

\$580 average spend on airfare into Sonoma County Airport (STS)

\$445 average spend on lodging in Sonoma County

UNITED STATES



47 states and the District of Columbia

INTERNATIONAL



14 countries

Australia	France	Mexico	Switzerland
Canada	Germany	Norway	Ukraine
Chile	India	Poland	
England	Japan	Scotland	



In 2020, the Sonoma County Economic Development Board (EDB) partnered with Russian River Brewing Company (RRBC) to measure the economic impact of the annual release of Pliny the Younger, their most famous beer. The EDB is especially thankful for the support of RRBC owners and RRBC staff who helped distribute and collect survey responses.

For more information, please visit www.SonomaEDB.org or call 707-565-7170.

