Russian River Brewing Company launched their 19th annual Pliny the Younger Triple IPA in March of 2023, including the fourth bottling of the beer. 41,000 bottles of Pliny the Younger were produced, all of which sold out within the two-week release period.

**ECONOMIC IMPACT**

$6.3 MILLION

**VISITOR TOTALS**

- 2.9 average group size
- $290 spent per person

**ATTENDANCE**

- 11,439 visitors in Santa Rosa
- 13,164 visitors in Windsor
- 98% said they would attend in the future
- 64% are returning customers
- 4.3 average years attended for returning customers

**UNITED STATES**

- 41 states & Guam visited Russian River Brewing Co. during the annual release from March 24th through April 6th

**INTERNATIONAL**

- 12 countries: Australia, Canada, China, Estonia, Germany, Mexico, New Zealand, Poland, South Korea, Spain, Sweden, United Kingdom

**SPEND BY INDUSTRY**

- $366 average spend on airfare into Sonoma County Airport (STS)
- $656 average spend on lodging in Sonoma County
- 80% of money spent by survey participants went towards Lodging or Food Services
- 20% of money spent by survey participants was spent on Transportation, Retail, and other activities such as the Casino, Dancing, Golf, Movies, Olive Oil, Outdoor Recreation, and Family Friendly activities

In 2023, 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 staff who promoted and helped collect survey responses.

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