



**U.S. GRAINS**  
COUNCIL

**July 2018**

**Mexico Craft Brew Team**

## Itinerary

### **Monday, July 9**

Team arrives in San Diego  
Meet with San Diego Government Officials  
Team arrives in Fargo

### **Tuesday, July 10**

Presentations at Northern Crop Institute  
Tour Malt Quality Laboratory and Barley Nursery at NDSU  
Tour Prairie Brothers Brewing Company  
Dinner at Prairie Brothers Brewing Company

### **Wednesday, July 11**

Tour Malt Werks Craft Malting Company  
Tour Howe Seed Farm  
Depart to Montana

### **Thursday, July 12**

Meet with Montana Wheat and Barley Committee  
Tour and Meet with MaltEurop  
Lunch at Montana Club  
Meet with Briess  
Brewers Panel at Mighty Mo Brewing Company  
Dinner at Mighty Mo

### **Friday, July 13**

Breakfast with Montana Craft Malt  
Tour Columbia Grain  
Lunch at Harvest Moon Saloon  
Tour Harvest Moon Brewery  
Tour Barley Field  
Dinner at Celtic Cowboy

### **Saturday, July 14**

Depart for San Diego

## Background

This team is composed of five representatives from growing craft breweries in Tijuana. The team will attend seminars focused on topics such as logistics and procurement, malt quality control, ingredient management, and residue management. The team will also have the opportunity to meet with the North Dakota Barley Council, Montana Wheat & Barley Committee, and malt industry representatives to discuss opportunities for direct purchasing.

Mexico is the largest exporter of beer and over 75% of their exports of beer go to the United States. While the large majority of beer production in Mexico comes from two major brands, Grupo Modelo, Constellation, and Cuauhtemoc-Heineken, the craft brew industry is growing at an exponential rate each year.

Additionally, Mexico's barley production has increased by 30% over the last two years, but 90% of barley used for the brewing process comes from the United States, in the forms of malted barley and barley for malt. The growth in all sectors of this industry, but especially that in the craft brew industry means that this is a growing market for US farmers.

## Participants



**Antonio Gamboa**  
General Manager  
Cervecería Lirica  
info@cervezalirica.com  
+52 664 364 0496

**Cervecería Lirica**  
Founded in 2017, Cervecería Lirica currently produces 500 barrels per month. Enrique Jimenez is in charge of purchasing and Cervecería Lirica currently purchases malt directly.



**Damian Morales**  
Co-Founder/  
Operations Director  
Cervecería Insurgente  
[damian@insurgentebrew.com](mailto:damian@insurgentebrew.com)  
664 6341242

**Cervecería Insurgente**  
Cervecería Insurgente was founded in 2010 and currently produces 440 barrels per month. They currently purchase malt directly and Damian Morales is in charge of malt purchases.



**Javier Albarran**  
Head Brewer  
Border Psycho Brewery  
[javier@borderpsychobrewery.com](mailto:javier@borderpsychobrewery.com)

**Border Psycho Brewery**  
Founded in 2012, Border Psych Brewery sells 7 different styles of beer and produces 240 barrels per month. Javier Albarran is in charge of their purchasing and they currently buy malt directly.



**Jonathan Díaz**  
Founder/Master Brewer  
Cervecería Legión  
[cervecerialegion@gmail.com](mailto:cervecerialegion@gmail.com)

**Cervecería Legión**  
Founded in 2010, Cervecería Legión currently produces 50 barrels per month in 5 different styles. Jonathan Díaz oversees purchasing for Cervecería Legión, but they do not directly purchase malt.



**Sergio Michel**  
Founder/CEO/Master Brewer  
Cervecería Ramuri  
SERGIO.MICHEL@CERVEZA  
RAMURI.COM  
664 6268809

**Cervecería Ramuri**  
Founded in 2010, Cervecería Ramuri currently produces 240 barrels per month. Sergio Michel oversees their malt purchasing and Cervecería Ramuri does not currently buy malt directly.

## Who We Are

The U.S. Grains Council develops export markets for U.S. barley, corn, sorghum and related products including distiller's dried grains with solubles (DDGS) and ethanol. With full-time presence in 13 key markets and representatives in an additional 15 locations, the Council operates programs in more than 50 countries and the European Union. The Council believes exports are vital to global economic development and to U.S. agriculture's profitability. Detailed information about the Council and its programs is online at [www.grains.org](http://www.grains.org)



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