

PLINY THE YOUNGER RELEASE

Russian River Brewing Company launched their 18th annual Pliny the Younger Triple IPA in March of 2022, including the third 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

\$6.1 MILLION 

+20% Since 2020



VISITOR TOTALS

2.6 average group size

\$299 spent per person



ATTENDANCE

11,982 visitors in Santa Rosa

11,715 visitors in Windsor

98% said they would attend in the future



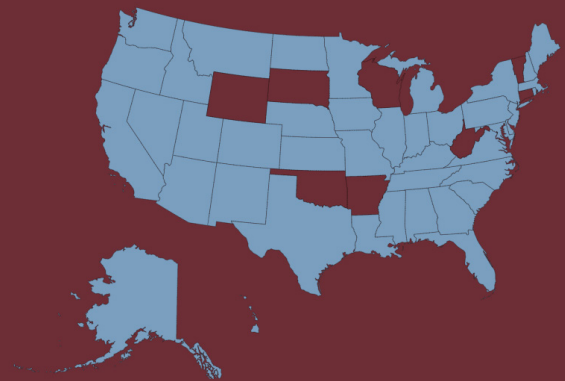
AIRFARE & LODGING

\$578 average spend on airfare into Sonoma County Airport (STS)

\$548 average spend on lodging in Sonoma County

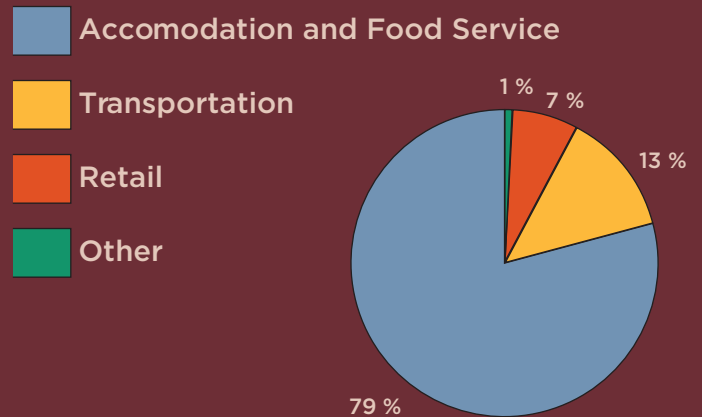


UNITED STATES



42 states visited the Russian River Brewing Co. during the annual release from March 25th through April 7th

\$ SPENT PER INDUSTRY



In 2022, 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.

