Biography

Julia Herz
Brewers Association
Craft Beer Program Director

Julia Herz is Director of the Craft Beer Program for the Boulder, Colorado based Brewers Association (BA) and Publisher of CraftBeer.com. She has been featured by the Food Network 'Unwrapped' Series, interviewed on Public Radio, Sirius/XM, CNBC Squawk Box, Fox News and hundreds of other media outlets.

She is a recognized beer judge in the BJCP program, an award-winning homebrewer of over 17 years, a Certified Cicerone® and lead person in charge of American Craft Beer Week.

Her areas of expertise include:

- Resources and education on craft beer
- General statistics on the craft beer industry
- Beer styles and trends
- Beer and food pairing

Julia speaks at many trade conferences and consumer events on the above topics. Speaking/Tasting engagements include: Boston Wine School, Cheers Beverage Conference, Craft Brewers Conference, Great American Beer Festival, Nightclub & Bar, SAVOR, and consumer tastings such as the recent Cicerone vs. Sommelier 5 course pairing dinner.

For the personal story on her journey into craft beer visit here.

A graduate of University of South Florida, Julia previously worked at CNN in Washington D.C. She is married, has 2 young children (5 & 8) and lives in Lyons, Colorado.

Contact:

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Based in Boulder, Colorado, USA, the Brewers Association (BA) is the not-for-profit trade and education association for small and independent American brewers, their craft beers and the community of brewing enthusiasts. Our members include brewers large and small. Visit the website: http://www.brewersassociation.org to learn more.