

**CRAFT BREW ALLIANCE, INC.**  
**STRATEGIC PLANNING COMMITTEE CHARTER**

**Purpose**

The Strategic Planning Committee (the “Committee”) is appointed by the Board of Directors (the “Board”) of Craft Brew Alliance, Inc. (the “Company”) to assist the Board in fulfilling its responsibility to the shareholders with respect to oversight of the strategic planning function, consideration of strategic transactions and oversight of any resulting integration issues.

The Committee will work with Senior Management regarding the strategic planning process. The Strategic Plan will consist of a long range Strategic Plan for the Company and a short range Annual Plan that will serve as the “rolling portion” of the long range plan.

**Committee Membership**

The Committee shall consist of three or more members of the Board. The Board will appoint Committee members and the Committee chair on an annual basis, as soon as is practical following the annual meeting of shareholders. The Board shall also have the right to remove or replace any member of the Committee from time to time in its discretion, subject to the contractual rights of Anheuser-Busch, LLC.

**Meetings**

The Committee shall meet in conjunction with at least two regularly scheduled meetings of the Board of Directors each year, and will hold additional meetings when circumstances require.

**Committee Authority and Responsibilities**

In furtherance of its purpose, the Committee shall have the following authority and responsibilities:

1. Provide guidance to management in the development of strategic plans. Review proposed capital and other significant expenditures recommended by management for consistency with the long-term business objectives and strategic plans of the Company.
2. Consider for recommendation to the Board management proposals relating to expansion, capital investment, acquisitions, partnerships, joint ventures or alliances, dispositions of capital assets, equity and debt funding, modifications to the existing capital structure and/or stock related programs, and similar issues.
3. Monitor management’s progress in accomplishing the elements and objectives of the Strategic Plan both near and long term. Provide assistance, input and serve as a sounding board to the Chief Executive Officer on Strategic Plan issues.

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4. Review with the Executive Leadership Team development of the annual update to the long range Strategic Plan in the third quarter of each year.
5. Advise the Board regarding approval of the long range Strategic Plan and annual updates.
6. Report Committee actions or issues discussed at its meetings to the Board.
7. Annually review and assess the adequacy of this Charter and its own performance in relationship to the Charter and recommend any proposed changes to the Board for approval.

**Retention of Independent Counsel and Other Advisers**

The Committee shall have the right to retain independent counsel or other consultants or advisers that the Committee determines are necessary or appropriate in carrying out its duties. The Company will provide for appropriate funding, as determined by the Committee, for payment of compensation to any such independent counsel or other consultants or advisers retained by the Committee.

Updated: May 20, 2014