## Why Beer

Off-Premise / C-Store

### Beer’s #1

Beer is the largest alcohol beverage category

<table>
<thead>
<tr>
<th>% Consumption</th>
<th>% Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>16%</td>
<td>17%</td>
</tr>
</tbody>
</table>

### And Growing

Beer $ Sales Trend (’000)

- ’15: $36,331,182
- ’16: $37,327,494
- ’17: $37,791,605
- ’18: $38,131,900
- ’19: $39,347,616

+1.6% 5-Year CAGR

### More Shoppers, More Often

Beer reaches the highest number of repeat buyers and drives the most trips

- Repeat buyers 2019: 54.0%
- Beer Drives the Most Trips: 6.8

### Satisfaction

More consumers satisfy their beverage needs with beer

- 92.4%
- 22.2%

### Basket Rings

Beer delivers a high value basket ring

- Without Beer: $16.60
- With Beer: $18.13

+9%

Sources: Nielsen Homescan Premium, Nielsen RMS +AOC+Conv+Liquor WE 11/30/2019 +YA, 2YA, 3YA, Beer Marketer’s Insights Beer Industry Update
BUYER CONVERSION
Beer has higher conversion compared to wine

22.4%

Beer drives strong basket rings
Beer reaches the highest number of consumers
Beer drives the most trips

22.4%

4.4%

Beer has higher loyalty across channels than wine

OUR ASK:
MORE:
- MERCHANDISING OPPORTUNITIES
- PROMOTIONAL FREQUENCY
- ADS
- DISPLAYS
- SPACE

Sources: Nielsen HomeScan Premium, Nielsen RMS xAOC+Conv+Liquor W/E 11/30/2019 +YA, 2YA, 3YA, Beer Marketer’s Insights Beer Industry Update

Nielsen is a global measurement and data analytics company that provides a complete and trusted view of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients understand what’s happening now, what’s happening next, and how to best act on this knowledge at a national, regional and local market level.