BEER’S #1
Beer is the largest alcohol beverage category

- %CONSUMPTION
  - 37%: 16%
  - 47%: 45%
- %DOLLARS
  - 38%: 17%
  - 45%: 38%

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

MORE SHOPPERS, MORE OFTEN
Beer reaches the highest number of consumers and drives the most trips

- Household Penetration 2019
  - 34.8%
  - 29.6%
  - 13.4%

Beer Buyers Trip Frequency on the Rise
- 6.7
- 5.9
- 4.7

4.3% % YOY Change for Beer

Beer Drives the Most Trips

DISPLAYS WITH FEATURES GENERATE HIGHER LIFT
Features increase lift for beer on display

- Without Feature: 4%
- With Feature: 29%

Displays with features generate 7.1 times more lift

BASKET RINGS
Beer delivers a high value basket ring

- WITHOUT BEER: $35.51
- WITH BEER: $56.17

+58%

Sources: Nielsen Homescan Premium, Nielsen RMS xAOC+Conv+Liquor W/E 11/30/2019 + YA, 2YA, 3YA, Beer Marketer’s Insights Beer Industry Update
Beer has a high rate of sale per point of distribution than wine & spirits

Beer reaches the highest number of consumers and drives the most trips

Beer drives strong basket rings

Beer has a higher rate of sale per point of distribution than wine & spirits

Beer sells faster

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