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

BEER DRIVES SALES THROUGHOUT THE YEAR

2019 Weekly Beer $ Sales

CROSS MERCHANDISING AND DISPLAY OPPORTUNITIES
Beer Buyers have more diverse baskets - often including wine and/or spirits in their purchases

BASKET RINGS
Beer’s average basket is growing more than Wine & Spirits

- +4.0%
- +1.8%
- +2.3%
UPSELL OPPORTUNITY $$$
Beer shoppers are 3.9 x 15% more likely to decide what to purchase in-store. Displays, POS and Shelf Position help capture incremental revenue $$

IMPULSE PURCHASES
Beer shoppers are 24% more likely to respond to respond to end cap displays

IMPULSE PURCHASES
Beer shoppers are 16% more likely to respond to in-store displays featuring a product

BEER BRIEF
- Beer on display generates impulse purchases
- Beer basket ring is growing
- Beer sales are strong all year long
- Merchandising generates beer sales

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

Sources: Nielsen Homescan Premium, Nielsen RMS Liquor W/E 11/30/2019 + YA, 3x3 Insights, Beer Marketer’s Insights Beer Industry Update