Beer is still the top-served drink on-premise; accounting for half of all on-premise serves.

Beer is worth $43bn per year to the on-premise.

Beer is the most popular category for weekly on-premise visitors.

Beer is the most versatile drink category. Half of beer drinkers drink it at both food-led and drink-led occasions.

BEERS & BITES

Beer is the most popular drink for drinking and eating occasions

% of those who drink out weekly & drink beer

60%

Other drink categories by those who drink out weekly

- Vodka: 36%
- Cocktails: 36%
- Whiskey: 32%
- Wine: 32%
- Tequila: 30%
- Rum: 25%

% of those who eat out weekly and drink beer

47%

Other drink categories by those who eat out weekly

- Wine: 31%
- Cocktails: 29%
- Vodka: 23%
- Whiskey: 20%
- Tequila: 19%
- Rum: 15%

BEER VALUE

Beer Value is Growing in All Formats – Average Value Velocity Per Outlet and vs YA

Average Spending on eating and drinking out per month

- Beer drinking casual diner: $158
- Wine & spirits casual diner: $155
- Average casual diner: $139

MAJORITY RULES

Beer represents 50% of all drinks served

OUR ASK:

MORE:
- BEER FEATURES
- BEER & FOOD PAIRING SUGGESTIONS
- GREATER VISIBILITY OF DRAFT BEER OFFERINGS
- BEER EDUCATION FOR BARTENDERS & SERVERS

Number of serves by category for every 10 serves...

40%

Consumers said server/bartender knowledge are top sources for beer offerings*

Nielsen CGA is the leading source of comprehensive on-premise and consumer behavior data.