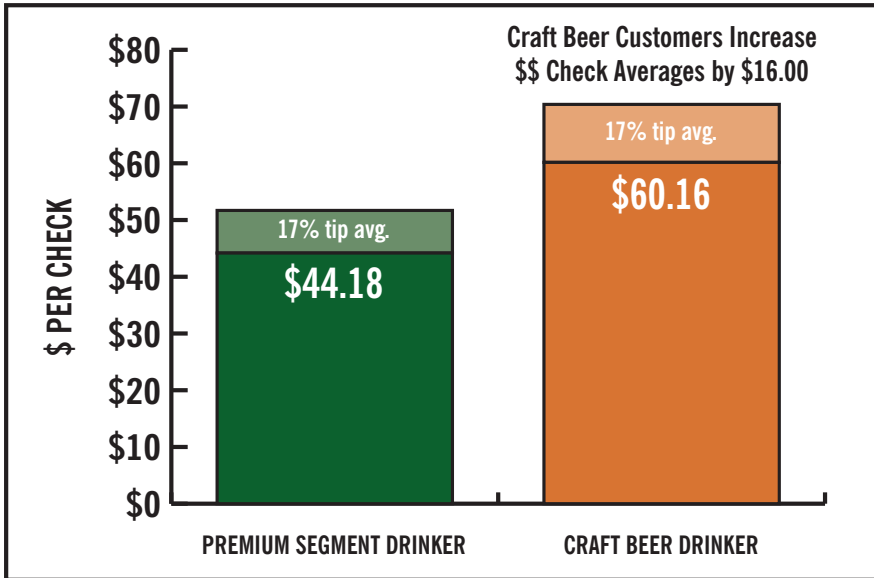


Draught Beer from Craft Brewers Boost Sales & Profits



“Ask industry experts what’s brewing and you’ll get a stout response: craft beer.” – *U.S. News & World Report*

WHY CRAFT BEER?



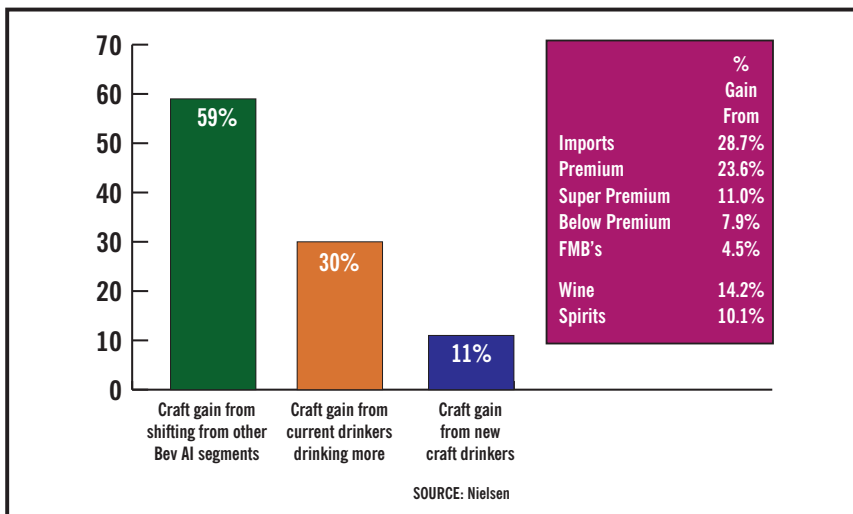
SOURCE: guest/METRICS & Nielsen

The Craft Customer is Critical to On-Premise Success

- On average the craft drinker spends \$60.16 per check vs. \$44.18 avg. check for premium segment drinking
- Both segments average 17% tip, BUT craft drinkers tip off a higher base
- 21% of premium drinkers can be traded up to craft beer

BarMetrics: Beer, wine and spirits on-premise data from eight major U.S. cities.

Craft Beer Drives Trade Up and Is Sourcing Volume from All Bev AI Segments



SOURCE: Nielsen

Profits from Craft Beer are maximized when:

- A total of 1,133 craft brews appeared on the menus of 169 of the top 250 beverage-selling chains in 2010, up from 803 beers and 154 chains in 2008, according to industry consultant Technomic.
- Craft tap handles are placed in the most visible spot at the bar.
- Restaurants are printing beer lists to feature craft beers and suggest beer pairings with entrées.
- Have your servers mention your craft beer offerings first.

ON-PREMISE PRESENTATION SHEET

Craft Beer Is Important to All Bars and Restaurants Because ...

- Craft brands offer a higher check average, higher tip and overall profit than premium beer
- Craft brands are the most exciting and growing segment of the beer business (+17% in Food IRI YTD week ending 5/15/2011)
- 60% of beer drinkers drink craft and want to be traded up
- Millennial consumers seek out craft offerings establishments
- Craft brands bring authenticity, flavor, history credibility to the on-premise establishment
- Craft beer enhances the customer experience

5 Steps to Selling Craft Beer On-Premise

- Offer a good selection craft brands on the most visible draft tower and best bottle locations
- Train your bartenders and wait-staff to offer Craft brands first and to simply describe the beer's flavor
- List your Craft offerings first on all beer lists
- Promote Craft brands regularly (featured beers, specials, etc.)

Did You Know?

- Makers of craft beer are referred to as craft brewers. An American craft brewer is small (makes less than 6 million barrels of beer a year), is independently owned and uses traditional ingredients. For a full definition visit BrewersAssociation.org
- This is designed to be an informational tool about the Craft Beer Segment as it relates to their sales performance in United States on-premise establishments
- As today's beer consumer continues to seek out variety, the Craft Segment offers the most beer styles of any beer segment
- American Craft Beer Week will be celebrated by consumers all over the country, May 14-20, 2012 - CraftBeer.com/acbw

On-Premise Profit Comparison Tool

| Brand | Craft | Premium |
|------------------------|-------|---------|
| Retail Price/Pint | | |
| Units/Keg | | |
| Revenue/Keg (A*B) | | |
| Cost/Keg | | |
| Gross Profit/Keg (C-D) | | |
| Keg Sales/Month | | |
| Monthly Profit (E*F) | | |
| Annual Profit (G*12) | | |

Find all current BA Sale Sheets at tinyurl.com/BASellSheets.