

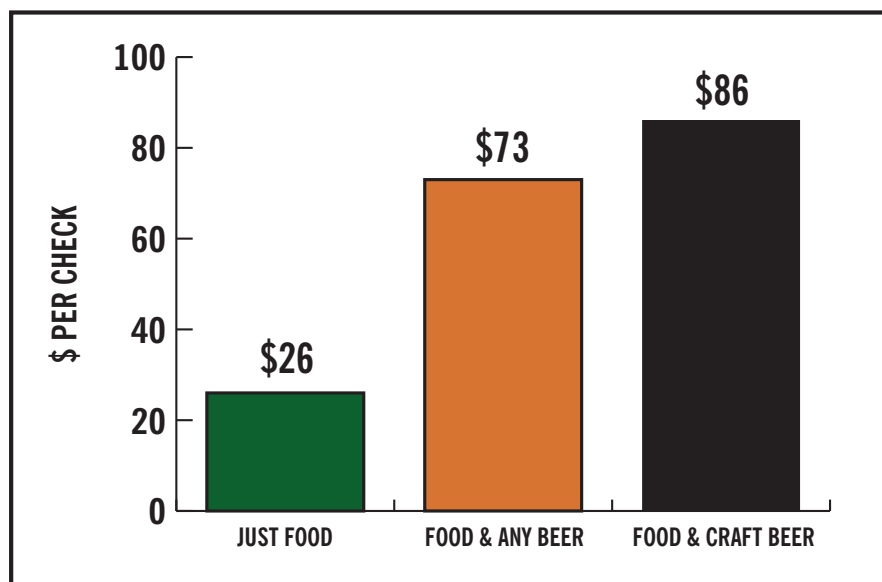
Beer from Craft Brewers Boost Sales & Profits



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

WHY CRAFT BEER?

Average Check Size (\$) Based on Categories on Check



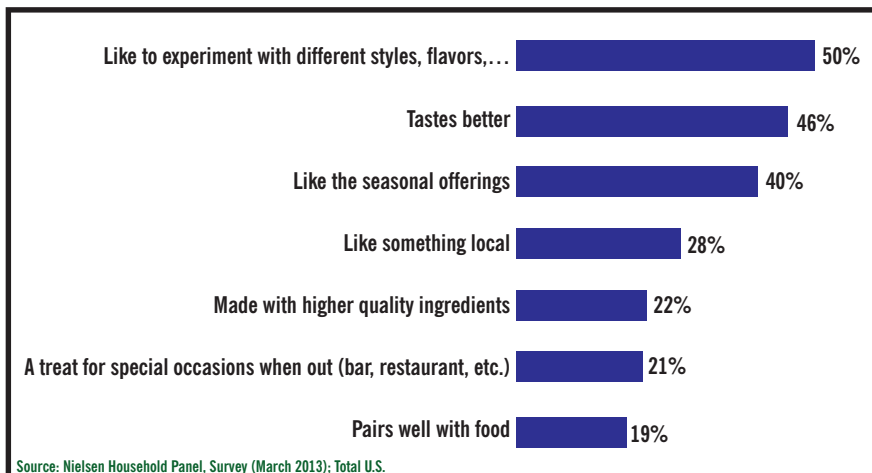
SOURCE: GuestMetrics

The Craft Customer is Critical to On-Premise Success

- On average the craft drinker spends \$86 per check vs. \$73 avg. check when buying food and any beer.
- Both groups average 17% tip, BUT craft drinkers tip off a higher base.
- 46% of all beer drinkers can be sold a craft beer.
- Craft brands are the most innovative and rapidly growing segment of the beer business, +18% (SIG Total US Multi-Outlet & Convenience YTD thru 7/14/13).
- Craft sales accounted for 17.3% of dollar sales of the on-premise beer segment in 2012.

Among Multiple Reasons for Buying Craft Beer, Variety, Taste and a “Treat” Top the List

“What are the primary reasons you or others in your household buy craft beer?”



Source: Nielsen Household Panel, Survey (March 2013); Total U.S.

Profits from Craft Beer are maximized when:

- Draft lineups include trusted lead craft brands complemented with select rotating, seasonal, local and/or limited release beers.
- Craft tap handles are placed in the most visible spot at the bar.
- Craft brands are promoted regularly in the restaurant and on the beer list.
- Waitstaff is trained to offer craft brands first and recommend beer pairings with entrees.

ON-PREMISE PRESENTATION SHEET

Did You Know?

- There are over 2,600 craft breweries active in the U.S. today .
- Craft brands appeal to millennials who seek brands that offer authenticity, flavor, history & credibility.
- Makers of craft beer are referred to as craft brewers. An American craft brewer is small (makes less than 6 million barrels of beer per year), is independently owned and uses traditional ingredients. For a full definition visit BrewersAssociation.org.
- Today's beer consumer continues to seek variety and in 2012 there were 2,592 unique craft brands sold, a 24% increase over 2011.
- American Craft Beer Week will be celebrated by consumers all over the country, May 12-18, 2014 – CraftBeer.com/acbw.

On-Premise Profit Comparison Tool

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