

# Agenda

- What we knew
- What we know now



#### What We Knew, Circa 2001

#### Median Lover:

- Male
- Age 39
- White
- High education
- Relatively high income
- Geographically concentrated

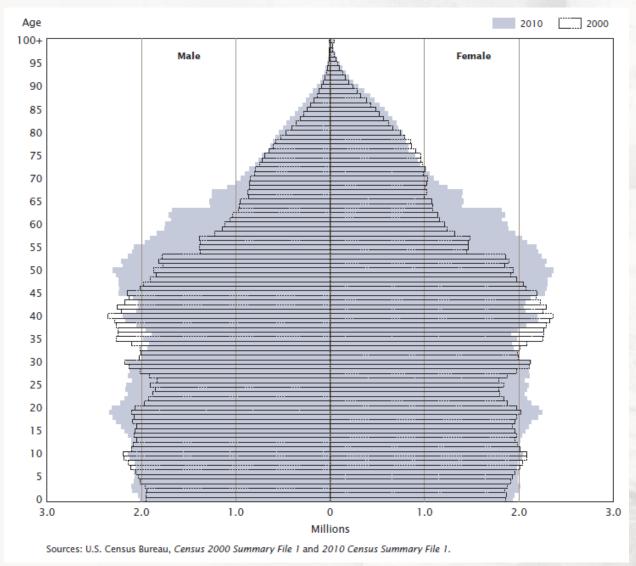


### **How the World Has Changed**

- Craft Beer's Journey
  - -Geographically
    - Almost 75% of legal drinking age (LDA) adults live within 10 miles of a brewery
  - -Economically
    - Market penetration (11%?)
  - -Demographically



#### The Millennials Have Arrived!



### What Has Changed



# All Trends Point Toward Increasing Diversity

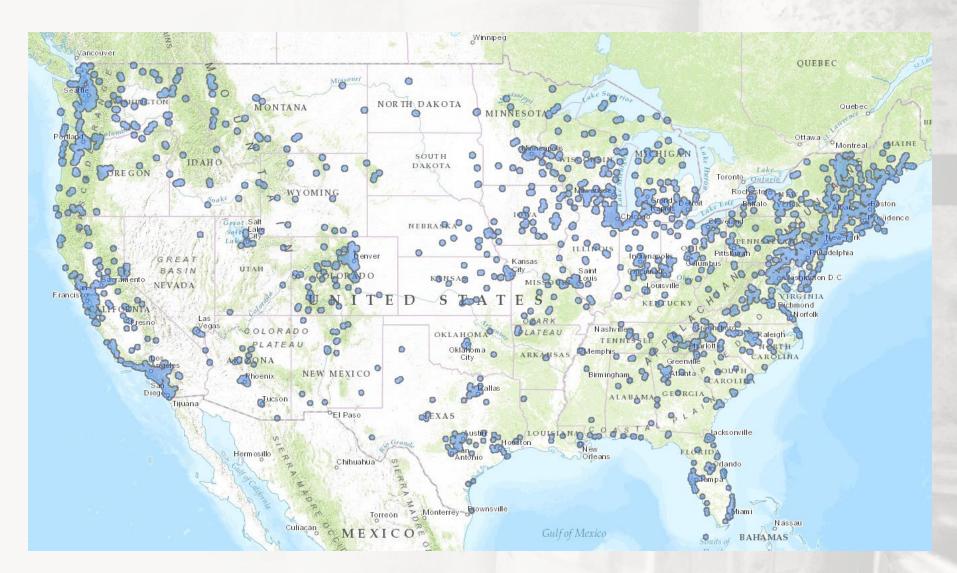
- Young women coming into craft beer
- More geographic diversity
- Increasing diversity of craft beer lovers
  - Still skews toward higher SES

## Change 1: Young Women



Young women (21-34) now over-index on craft, account for 15% of total craft volume

#### **Change 2 - Geography**



# **Change 3: Diversity**

- Still skews toward higher SES, but:
  - —The bottom 60% of households (by income) now consume 40% of craft volume
  - Some evidence Hispanic population has increased craft engagement (see Technomic report as example)

