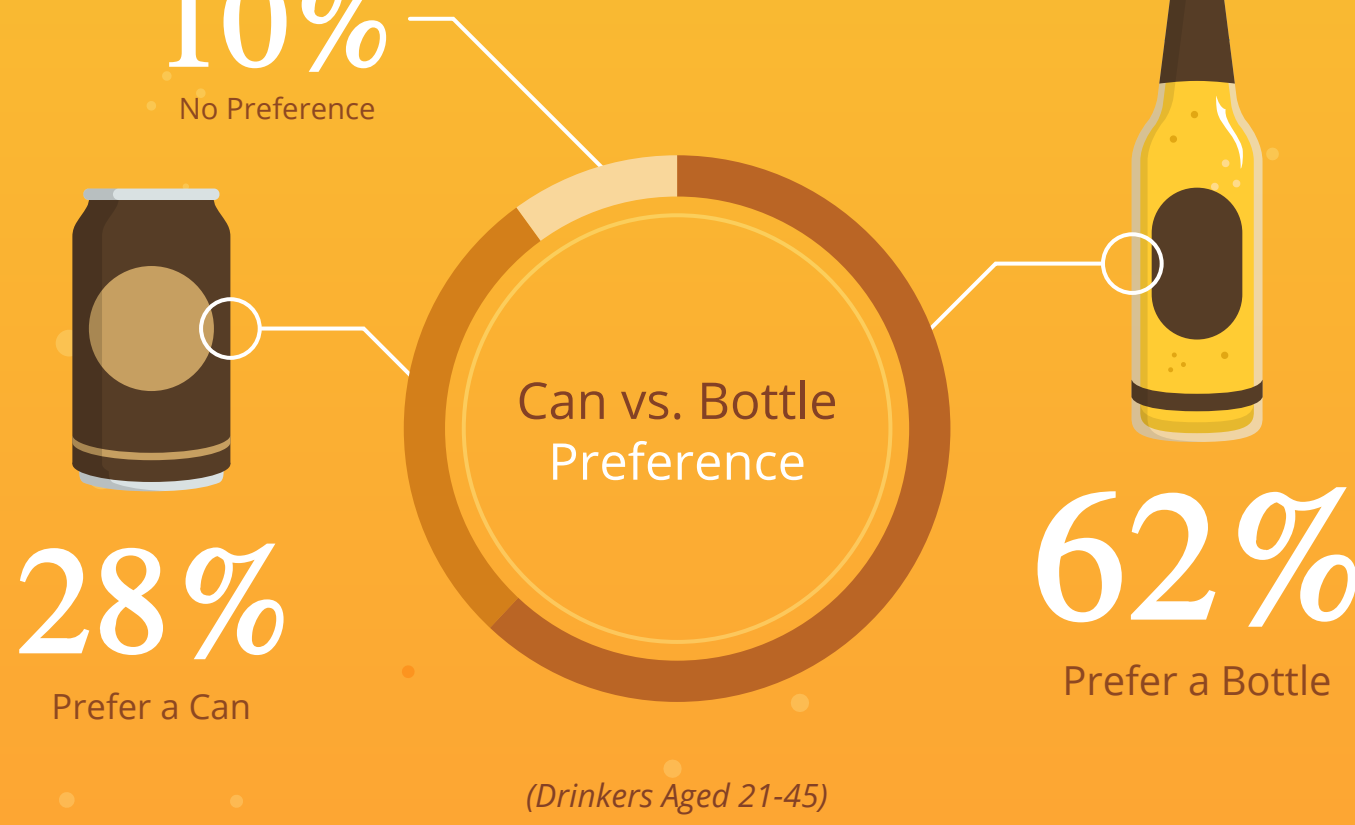


Consumer Habits and Preferences for Beer

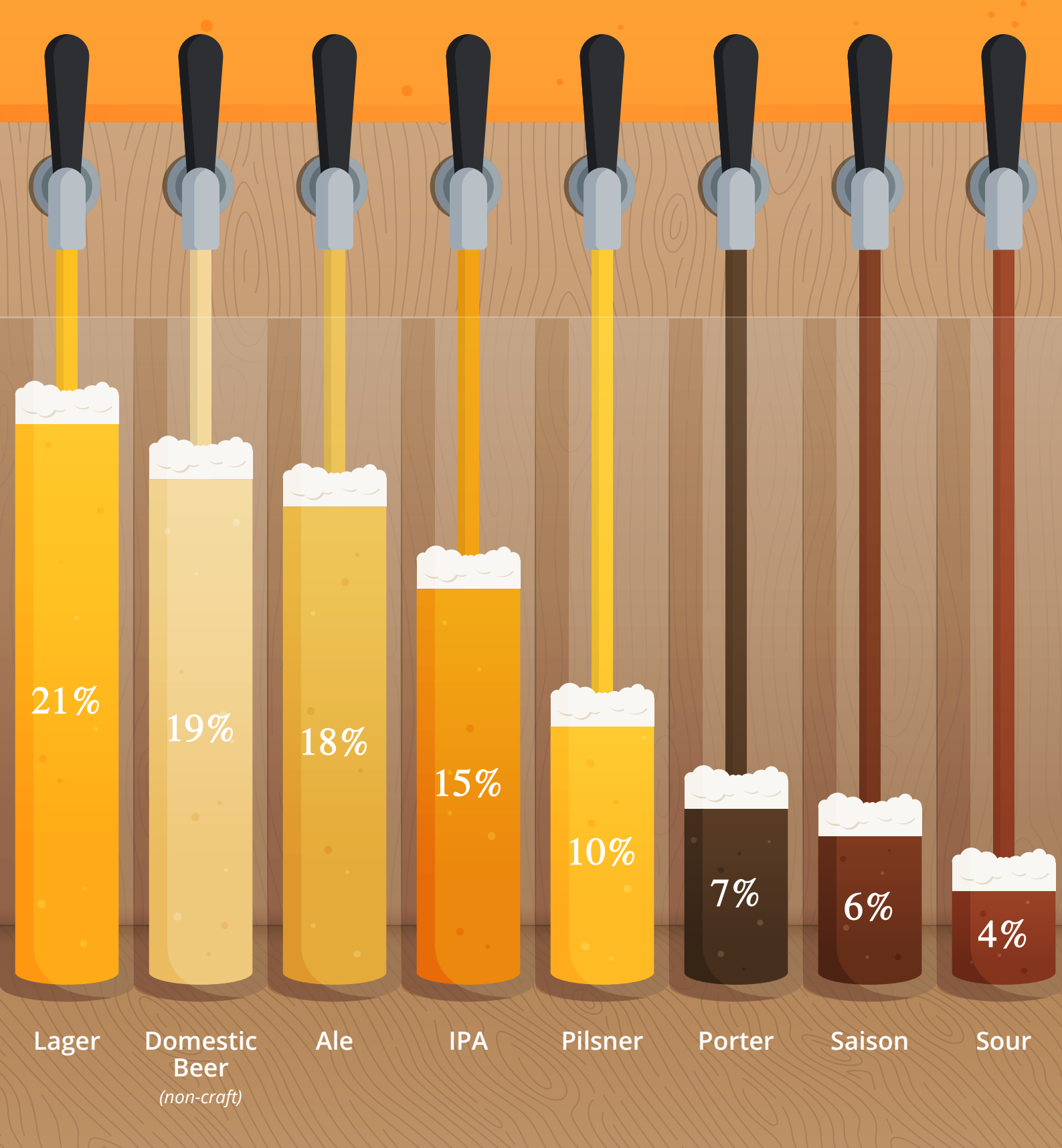
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Roughly...

Three Fourths of U.S. Drinkers Drink Beer at Least Once a Week



Beer Type Preference



What influences beer choice?

Taste, price, and being easy to drink.

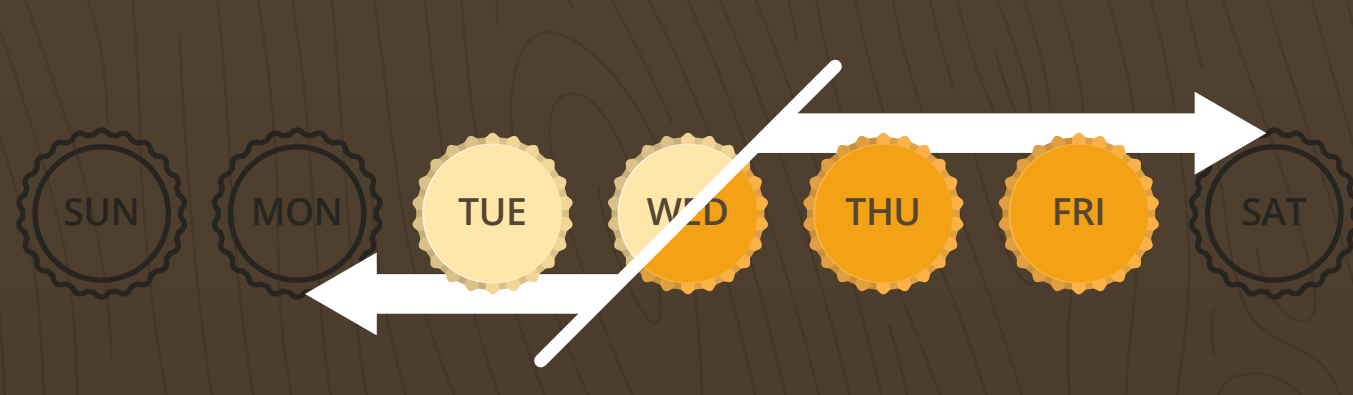
Frequency of Import Beer vs. Craft Beer Consumption

Import Beer

Craft Beer

| | | |
|-----|-----------------------------|-----|
| 44% | Once a week or more | 41% |
| 38% | 1-3 times a month | 34% |
| 18% | Every 2-3 months | 14% |
| 0% | Once every 6 months or less | 7% |
| 0% | Never | 3% |

Men who drink beer do so on average **3 or more days a week**, whereas women are more likely to drink beer 2 days a week or less.



Brands Purchased: Men vs. Women

Bud Light

Heineken

Corona Extra



Budweiser

Coors Light

