

WHY BEER

On-Premise

INCOME & SPENDING

Beer drinkers make and spend more money on-premise...and their spending is increasing



Average household income

Beer drinking casual diner **\$79,620**

Wine & spirits casual diner **\$78,360**

Average casual diner **\$73,577**



Average on eating and drinking out per month

Beer drinking casual diner **\$197**

Wine & spirits casual diner **\$188**

Average casual diner **\$176**

+23%
over the
past 2 years

MOST POPULAR

Beer is the most popular drink category for consumers on-premise

% who typically drink when out at a bar, restaurant or similar outlet

46%



44%



34%



\$42 BILLION

Total value of beer purchased on-premise in the past year

Over the past 3 months, almost **110 MILLION**

US consumers drank beer on-premise

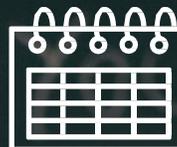
BEER BRIEF



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



Beer is worth \$42bn 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

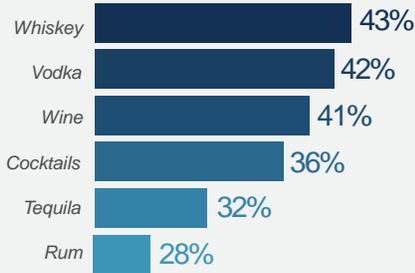
BEERS & BITES

Beer is the most popular drink for drinking **and** eating occasions

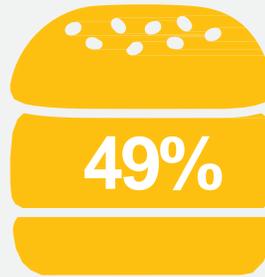
% of those who **drink** out weekly & drink beer



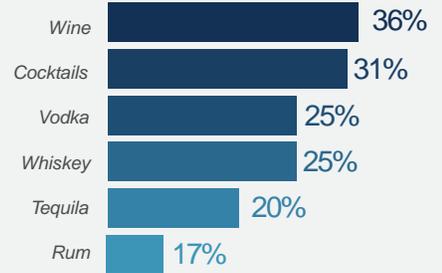
Other drink categories by those who **drink** out weekly



% of those who **eat** out weekly and drink beer



Other drink categories by those who **eat** out weekly

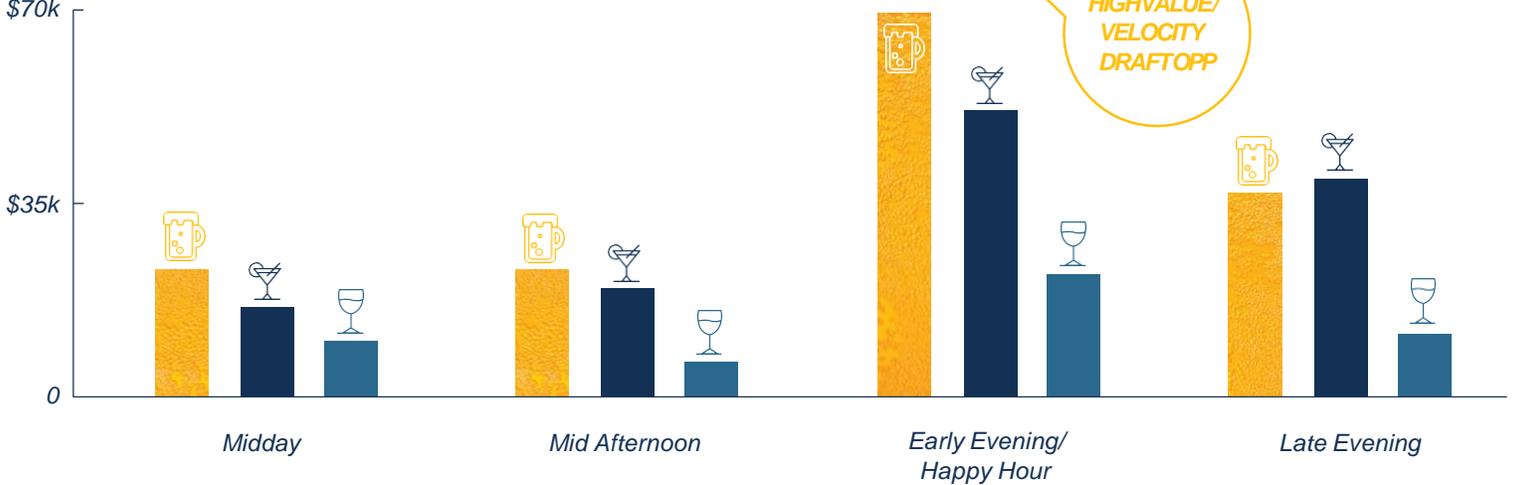


HAPPY HOUR +

Beer outsells wine and spirits throughout the day and evening

32%
of consumers make beverage choices based on food

Value velocity over the day (L52 weeks)



MAJORITY RULES

Beer represents 50% of all drinks served



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

40%

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

OUR ASK:

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

CGA is the leading source of comprehensive on-premise ring and consumer behavior data. Source: Nielsen CGA CLIP Data L52Weeks to 10/06/2018 Source: Nielsen OPM Rolling 52 W/E 12/29/2018