INSIGHTS *Express* **Vol 21, No 155 July 31 2019**

News, Numbers, Info and More **200+X a year** **published by Beer Marketer's INSIGHTS, Inc.**

Distrib Brands/SKUs Still Rising, But Not Suppliers in Tamarron 2019; Boston Top Performer Again

While distribs continue to carry more brands and SKUs on avg, number of suppliers on avg leveled off in annual Tamarron Malt Beverage Supplier Performance Survey shows. Across 191 distribs surveyed, avg number of brands and SKUs rose to 327 brands (+17) and 1,385 SKUs (+7) in 2018. Yet these gains were “at a slower pace than years past,” Tamarron noted. And “this was the first year for the average number of Suppliers to go down slightly (from 44 to 43).” Also gotta note, brands outgrew SKUs, suggesting more paring back of certain SKUs in-house. Both developments certainly track sentiment expressed by several distribs across the country these days, no longer seeking new craft with the same vigor as during craft’s go-go years of growth, and both suppliers and distribs are looking to focus more on specific sets of SKUs. “Some suppliers have improved their SKU Management, but there is still a long way to go to ensure the right SKUs are in the target markets/accounts,” one of top distrib comments noted.

This yr’s 191 distribs surveyed included 44 ABI distribs, 128 Boston, 35 CBA, 123 Constellation Beer Brands Division, 116 Diageo Beer, 130 HUSA, 158 MillerCoors, 115 Mike’s, 95 New Belgium, 87 Sierra and 40 Yuengling. About 45% of the 191 distribs had annual revs less than $50 mil, including 23% below $25 mil. And 55% had revs over $50 mil with 12% between $50-75 mil, 21% between $75-150 mil, 13% between $150-300 mil, 9% above $300 mil. Total number of distribs surveyed is down from 206 in prior year, but most of that drop attributed to AB distribs (down from 60 to 44 total). Most other suppliers had increase in responses, per Tamarron.

Boston Beer Top Performer Again; Only HUSA and Sierra Scores Slipped; Performance vs Perception Boston Beer again ranked as top performing supplier among distribs in annual Tamarron Survey. Its overall avg performance score grew 0.08 pts to 3.61, pulling away from Constellation Beer Brands (+0.03 to 3.46) on scale of 1=poor, 2=fair, 3=good, 4=very good, 5=excellent across 70 performance based questions. Yet several suppliers saw larger increases in score and all but two of 11 suppliers, HUSA (-0.05 to 2.86) and Sierra (-0.04 to 2.77) improved scores. Despite continued declining sales, both ABI (+0.29 to 3.09) and MC (+0.09 to 3.36) notably improved “average performance score” among distribs surveyed (keep in mind, larger AB swing in score is in part due to much fewer responding AB distribs). But at same time, less than half of both AB and MC distribs would grade their performance as an “A or B” purely based on “perception” of suppliers. Similarly, New Belgium (+0.17), Yuengling (+0.11) and CBA (+0.26) scores rose despite only ~40% of distribs grading performance an A or B based on perception. Tho each of em still below 3 (“good”) score overall. On the other hand, Diageo Beer Co had 2d largest gain, +0.25 to 3.03, as its sales trends notably improved over the last couple yrs. And Mike’s, the fastest growing sales company in all of beer biz these days, saw score rose 0.11 to 3.28, with 91% of distribs viewing performance as an A or B grade.