

The 2025 Brewer Partnership Compass is here!

Brewers have been relying on Tamarron’s Brewer Partnership Compass for 25+ years to steer the direction of, and measure their progress against distributor relationships and initiatives! You’ve no doubt read about results and also heard directly from included suppliers what key initiatives have come about because of the survey; your suppliers are also measuring the impact of changes they’ve made in this year’s results.

We’ve added/subtracted a number of questions based on distributor feedback in 2024 with the end results being essentially the same number of questions on the survey:

- Revised questions to ensure they aligned with required supplier capabilities distributors identified in the 2024 survey (especially regarding chain & national accounts execution)
- Grouped eCommerce questions into a separate category and added more depth in the B2B eCommerce planning questions
- Removed questions that distributors stated they were not knowledgeable enough to score
- Added a question about: distributor incentives, sufficiency & management of Local Market Funds and chain program communication
- Added a question on Pricing Systems

As always, in order to enable a truer read of their performance:

- **For ABI** – only select ABI as a supplier if you carry their core portfolio (e.g., Budweiser, Bud Light, Mich Ultra, etc.)
- **For Molson Coors** – only select Molson Coors as a brewer if you carry either or both of Miller Lite / Coors Light brands.

As in years past, we suggest that the individual sections be completed by their respective senior leaders (if possible), or a cross-sectional group of senior leaders, to grant a more specialized view of brewer performance.

Your candid input is vital to the value of this tool! As always, our participating brewers are awaiting your feedback to measure their progress and find more opportunities to improve their performance with their distributor partners. **Brewers do not receive individual responses, nor do they know which distributors responded on their behalf.** We strongly encourage you to be fair and honest in your assessment of suppliers.

We hope you will continue the tradition and take the time to fill out this year’s survey. For those distributors that fill out the survey, we will e-mail a copy of your survey response as well as the summary results when the survey has concluded. *If you prefer to complete the survey electronically, you can go to [2025 Tamarron Brewer Partnership Compass](#) to fill out the survey online.*

For your input to be included in the results, we must receive your response via email (tamarron@tamconsulting.com), or online **by May 23, 2025**. The most efficient method of responding is the online link.

As part of Tamarron’s policy of confidentiality, your **company’s name will never be identified with its related data**. **All responses and respondents will be kept strictly confidential.** To learn more about Tamarron Consulting and the Malt Beverage Supplier Performance Survey, visit our website at www.tamarronconsulting.com

Distributor Business Name:

Distributor Mailing Address:

Street Number

City, State

Zip

Name:

Position:

E-mail Address:

The following information will be used to compile Respondent Profiles

What was your organization's 2024 annual volume in Case Equivalents (C.E.'s) including malt and all other beverages?			# Malt Beverage		
<input type="checkbox"/> less than 1.5 million C.E.'s	<input type="checkbox"/> between 1.5 - 2.5 million C.E.'s	<input type="checkbox"/> between 2.5 - 4.0 million	Brewers	Brands	SKUs
<input type="checkbox"/> between 4.0 - 8.0 million C.E.'s	<input type="checkbox"/> between 8.0 - 16.0 million C.E.'s	<input type="checkbox"/> over 16.0 million C.E.'s			

Rate the level to which you agree with the following statement using the scale:
1=Strongly Disagree, 2= Somewhat Disagree, 3=Somewhat Agree, 4=Strongly Agree

Key suppliers are individually or jointly working to effectively grow the beer category: _____

In your opinion, what are additional actions key suppliers could take to drive growth in the beer category overall?

Which of the following Beyond Beer categories have you added or wish to add to expand your portfolio? (Check all that apply)

1. Spirits-based RTDs _____
2. Wine-based Seltzer or RTDs _____
3. Wine / Wine in Cans _____
4. THC / D-9 Beverages _____
5. Spirits _____
6. Low/no alcohol beer, wine or spirits _____
7. Other (please specify) _____

What categories do you expect to de-emphasize and/or reduce SKUs in the coming year? (Check all that apply)

1. Domestic premium / premium lights _____
2. Sub-premium _____
3. Imports _____
4. National Craft Beer _____
5. Regional Craft Beer _____
6. Local Craft Beer _____
7. Seltzer / FMBs _____
8. Spirit or Wine-Based RTDs _____
9. THC / D-9 _____
10. Other (please specify) _____

Partnership & Relationship Grades

Based on your experience over the past year, please grade your brewers' overall level of Partnership with your distributorship to grow the business? *Note: think of the messaging from the top of the brewer that permeates through the culture of the brewer regarding partnering with distributors.*
(check one only for the brewers you carry)

AB InBev (ABI)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Boston Beer Company (BBC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Constellation Brands Beer Division (STZ)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Diageo Beer Company (DBC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Heineken USA (HKN)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Molson Coors (MC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Mark Anthony Brands (MABI)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
New Belgium Brewing (NBB)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F

Based on your experience over the past year, please grade the overall Relationship you have with each of your brewers at all levels of the organization, including local.
(check one only for the brewers you carry)

AB InBev (ABI)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Boston Beer Company (BBC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Constellation Brands Beer Division (STZ)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Diageo Beer Company (DBC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Heineken USA (HKN)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Molson Coors (MC)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
Mark Anthony Brands (MABI)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F
New Belgium Brewing (NBB)	<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> F

If you gave a brewer/supplier a **C, D or F** grade for **Partnership and/or Relationship**, please provide rationale:

ABI	
BBC	
STZ	
DBC	
HUSA	
MC	
MABI	
NBB	

Best in Class Brewer Partner

Please select your best-in-class beer brewer partner (please circle just one):

ABI	Boston Beer	Constellation	Diageo Beer	Heineken
Molson Coors	Mark Anthony Brands		New Belgium	Other _____

Why did you select [Brewer] as best-in-class?	Rationale:
---	-------------------

With the changing dynamics of the distributor business environment, what are some specific actions brewers can take to break through the clutter, anticipate distributor future business needs, and become preferred brewer partners?	Specific Recommendations:
---	----------------------------------

Biggest Brewer Opportunity

It is requested that the following sections of the survey be completed by a [General Manager or Principal](#).

Respond for **ABI ONLY** if you carry ABI's [core portfolio](#)

Respond for **Molson Coors ONLY** if you carry either or both [Miller Lite / Coors Light brands](#)

For each of your brewers, please list what you perceive is their biggest opportunity as well as a recommendation or industry best practice to help them address the opportunity.

	Biggest Opportunity & Top Recommendation for Improvement
1. Anheuser-Busch InBev (ABI)	
2. Boston Beer Company (BBC)	
3. Constellation Brands Beer Division (STZ)	

4. Diageo Beer Company (DBC)	
5. Heineken USA (HUSA)	
6. Molson Coors Beverage Co (MC)	
7. Mark Anthony Brands (MABI)	
8. New Belgium Brewing (NBB)	

Please answer the follow questions regarding your B2B / eCommerce efforts

What are your plans to evolve your sales organization structure, training, call frequency, goals and priorities based on B2B eCommerce implementation?

How will you expand B2B and/or inside sales to be a sales solution beyond low volume accounts?

What key features do you believe retailers will expect from B2B ordering portals in the future that don't exist in your technology right now?

What is a best practice in supplier support in B2B eCommerce, both existing and needed?

Which of the following branded marketing elements are your currently leveraging from any supplier on your B2B eCommerce platform? (select all that apply)

- a) Banner ads
- b) Sponsored product search
- c) Emailed newsletters

- d) None
- e) Other: Please describe

If you do not currently have branded supplier marketing on your B2B eCommerce platform, when do you plan to add these elements?

- a) Within the next 6 months
- b) Within 1 year
- c) More than 1 Year
- d) No current plans to incorporate supplier marketing elements

Please answer the remaining questions based on your honest impressions of brewer performance during the past 12 months. Rate the brewers you represent on the following scale. Leave blank or cross out those brewer columns that are not applicable to your company. Use “DK – Don’t Know” for questions that are not pertinent to a given brewer or topics that you are not engaged with enough to score confidently.

1 Never	2 Rarely	3 Sometimes	4 Often	5 Always	DK Don't Know
------------	-------------	----------------	------------	-------------	------------------

Please the one most important question from each group of questions

General Manager / Principal	√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
Leadership & Strategy									
1. Strategic Vision and Long-Term Business Plan – Communicates and adheres to a strategic vision and disciplined long-term business plan to strengthen the [brewer’s] future industry position	<input type="checkbox"/>								
2. Clarity of Annual Goals – Clearly communicates [brewer’s] annual national goals, objectives, and strategies	<input type="checkbox"/>								
3. Professionalism, Listening Skills, Communication & Authenticity of Top Field Sales Management – Top Field Sales Management (e.g., Zone/Region/Business Unit Manager or Director) represents brewer in a professional manner, listens & cares about distributor challenges and communicates with authenticity to brewer and distributor teams	<input type="checkbox"/>								
4. Solicits Distributor Input on Key Initiatives – Engages distributor council (or otherwise solicits distributor input) to identify and solve problems and improve supplier business practices with distributors	<input type="checkbox"/>								
General Manager / Principal	√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
Portfolio & Marketing									
5. Portfolio Strategy – Provides focused brand portfolio and establishes/communicates portfolio strategy & objectives (including innovation and discontinuation strategies)	<input type="checkbox"/>								
6. Disciplined Innovation Strategy & Launch Process – Disciplined, tested innovation to address emerging consumer needs and beverage categories that has a likelihood/path to success; effectiveness and timeliness of innovation launch process (e.g., launch plan, forecast, product availability, sell sheets, kickoff, chain window alignment, programs, samples, POS, new item codes, etc.)	<input type="checkbox"/>								
7. Timely Brand/SKU Rationalization Process & Support – Announces timely brand/SKU rationalization to reduce clutter & redundancy within the portfolio; builds plans to support sell through of distributor inventory and/or provides financial support for remaining out-of-code distributor inventory	<input type="checkbox"/>								
8. Distributor Margins – Offers distributors margins on [brewer’s] products that are commensurate with competitive brands/SKUs	<input type="checkbox"/>								
9. Level of Investment & Media Allocation – Invests adequate resources to build brands and align with brewer’s communicated brand strategies and allocates investments to optimize media platforms to reach target consumers (e.g., social, digital, TV, print, radio, etc.)	<input type="checkbox"/>								
10. Programs and Brand Support with Flexibility to Address Local Opportunities – Provides channel and/or consumer-targeted programs and brand support that can be customized to address local opportunities that your team can effectively leverage in the marketplace	<input type="checkbox"/>								
11. Pricing Strategy – Employs brand pricing strategies to ensure competitive pricing, maintain appropriate pricing gaps among segments and optimizes elasticity to ensure brand trends are not negatively impacted	<input type="checkbox"/>								

<i>Efforts and Investments (i.e., innovation, marketing, strategy, portfolio size, etc.) to position their portfolio for success</i>			
	Rate your level of satisfaction with your brewers' portfolio efforts and investments on a scale of 0 (very unsatisfied) to 10 (very satisfied)	FOR THE BREWERS YOU SCORED 9 OR 10 , explain their best practices:	FOR ALL OTHER BREWERS , provide recommendations for improvement:
AB InBev (ABI):			
Boston Beer Co (BBC):			
Constellation Brands Beer Division (STZ):			
Diageo Beer Company (DBC):			
Heineken USA (HKN):			
Molson Coors (MC):			
Mark Anthony Brands (MAB):			
New Belgium Brewing Co (NBB):			

It is requested that the following section of the survey be completed by a [Vice President of Sales](#) or equivalent.

Respond for ABI **ONLY** if you carry ABI's **core portfolio**

Respond for Molson Coors **ONLY** if you carry either or both Miller Lite / Coors Light brands

1 Never	2 Rarely	3 Sometimes	4 Often	5 Always	DK Don't Know					
VP Sales and/or Brand Manager		√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
Relationships & Communication										
12. Visibility & Authentic Sales & Operations Relationships; Understanding of Market Complexities – Is regularly visible within the distributor organization and establishes authentic relationships with all levels of your Sales organization and key Operations personnel; asks questions to understand the complexities in your business and cares about solutions & successes		<input type="checkbox"/>								
13. Share of Focus Expectations Aligned with Supplier Significance in Your Portfolio – Seeks to understand how [brewer's] portfolio fits within distributor's total portfolio and expects an appropriate level of focus and support to drive distributor and brewer priorities		<input type="checkbox"/>								
14. Reasonableness of Brewer Asks – Recognizes and understands how [brewer's], expectations & local decisions/requests financially impact (directly and indirectly) the distributor (i.e., margins, margin mix, marketing and tactical spend, etc.)		<input type="checkbox"/>								
15. Understands & Works Within Distributor Culture – Strives to understand how individual distributors make decisions/operate their businesses and adapts to distributors' culture and ways of working to add value		<input type="checkbox"/>								
16. Relevance, Timeliness and Cadence of Communication – Provides timely, relevant communication to the right people within your distributor organization with a cadence that is not disruptive to the business		<input type="checkbox"/>								
17. Effective Sales Communication Platform/Vehicle – [Brewer] has established an effective communication platform/vehicle to consistently deliver essential communication to the right people within the distributor organization		<input type="checkbox"/>								
18. Conciseness of Communication – Communicates concise messaging that is targeted to your distributor and/or your market, including performance recaps, chain updates, marketing decks, etc										

Develops relationships, communicates effectively and aligns with distributor's culture to drive business			
	Rate your level of satisfaction with your brewers' local Field Sales Personnel with the statement above on a scale of 0 (very unsatisfied) to 10 (very satisfied)	FOR THE BREWERS YOU SCORED 9 OR 10, explain their best practices:	FOR ALL OTHER BREWERS, provide recommendations for improvement:
AB InBev (ABI):			
Boston Beer Co (BBC):			
Constellation Brands Beer Division (STZ):			
Diageo Beer Company (DBC):			
Heineken USA (HKN):			
Molson Coors (MC):			

Mark Anthony Brands (MABI):			
New Belgium Brewing Co (NBB):			

VP Sales and/or Brand Manager	√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
Planning & Plan Management									
19. Proficiency in Pricing Mechanics and Pricing Discussions – Exhibits proficiency in general pricing mechanics / calculations and capability of having effective pricing discussions with distributors	<input type="checkbox"/>								
20. Pricing Systems, Strategies and Integration to Drive Growth – Has capable pricing systems and processes that allow comprehensive pricing strategies that result in little pricing discrepancies between supplier and distributor and drive effective growth strategies									
21. Promotion Calendar Distribution & Alignment – Establishes and adheres to a price promotion calendar with adequate lead time (minimum of 60 days) and alignment to brewer and distributor goals (i.e., not sacrificing margin to achieve volume goals)	<input type="checkbox"/>								
22. Collaborative Annual Plan Process – Employs a timely, effective annual planning process, achieving a simplified, collaborative plan that includes reasonable goals, local flexibility on programs & spending and buy-in from both brewer and distributor	<input type="checkbox"/>								
23. Plan Rationale and Brand Building Objectives – Provides rationale justifying how volume expectations can be achieved (e.g., brewer programs/investments, brand building objectives, including distribution, display/feature activity)	<input type="checkbox"/>								
24. Alignment of Objectives, Resources & Team to Support Plan – Aligns brewer objectives, team (i.e., Field Sales, Key Accounts, On Premise, etc.) and market spending to achieve communicated brand building strategies and annual plan	<input type="checkbox"/>								
25. Local Marketing Fund Amount, Planning & Effectiveness – Allocates sufficient dollars for local programming, sponsorships, events, etc.; collaborates with distributor to plan & manage budget throughout the year; allocates funds toward opportunities that effectively drive business									
26. Monthly/Quarterly/Trimester Objective Setting – Develops attainable monthly/quarterly/trimester objectives that align with planned programming	<input type="checkbox"/>								
27. Distributor Performance Measurement / Scorecarding and Peer Group Benchmarking – Establishes clear expectations for distributor performance, provides regular performance measurements, benchmarks distributor performance against an applicable peer group from comparable market dynamics and holds distributor accountable for performance	<input type="checkbox"/>								
28. Innovative Course Correcting – Collaborates with distributor on identifying opportunities to improve performance & programming (e.g., course correcting) and challenges status quo with fresh ideas and methods	<input type="checkbox"/>								
29. POS Collaboration – Collaborates on POS needs and local market applicability of proposed POS to ensure quality and effectiveness of materials	<input type="checkbox"/>								
30. Incentives – Develops distributor incentives that are simple, achievable, motivating and targeted toward driving plan & program objectives									

VP Sales and/or Brand Manager	√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
In-Market Support									
31. Easily Accessible Localized Data Mining & Insights that Help Your Team Sell More Beer – Consistently provides access to locally relevant, fact-based and actionable data and insights based on distributor data and syndicated sources (e.g., Nielsen, IRI, etc.) to help you grow the business	<input type="checkbox"/>								
32. Execution Guidelines/Standards – [Brewer] provides appropriate retail guidelines and standards to maximize category/brand growth (e.g., shelf space, assortment, merchandising) and collaborates with distributor to localize as needed	<input type="checkbox"/>								
33. Consistent Collaborative In-Market Execution and Activation Support – Consistently works collaboratively with distributors to plan and execute account-level programs to successfully meet execution goals (i.e., account targeting, assigning responsibilities, etc.)	<input type="checkbox"/>								
34. Product Knowledge Training – Actively engages distributors with training sessions (live, remote or eLearning) to educate sales personnel on <u>brewer's</u> brands and initiatives	<input type="checkbox"/>								
35. On Premise Business Building Efforts – Is aware of all local/state on premise guidelines and alcohol regulations (e.g., beer/wine/spirits to-go); offers ideas, programs, personnel and strategies for building on premise business	<input type="checkbox"/>								
Selling Tools									
36. Basic Selling Tools – Provides easily accessible selling information and data/facts on brands (e.g., brand/program features & benefits, sell sheets, beer/food pairing suggestions, etc.) to educate and enable distributor and brewer sales personnel to effectively present brands/programs to customers	<input type="checkbox"/>								
37. Advanced Fact & Insights-Based Selling Tools to Drive Profitable Growth of Beer Category and Brands – Provides distributor advanced selling tools/Apps based on consumer/shopper insights to help grow the beer category and drive profitable growth for trade customers	<input type="checkbox"/>								
38. Consistent Communication Regarding Selling Tools & Distributor Training – Informs you of the availability of and updates to supplier-provided selling tools and distributor training programs	<input type="checkbox"/>								

Ability to bring valuable solutions/programs and partner with you to achieve mutual business growth			
	Rate your level of satisfaction with your brewers' Field Sales Personnel with the statement above on a scale of 0 (very unsatisfied) to 10 (very satisfied)	FOR THE BREWERS YOU SCORED 9 OR 10, explain their best practices:	FOR ALL OTHER BREWERS, provide recommendations for improvement:
AB InBev (ABI):			
Boston Beer Co (BBC):			
Constellation Brands Beer Division (STZ):			
Diageo Beer Company (DBC):			
Heineken USA (HKN):			

Molson Coors (MC):			
Mark Anthony Brands (MAB):			
New Belgium Brewing Co (NBB):			

It is requested that the following section of the survey be completed by a [Vice President of Sales or equivalent](#).

Respond for ABI ONLY if you carry ABI's core portfolio

Respond for Molson Coors ONLY if you carry either or both Miller Lite / Coors Light brands

1 Never	2 Rarely	3 Sometimes	4 Often	5 Always	D Don't Know
------------	-------------	----------------	------------	-------------	-----------------

VP Chain Accounts	√ most important question	ABI	BBC	STZ	DBC	HKN	MC	MABI	NBB
Off Premise Chain Account Execution									
39. Category Management – Executes a category management strategy that drives growth in the beer category and builds value for <u>Off Premise</u> retail customers	<input type="checkbox"/>								
40. Chain Program Communication – Communicates detailed plans and execution expectations for all chain programs (i.e. ,customized programs, ad features,supporting display expectations, timeframe) in a timely, effective manner; holds joint meetings as needed to communicate program expectations – <u>Off Premise</u>	<input type="checkbox"/>								
41. Chain Program Execution Tracking & Communication – Provides regular updates on execution against chain programs; follows up as needed with distributors and chain accounts to maximize success during the program – <u>Off Premise</u>									
42. Call Responsibility (Chain – Off) – Clarifies brewer and distributor chain customer call point responsibilities; ensuring all levels of chain account personnel are adequately called on (e.g., Divisional, Regional managers) – <u>Off Premise</u>	<input type="checkbox"/>								
43. Measurement & Evaluation of Chain Performance – Communicates chain execution performance (features, displays, etc.) vs. expectations/planned activity (i.e., measurement and evaluation of results); evaluates chain programs effectiveness to identify opportunities for continuous improvement and success – <u>Off Premise</u>	<input type="checkbox"/>								
44. C-Stores Engagement & Effectiveness – Actively engages with national/regional C-stores and effectively secures brand/SKU placements, programming, pricing, etc. in national/regional c-store chains to drive visibility, sales and innovation; adapts strategies to fit different market needs and dynamics	<input type="checkbox"/>								
45. Large Format Chains (Grocery, Club, Mass) Engagement & Effectiveness – Actively engages with national/regional large format chains and effectively secures brand/SKU placements, programming, pricing, etc. in large format national/regional chains to drive visibility, sales and innovation; adapts strategies to fit different market needs and dynamics	<input type="checkbox"/>								
On Premise National Account Execution									
46. Assortment Strategy – Executes a assortment strategy that drives growth in the beer category and builds value for <u>On Premise National Account</u> customers	<input type="checkbox"/>								
47. Programming Communication – Communicates detailed plans and execution expectations for all national/regional accounts programming in a timely, effective manner to ensure proper lead time for success; holds joint meetings as needed to communicate program expectations - <u>On Premise</u>	<input type="checkbox"/>								
48. National/Regional Account Program Execution Tracking & Communication – Provides regular updates on execution against national/regional account programs; follows up as needed with distributors and national/regional accounts to maximize success during the program – <u>On Premise</u>									
49. Call Responsibility (National Accounts - On) – Clarifies brewer and distributor national/regional account customer call point responsibilities, ensuring all levels of personnel are adequately called on (e.g., Divisional, Regional Managers) - <u>On Premise</u>	<input type="checkbox"/>								
50. Measurement & Evaluation of National Accounts Performance – Communicates national/regional account performance (placements, features, promotions, etc.) vs. expectations (i.e., measurement and evaluation of	<input type="checkbox"/>								

results); evaluates programs for effectiveness to identify opportunities for continuous improvement and success - On Premise									
B2B eCommerce Support									
51. Supports Distributor B2B eCommerce Needs – [Brewer] has ramped up efforts to position brands to grow footprint on e-Commerce online platforms and provides tools and resources to support distributor B2B eCommerce needs									
52. Capitalizing on E-Commerce Trends with Chain Retailers – [Brewer] has effective strategy and tools to grow their brands’ presence on chain retailer web and digital platforms									

Overall effectiveness of Brewer chain/national account teams in building the beer category in Off and On Premise national and regional chains

	Rate your level of satisfaction with your brewers’ Off and On Premise National Account teams with the statement above on a scale of 0 (very unsatisfied) to 10 (very satisfied)	<u>FOR THE BREWERS YOU SCORED 9 OR 10,</u> explain their best practices:	<u>FOR ALL OTHER BREWERS,</u> provide recommendations for improvement:
AB InBev (ABI):			
Boston Beer Co (BBC):			
Constellation Brands Beer Division (STZ):			
Diageo Beer Company (DBC):			
Heineken USA (HKN):			
Molson Coors (MC):			
Mark Anthony Brands (MABI):			
New Belgium Brewing Co (NBB):			

Please rank the top 3 functions a supplier performs (i.e., same functions from the previous question groupings) by placing a 1, 2 or 3 next to the three most important functions:

- Leadership & Strategy _____
- Portfolio & Marketing _____
- Relationships & Communication _____
- Planning & Plan Management _____
- In-Market Support _____
- Selling Tools _____
- Off Premise Chain Account Execution _____
- On Premise National Account Execution _____
- B2B eCommerce Support _____

Thank you for participating in our survey! As soon as the results are ready, we will email you the summary results.