



WHY BEER

On-Premise

BEER GENERATES SALES

There is a thirst for Beer among consumers

99 MILLION

US consumers who drink beer on-premise
In a typical 3-month period

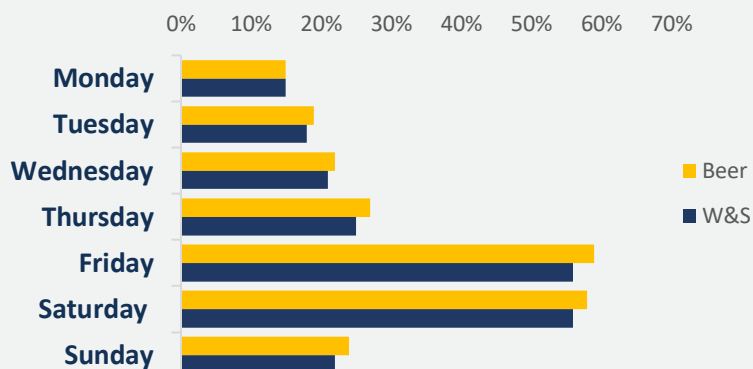
6.7 BILLION

of 16oz. Beers Served Annually

\$44.8 BILLION

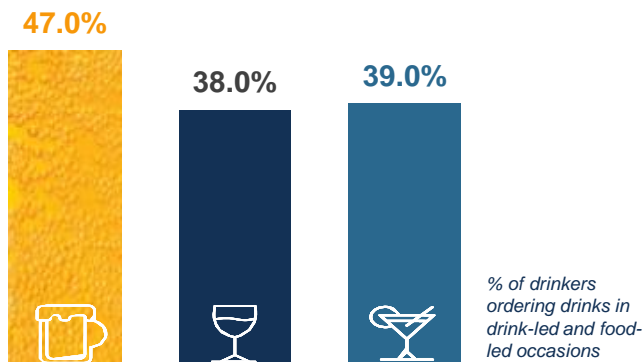
Value of Beer Purchased in On Premise in 2023

BEER DRAWS MORE CUSTOMERS EVERY DAY OF THE WEEK!



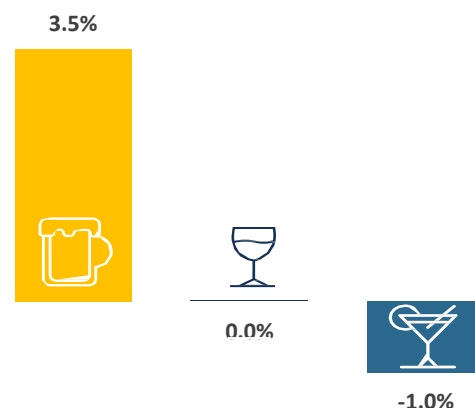
BEER IS PREFERRED

Beer is preferred for drinking & eating occasions



BEER IS GROWING FASTER THAN WINE & SPIRITS

YOY \$ Growth '23 vs. '22



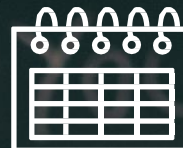
BEER BRIEF



Beer \$ Sales are growing faster than Wine & Spirits



Beer serves 99 million consumers over a typical 3-month period



Beer brings more consumers who spend more \$ every day of the week



Beer is the most versatile drink category. Nearly half of beer drinkers drink it at both food-led and drink-led occasions

BEER BOOSTS YOUR FOOD REVENUE

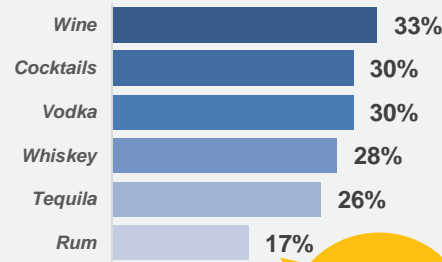
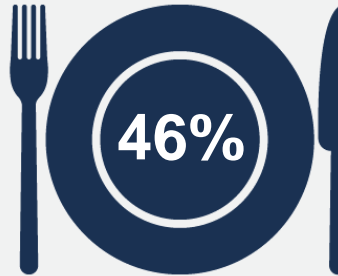
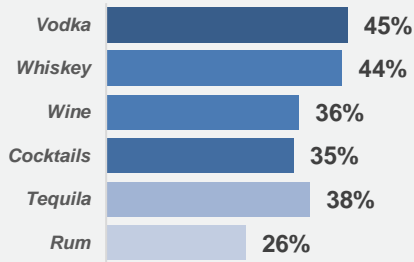
Beer is the most popular drink for drinking **and** eating occasions

% 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



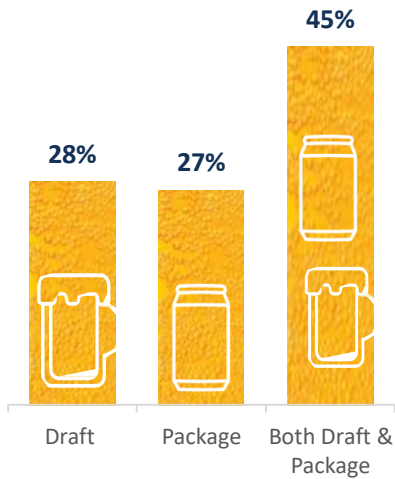
32%
of consumers make beverage choices based on food

COLD DRAFT BEER IS THE MOST POPULAR!

BEER DRINKERS WANT DIFFERENT OPTIONS!

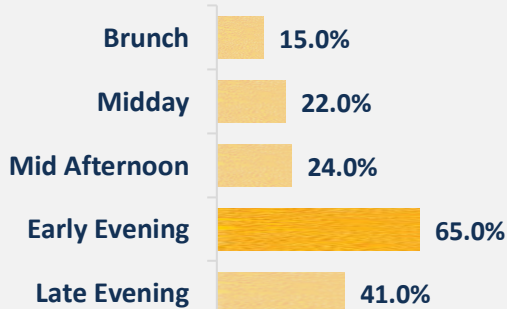
Majority of Customers Drink Draft at least some of the time

% of Beer Drinkers who say they'd likely use these options if offered:



BEER MAKES HAPPY HOUR HAPPY!

High Value / Velocity of Beer Opportunity During Happy Hour



OUR ASK:

MORE:

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

CGA by NIQ is the leading source of comprehensive on-premise ring and consumer behavior data.

Sources: CGA by NIQ On-premise User Survey (Spring/Fall 2020-2023), CGA OPM Rolling 52 W/E 12/31/23 Update, National Restaurant Association