

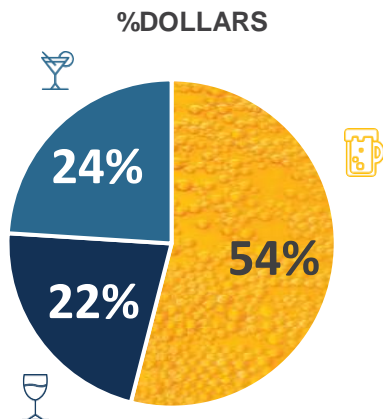


# WHY BEER

Off-Premise / Grocery

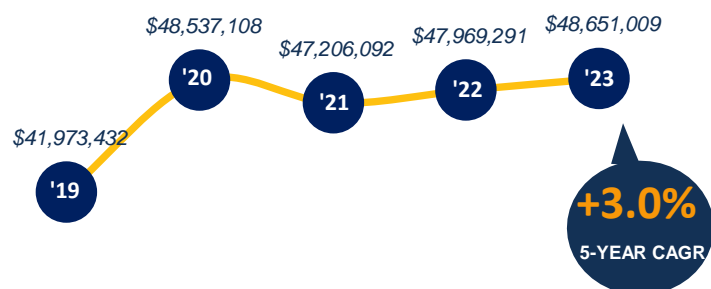
## BEER'S #1...

Beer is the largest alcohol beverage category in Off Premise



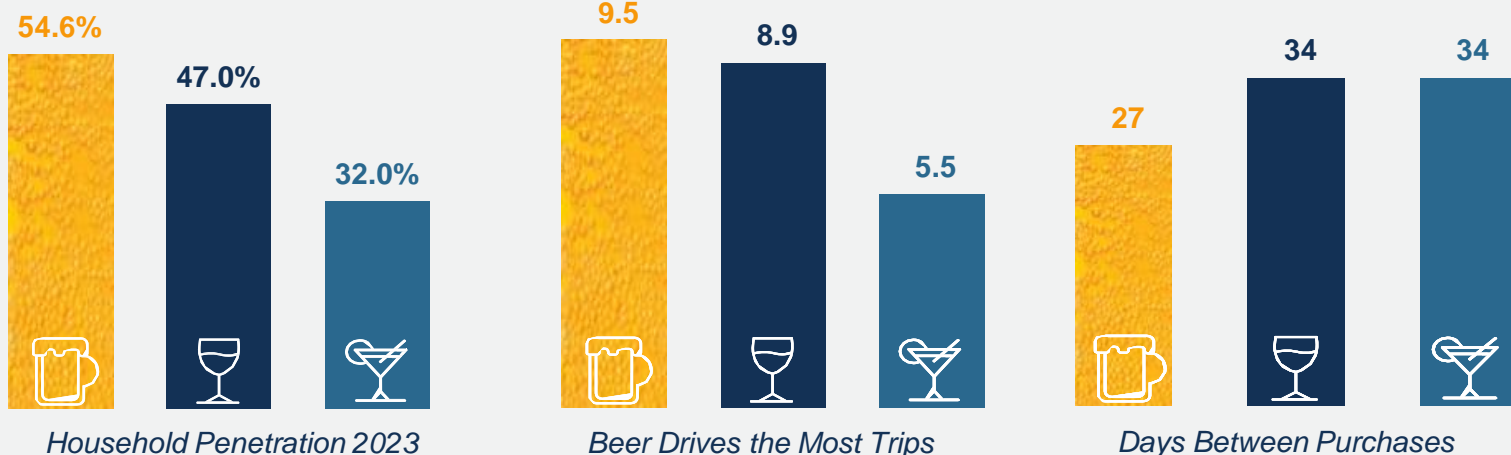
## AND GROWING...

Beer \$ Sales Trend ('000)

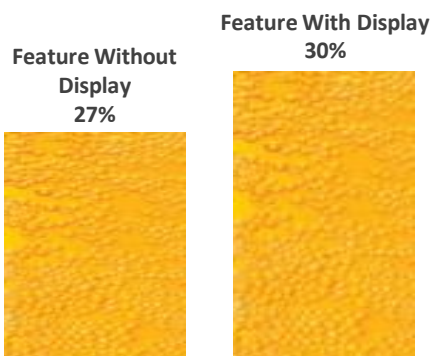


## MORE SHOPPERS, MORE OFTEN

Beer reaches the highest number of consumers, drives the most trips and shoppers return more frequently in Grocery



## FEATURES WITH DISPLAYS GENERATE HIGHER LIFT



Features with displays generate **13%** more lift

## BASKET RINGS

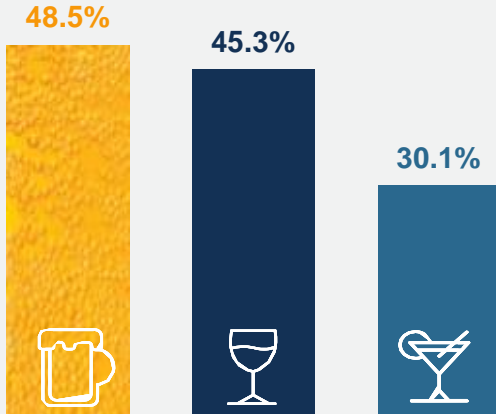
Beer delivers a high value basket ring in Grocery



Sources: 3 Tier Beverages; NIQ Homescan Premium, NielsenIQ RMS xAOC+Conv+Liquor 52 W/E 12/30/2023 vs YA, 2YA; NielsenIQ Category Shopping Fundamentals 2020 Survey

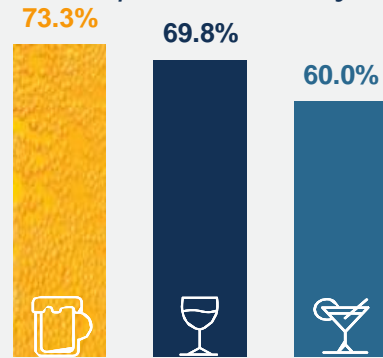
# SATISFACTION

More consumers satisfy their bev al needs with beer in **Grocery**

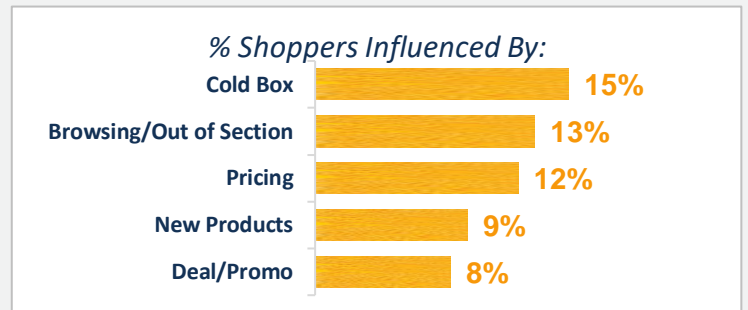


# REPEAT BUYERS

Beer drives higher repeat buyers than wine & spirits in **Grocery**



# HOW TO INFLUENCE BEER SHOPPERS IN-STORE



# BEER BRIEF



Beer on display with feature generates high lift



Beer has a high rate of sale per point of distribution



Beer reaches the highest number of consumers and drives the most trips



Beer drives strong basket rings (+52%)

# BEER SELLS FASTER

Beer has a higher rate of sale per point of distribution than wine & spirits in **Grocery**

\$9,344



# OUR ASK:

MORE:

- MERCHANDISING OPPORTUNITIES
- PROMOTIONAL FREQUENCY
- ADS
- FEATURES WITH DISPLAYS
- SPACE

Sources: 3 Tier Beverages; NIQ Homescan Premium, NielsenIQ RMS xAOC+Conv+Liquor 52 W/E 12/30/2023 vs YA, 2YA; NielsenIQ Category Shopping Fundamentals 2020 Survey

Nielsen is a global measurement and data analytics company that provides a complete and trusted view of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients understand what's happening now, what's happening next, and how to best act on this knowledge at a national, regional and local market level.