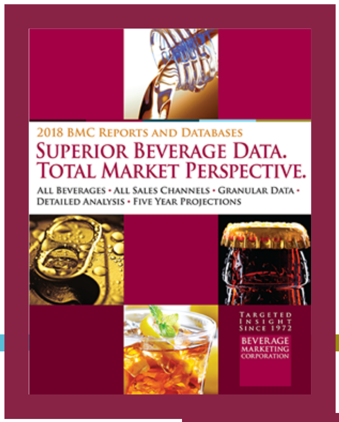
BMC's U.S. Beer Guide

2018 Edition (Published September 2018. Data through 2017. Market projections through 2022.) **New for 2018!** PowerPoint Presentation features more than 75 slides, with extensive analysis, graphs, charts and tables + over 165 Excel exhibits offering even greater detail!



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From the industry leader in beer insights and intelligence, this report offers the most reliable data there is on domestic consumption and sales, capturing historical shifts in this massive market and placing them in a context that enables business planners and analysts as well as sales and marketing executives. *New for 2018:* Key trends now presented in a colorful PowerPoint presentation to make insights come alive. Plus, you get more than 200 Excel exhibits providing in-depth data for a deeper dive on aspects covered in the PowerPoint slides and much more.

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Inside:

HAVE QUESTIONS? Contact Charlene Harvey: 212-688-7640 x 1962
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The answers you need

- Is beer giant diversification with its implication of stronger distribution and marketing for acquired companies and brands a hidden driver of industry growth?

- Does craft have the strength to continue as an independent phenomenon?

- Is the premiumization craft has contributed a never-ending factor in the market or is there a ceiling?

- Is a supposed return to easier drinking, lighter style brews—lagers, classic ales—evident in the volumetric trends?

- What's the overall impact of continued strong growth of certain imports (Mexican, Belgian)? Is there room for newcomers?

- Does the consolidation and contraction of the cider market have any broad implications—or is this a brand by brand phenomenon?

This report features

BMC's U.S. Beer Guide 2018 answers these questions with the industry's most comprehensive compendium of reliable, hard data. The Guide features data on the overall market volume by category, state, and top brands, plus detailed listings of top brand sales by both price categories and types. Plus, advertising, export/import data and extended projections. *New for 2018: Now covers more brands than ever!*

BMC's U.S. Beer Guide 2018

September 2018

BEVERAGE MARKETING CORPORATION

RESEARCH ● DATA ● CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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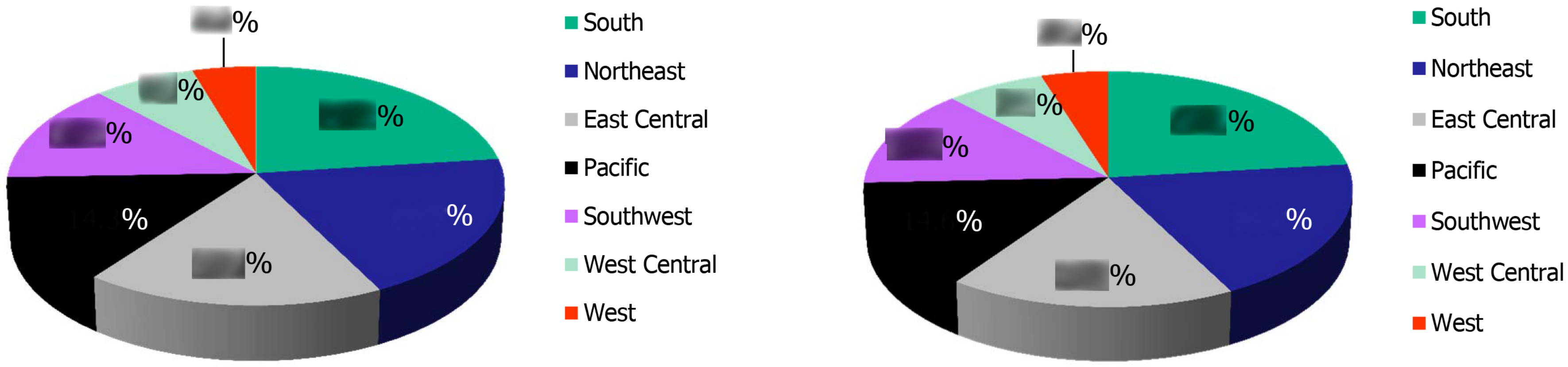
From 2012 to 2017, shares of volume by region didn't change for any region by more than [redacted] percentage points, resulting in regional rankings remaining the same

U.S. Beer Market
Share of Volume by Region

2012 **2017**



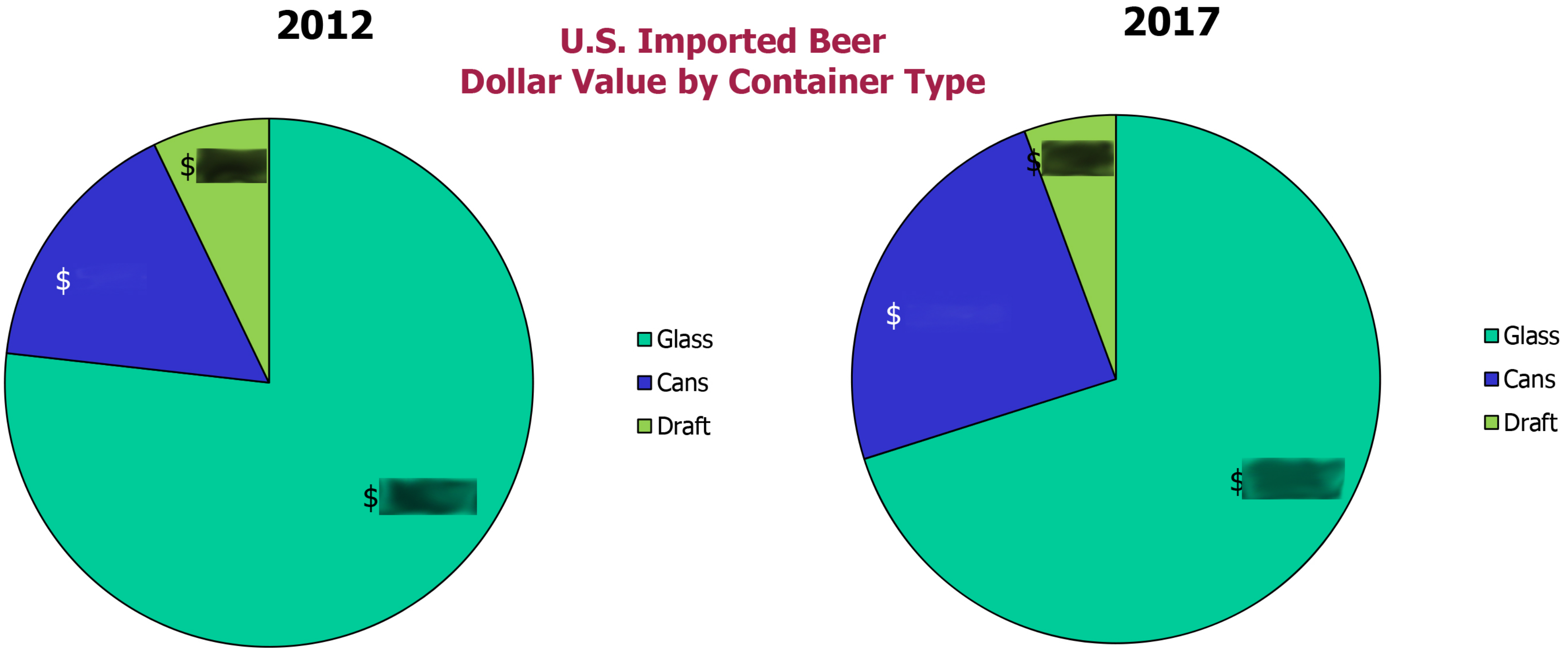
207.2 million beer barrels

201.2 million beer barrels

Source: Beverage Marketing Corporation

Glass packaging continued to be the preferred package type among imported beer although its share declined to [redacted]% in 2017 from [redacted]% five years earlier

U.S. Imported Beer
Dollar Value by Container Type



Millions of Dollars

Source: Beverage Marketing Corporation

Exhibit 3.3

U.S. BEER MARKET
CHANGE IN VOLUME BY CATEGORY
2013 – 2022(P)

Categories	2012/13	2013/14	2014/15	2015/16	2016/17	5-Year CAGR 2017/22(P)
Cider	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Craft	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Flavored Malt Beverages	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Ice	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Import	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Light	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Malt Liquor	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Non-Alcohol	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Premium	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Superpremium	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Value	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
TOTAL*	**[illegible]%**	**[illegible]%**	**[illegible]%**	**[illegible]%**	**[illegible]%**	**[illegible]%**

(P) Projected; CAGR: Compound annual growth rate

** Excludes exports and cider*

Source: Beverage Marketing Corporation