

ON-PREMISE INTELLIGENCE REPORT

2017 EDITION (Published November 2017. Data, including consumer surveys.) 275 PowerPoint slides, with extensive text analysis, graphs charts and tables.

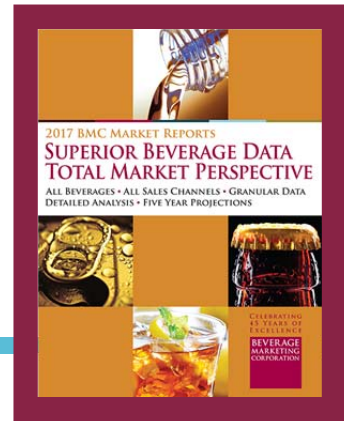
The new *On-Premise Intelligence Report*, jointly developed by Beverage Marketing Corporation, a leading source of U.S. beverage alcohol data and Technomic, a specialist in consumer grounded research and insights, includes channel, category and brand performance metrics, consumer and operator insights, as well as beverage menu trend information developed via primary research conducted by both firms.

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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

- What are the most important metrics for on-premise marketers?
- What kind of benchmarks can be developed from this data?
- What are the leading on-premise trends and how do they give me insights for marketing initiatives—drink and occasion opportunities?
- How do they support strategic planning—new product planning and trade programs?

THIS REPORT FEATURES

The *2017 On-Premise Intelligence Report* combines Beverage Marketing Corporation's hard data with Technomic's in-depth trend analysis to bring you up to speed with what's happening and why in on-premise venues where fads become trends, new brands take root, old brands make comebacks, and new product creativity earns approval and acceptability. Volumes and sales for top performing brands are matched with metrics for top performing restaurants, hotels, and drinking establishments and expertly viewed through the lens of consumer insights. Users are introduced to using Drinker Archetypes, Technomic's new multi-phased psychographic segmentation model to analyze on-premise consumers.

On-Premise Intelligence Report

November 2017



RESEARCH • DATA • CONSULTING



Technomic®

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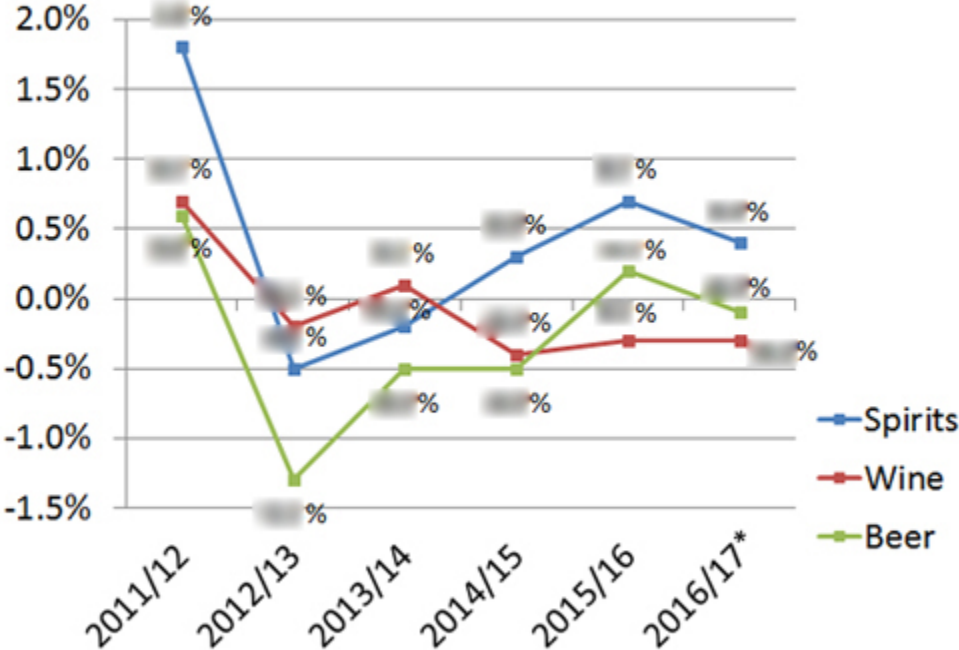
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On Premise Category Volume Growth 2012-2017



*Preliminary
Source: Beverage Marketing Corp.