

U.S. ALCOHOL BEVERAGE TREND ANALYSIS

2018 EDITION (Published June 2018. Data through 2017.)

More than 40 PowerPoint slides, with extensive charts, data and infographics.

This title from Beverage Marketing's Focus Report series delivers observations and insights on trends affecting the adult beverage market via a colorful, data-filled PowerPoint presentation designed to bring busy executives up to date while providing food for thought and discussion. Based on a presentation by Beverage Marketing's alcohol consulting group, it offers beer, wine and spirits market data through 2017 as well as observations on the trends that are re-shaping the alcohol market in the United States.

Set against a backdrop of the total alcohol vs. non-alcohol market, this timely report examines key market drivers impacting consumers' alcohol choices. In addition to highlighting effect of these factors on various alcohol beverage segments and sub-segments, the report offers insight on key trends relating to wine and spirits, beer, craft beer, hard ciders flavored malt beverages and prepared cocktails.

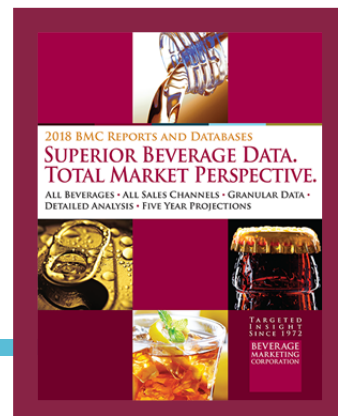
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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

This data and insight-rich PowerPoint presentation offers insights on the alcohol market against the backdrop of trends in the overall U.S. beverage market and is the perfect kickoff to brainstorming meetings. Questions answered include:

- How did the U.S. beer, distilled spirits and wine markets perform in 2017?
- What are the key trends impacting various wine segments?
- How did craft beer and imports perform?

THIS REPORT FEATURES

This graphically impactful PowerPoint presentation uses the total U.S. beverage market as the jumping off point for an in-depth analysis of trends in the beer, wine and distilled spirits sectors, with looks at everything from volume and growth to market drivers and expectations for high interest alcohol sectors.

U.S. Alcohol Beverage Trend Analysis

June 2018



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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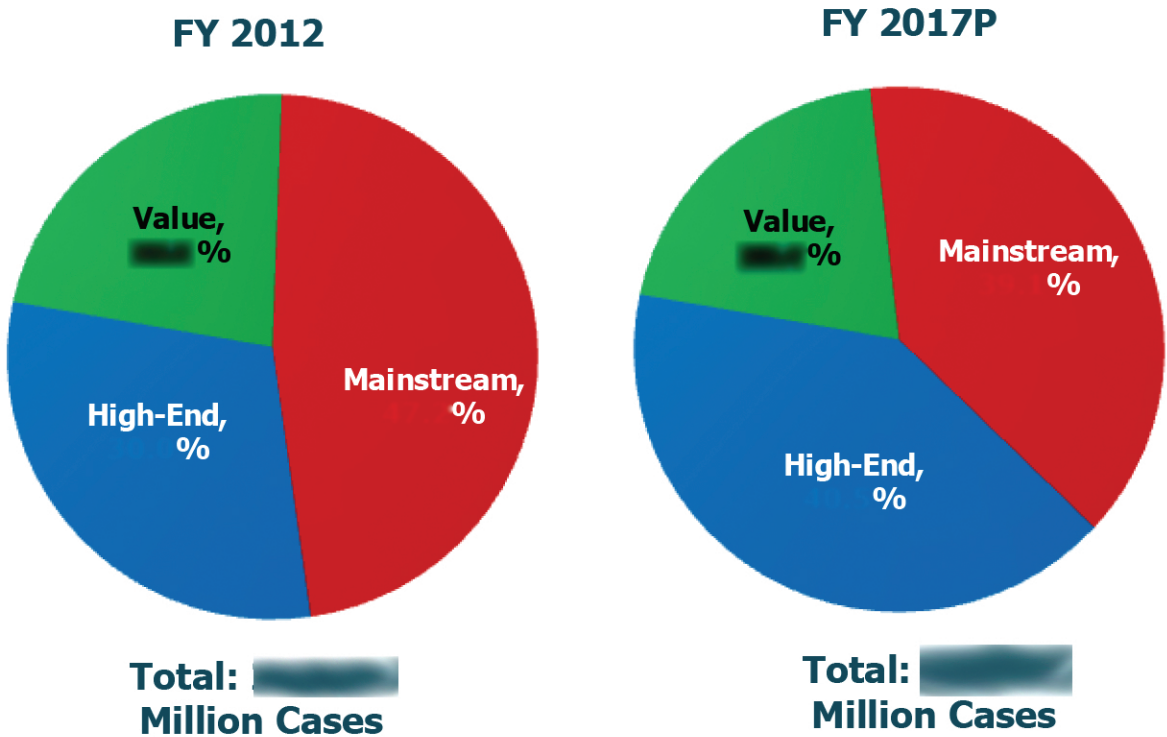
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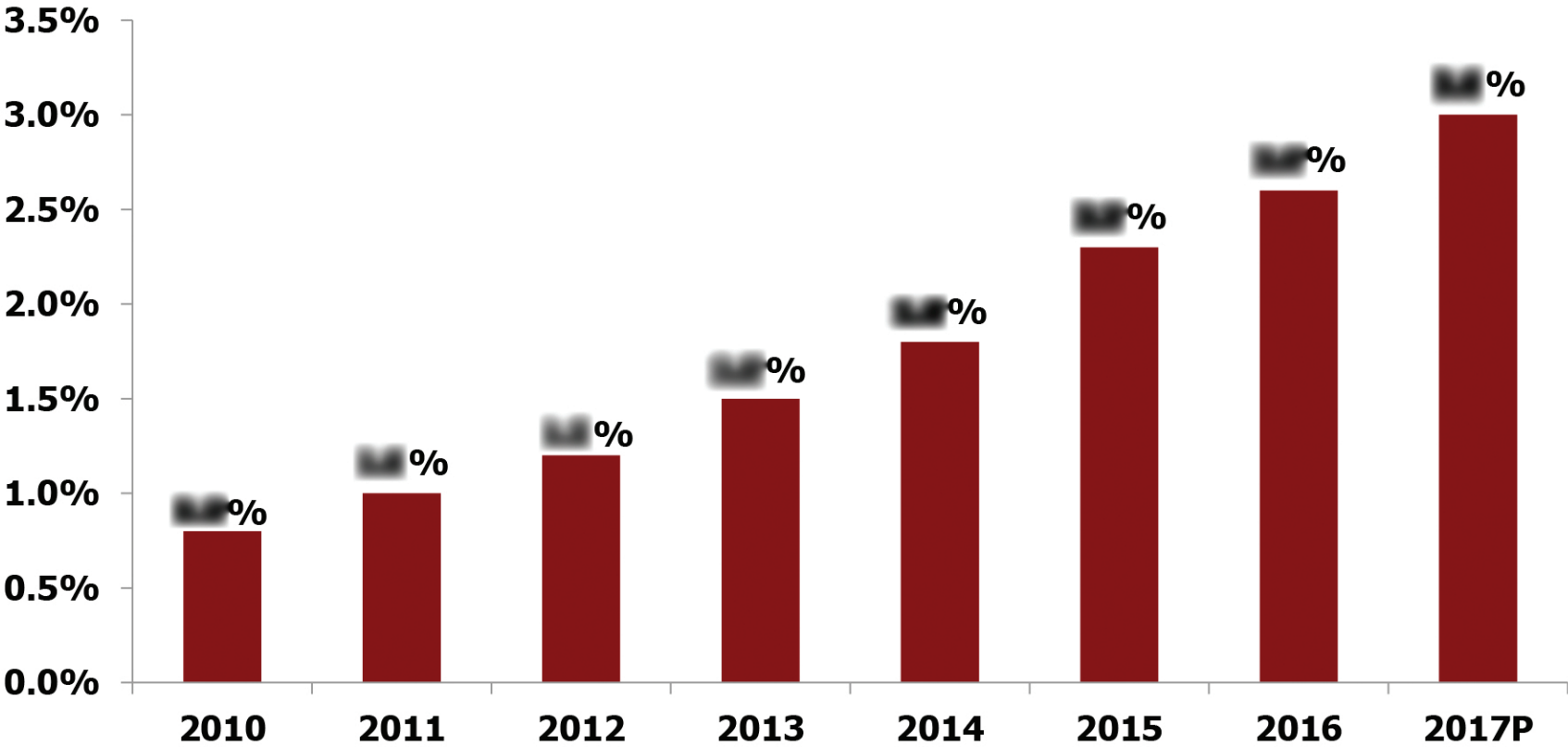
The high-end continues to gain share sourcing most of its gains from mainstream over the past 5 years

*Beer Market Depletion Volume Share by Segment
2012 vs. 2017P*



P: Preliminary
Source: Beverage Marketing Corporation
Note: High-End segment includes Import Brands, Malt-based ABAs, Hard Cider, and Craft

Craft* Spirits Share of Overall Distilled Spirits Industry



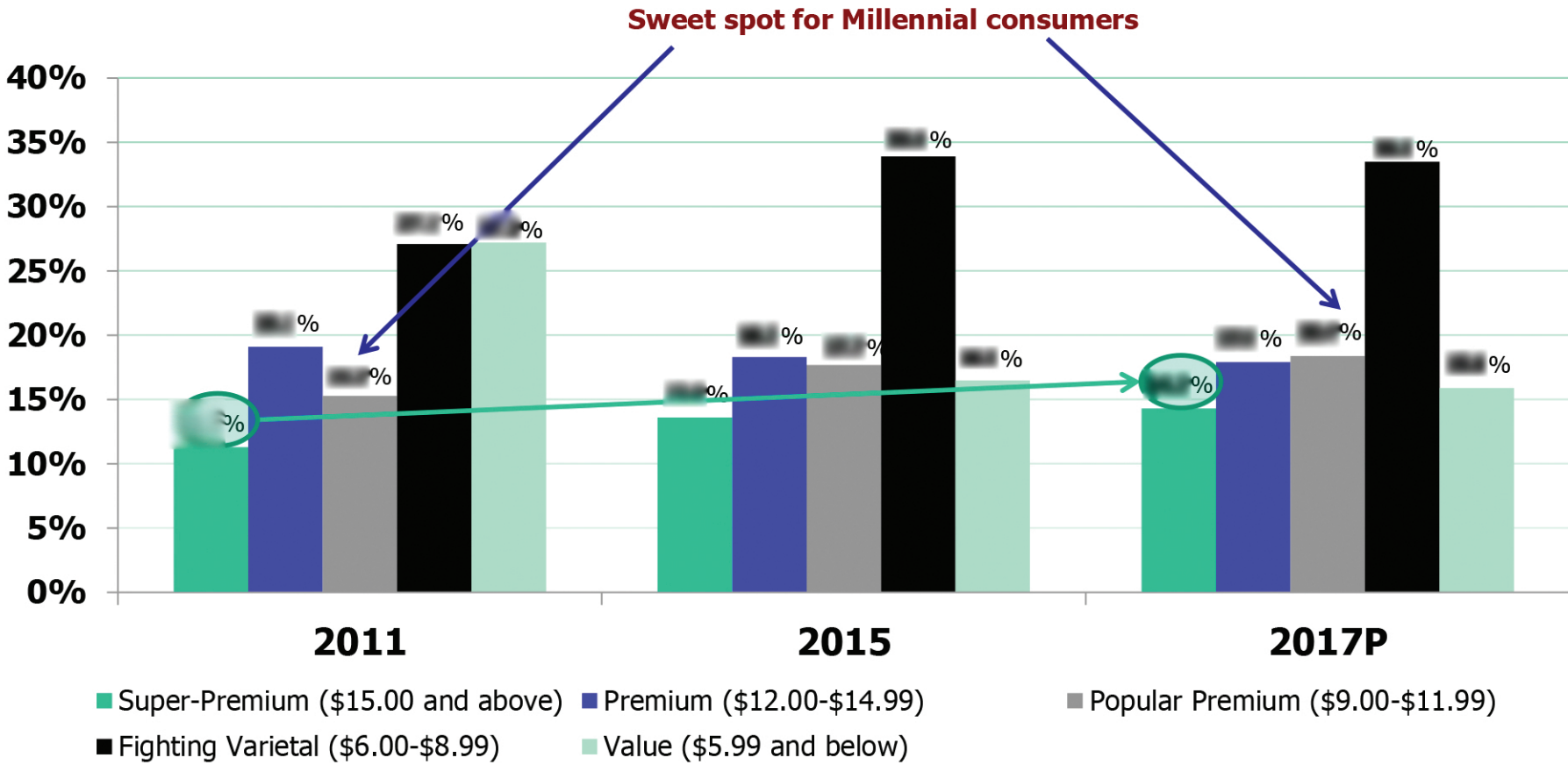
P: Preliminary

*Craft is defined as a producer that have no more than 750K proof gallons removed from bond and not openly controlled by a larger supplier.

Source: Beverage Marketing Corporation, TTB, ACSA



Table Wine Volume Sales by Price Tier
2011, 2015 & 2017P



P: Preliminary
Source: Beverage Marketing Corporation