

Craft Beer FACT SHEET

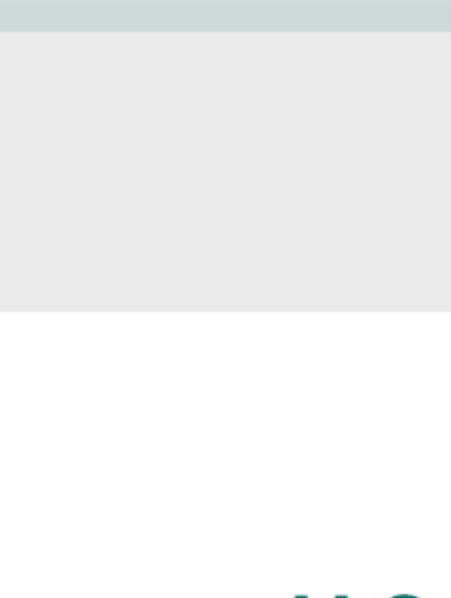
CRAFT CONSUMER TRENDS



Drinking “better,” but not necessarily more



High-end beers outperforming non-craft options

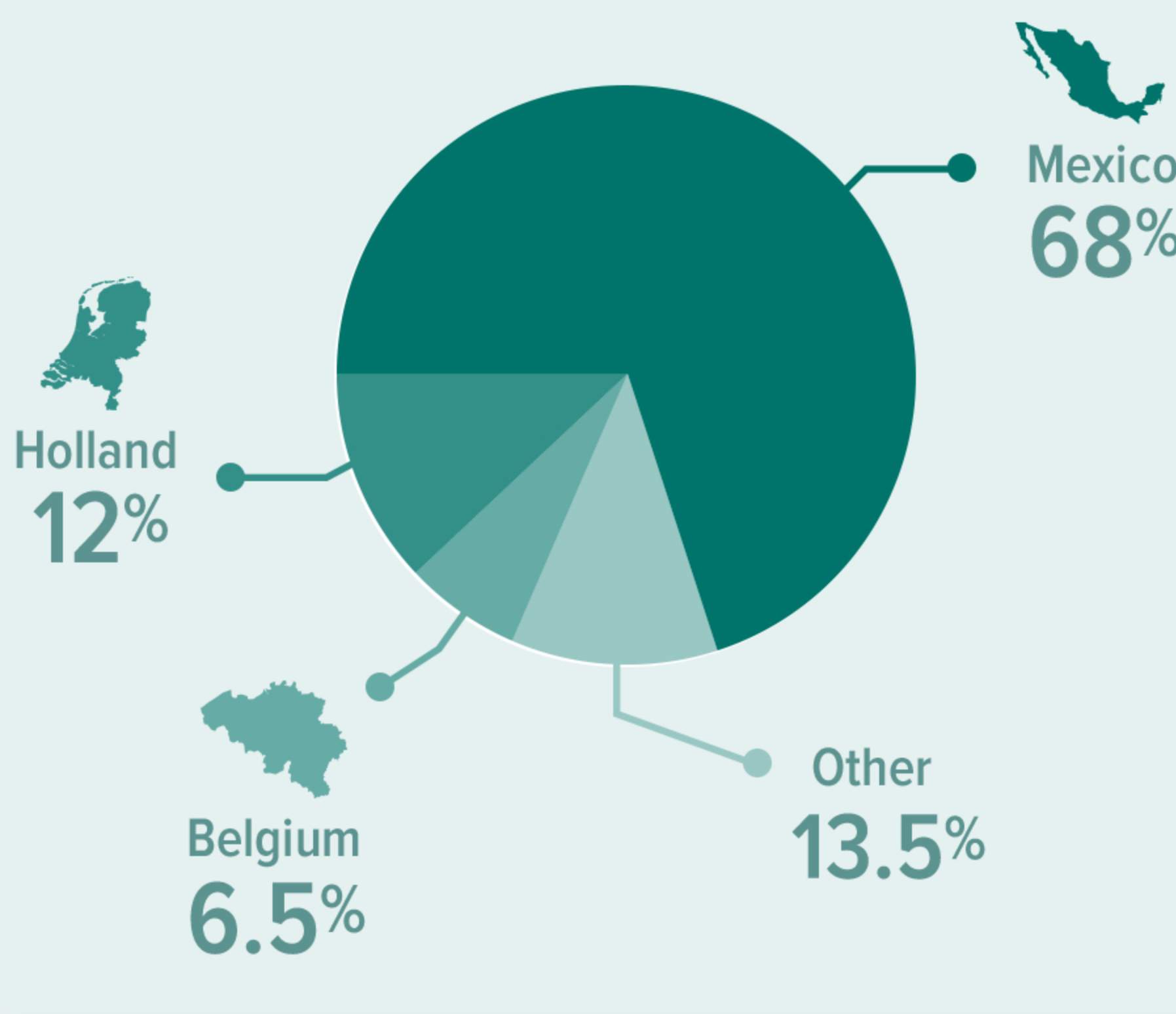


Craft beer, flavored malt beverages (FMBs), imports and cider growing

US BEER IMPORTS

U.S. beer imports have been dominated by Mexico, controlling nearly 70% of dollars.

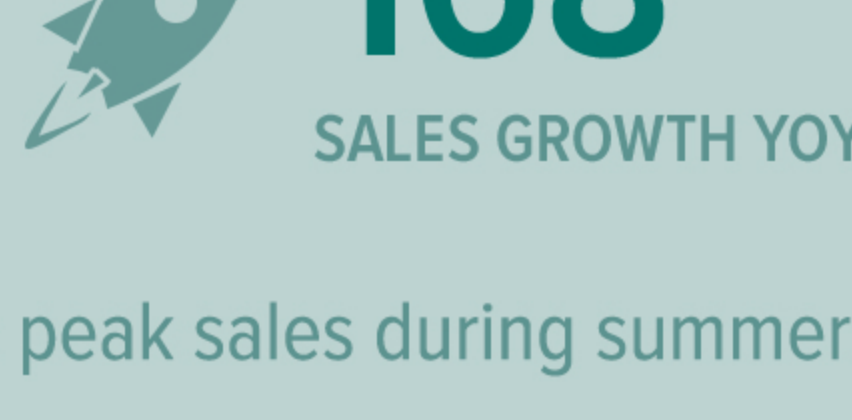
IMPORTS SHARE PERCENTAGES



FMB BOOM

Flavored Malt Beverages have enjoyed the spotlight, powered by hard seltzer.

HARD SELTZERS



with peak sales during summer months

PACKAGING MATTERS

Cans are showing huge gains across several categories.

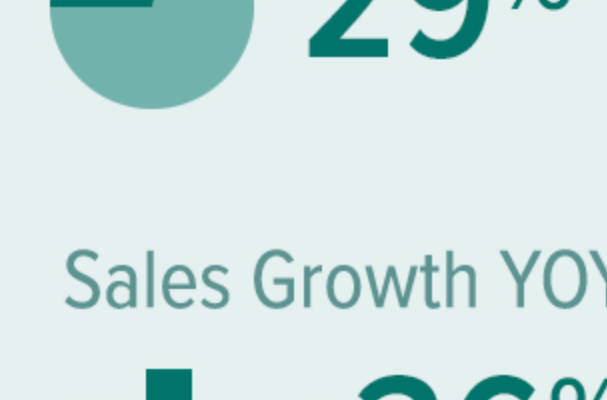
CRAFT BEER CANS



Market Share



Sales Growth YOY



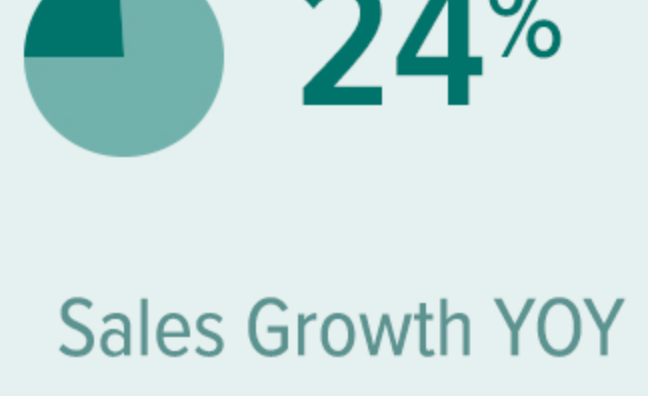
CIDER CANS



Market Share



Sales Growth YOY



HARD SELTZER CANS



Market Share



Sales Growth YOY



TOP 15 GROWING CRAFT BEER STYLES

RANKED BY % GROWTH YOY

15. ABBEY
14. SWEET/CREAM/MILK STOUT
13. CREAM ALE
12. MUNICH HELLES/HELLES LAGER
11. INDIA PALE ALE
10. MAIBOCK/HELLES BOCK
9. BLONDE ALE/GOLDEN ALE
8. IMPERIAL STOUT
7. SPICY/PEPPER BEER
6. FRUIT/VEGETABLE BEER
5. KOLSCH
4. AMERICAN LAGER
3. SOUR/AMERICAN WILD ALE
2. BERLINER WEISSE
1. PALE LAGER

PREMIUM PRICED CRAFT BEER DRIVING GROWTH

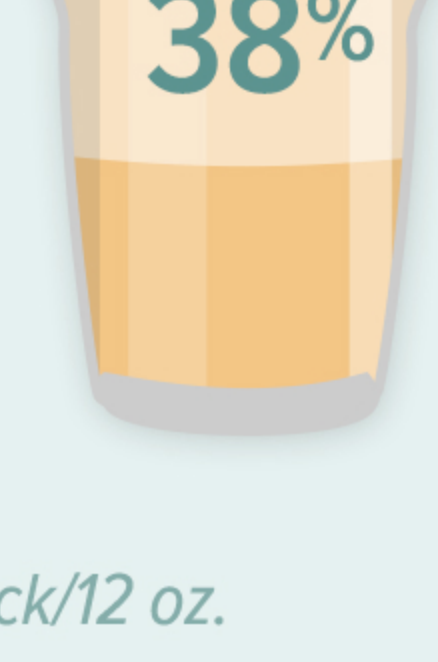
Higher-priced premium craft brands are seeing larger percentages of double-digit sales growth YOY.

CRAFT BEER BRANDS WITH DOUBLE-DIGIT SALES GROWTH YOY*

Price Group
OVER \$10



Price Group
UNDER \$10



*Priced based per equivalent of 6 pack/12 oz.