

INDEPENDENCE PAYS

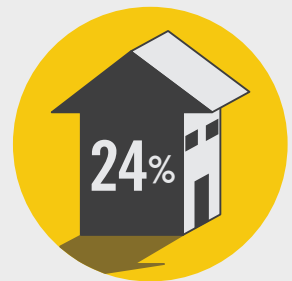
OFF PREMISE



Beer lovers care about independent craft and there are numbers to prove it. There's money on the table. Take advantage with the independent craft brewer seal.

MORE PEOPLE

Independent craft reaches more people with a 24% higher household penetration than Big Beer acquired brands.



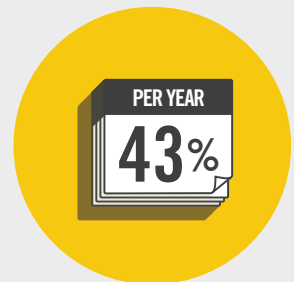
MORE SPENT

Purchase size for independent craft consumers is 12% larger than the purchase size of Big Beer acquired brand consumers.



MORE FREQUENTLY

Independent craft consumers purchase 43% more frequently per year compared to the consumers of Big Beer acquired brands.



All data sourced from the Nielsen Company, 2018.

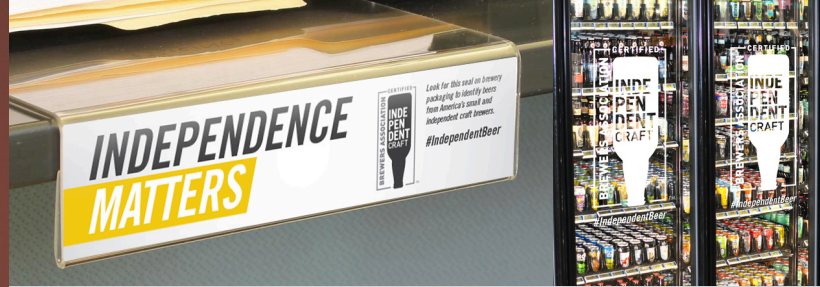


SEAL THE DEAL

The best way to capitalize on independent craft is with the independent craft brewer seal. This seal quickly identifies beers that are independent and steers buying behavior.

Take advantage of independent craft at your retail location by visiting
BrewersAssociation.org/RetailerSealPOS

THE SEAL AT WORK



Beer drinkers want to know what's independent craft and that's just what the seal does. Here are just a few ways you can use the seal to identify what's independent:

- Window clings
- Cooler clings
- Banners
- Signage
- Shelf talkers
- Floor graphics
- Stickers
- Labels
- Chalkboards

Get everything you need to seal the deal at BrewersAssociation.org/RetailerSealPOS

85%+

of independent craft volume has joined the movement.



Shelves and signage are one of the top places consumers want to see the seal.

59%

of craft drinkers said it was very/somewhat important to their purchase decision if a beer was made by an independent brewer.

Data sourced from SRG AAU 2017.

Data sourced from Nielsen's Craft Insights Panel, 2018.