

INDEPENDENCE PAYS

ON PREMISE



Independent craft beer outperforms Big Beer acquired brands in many ways. There's money on the table. Take advantage with the independent craft brewer seal.

LOYAL CONSUMERS

are less likely to remain with a brand once it has been acquired.

Social Standards - BA Insights Report 2018.

Expect to see the independent craft brewer seal.

85%+

of independent craft volume is already part of the movement.







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 Nielsen's Craft Insights Panel, 2018.

Top places consumers want the seal:

-  Beer packaging - 77%
-  Menus - 58%
-  Shelves & signage - 50%
-  Tap handles - 43%
-  Booths at festivals - 43%

...and more

Data sourced from SRG AAU 2017.



SEAL THE DEAL

The best way to capitalize on independent craft is with the independent craft brewer seal. This seal quickly identifies brands that are truly independent for the consumer and steers their buying behavior.

#IndependentBeer

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

THE SEAL AT WORK

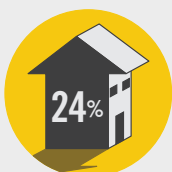


Beer drinkers want to know what's independent craft and that's just what the seal does. Here are just a few ways you can use the seal to identify what's independent:

- Coasters
- Menus
- Table tents
- Signage
- Napkins
- Tap hang tags
- Stickers
- Tap handles
- Chalkboards

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

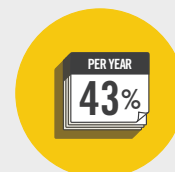
INDEPENDENT CRAFT OUTPERFORMS BIG BEER ACQUIRED BRANDS



MORE PEOPLE
24% higher household penetration.



MORE SPENT
12% larger purchase size.



MORE FREQUENTLY
Purchased 43% more frequently per year.

Data sourced from the Nielsen Company, 2018.