

Download File PDF Power Of Corporate Communication Crafting The Voice And Image Of Your Business Book

#Jenny



Finally I get this ebook, thanks for all these I can get now!

#Rio



Cool! I'am really happy

#Markus Jensen



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My friends are so mad that they do not know how I have all the high quality ebook which they do not!

#Diego Butler



so many fake sites. this is the first one which worked! Many thanks

Craft Beer from Craft Brewers Boosts Off-Premise Sales & Profits

"America's craft brewers are riding a wave of success: new-entrating craft beer sections in supermarkets, craft beer festivals in most major cities and even university programs in the art and business of making craft beer." - *Wall Street Journal*

WHY CRAFT?

HOW IMPORTANT ARE EACH OF THE FOLLOWING WHEN CHOOSING A CRAFT BEER?
2016 National Craft Beer Consumer Survey

Flavor	98%
Freshness	95%
Made by an independent brewer	83%
Appearance	82%

WHY NOW?

THE CRAFT SEGMENT CONTINUES TO BE THE PRICING LEADER IN THE BEER CATEGORY

Price per pint per case (USD)

CRAFT SEGMENT

COLD STORAGE IS KEY TO CRAFT BEER SALES

Respondents to the 2016 Webex drinker panel were asked:

HOW IMPORTANT IS IT FOR BEER TO BE COLD?

68% say it's somewhat or very important

WHY?

59% say I want to enjoy the craft beer within the next 24 hours

55% say beer stays fresh longer when kept cold

SMALL/INDEPENDENT IS LINKED TO CRAFT

56% of craft beer drinkers say they associate the terms small and independent with craft beer

IRI

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Brewery Association, 1127 Avenue D, Boulder, CO 80502 • BreweryAssociation.org • 303.447.8813

Small • Independent • Traditional

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