

Infographic: Fact vs. Fiction on Craft Beer, Cider

Technomic, Inc.

Spotlight on CRAFT BEER & CIDER

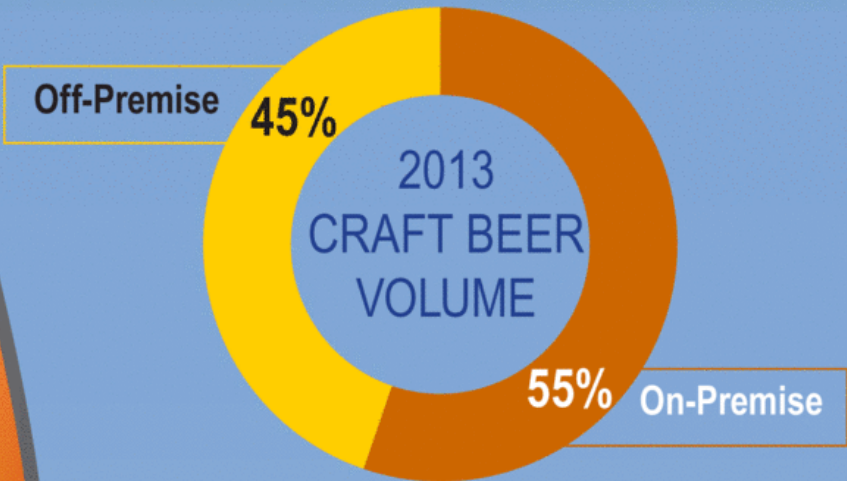
Myth:

Hispanic consumers do not drink craft beer.

Reality: Consumers who purchase craft beer away from home once a week or more, and have four or more drinks per visit, skew toward:

- > Hispanics
- > Men
- > Millennials and Gen Xers
- > Northwest residents

Myth: More craft beer is purchased at retail than in restaurants and bars.

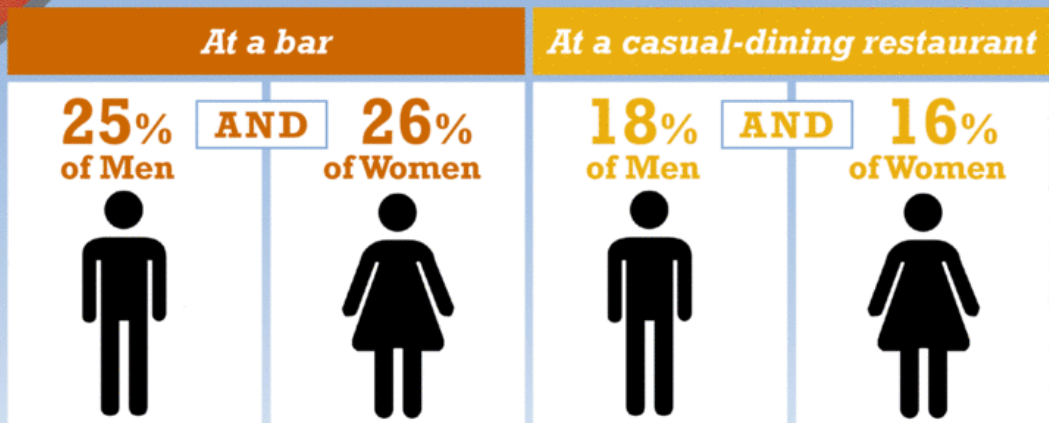


Reality: While one-quarter of total beer volume occurs in the on-premise channel, the portion of craft beer sold through restaurants and bars is notably higher.

MYTH: Only women drink cider

REALITY: Men and women who regularly drink craft beer and cider in restaurants choose cider at similar frequency.

Percent of on-premise craft beer and cider drinkers who order cider on every/nearly every visit



Source: Technomic 2014 On-Premise Craft Beer & Cider

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Craft beer and hard cider are on the fast track in restaurants and bars today, but Technomic's recently completed *On-Premise Craft Beer & Cider* study reveals that all is not as it seems with these trending beverages. **(Technomic)**

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