

LEVERAGING CRAFT BEER



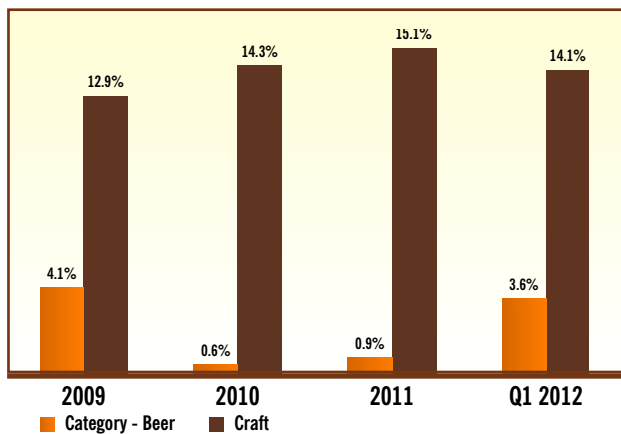
"Far from representing the nadir, American craft brewers now inspire bastions like England, Germany and Belgium to re-examine their own traditions and to invent new ones." – *The New York Times* September, 2011

WHY CRAFT?

CRAFT IS THE GROWTH ENGINE FOR BEER

Total U.S. Supermarkets - % and Actual Dollar (\$M) Chg Vs YA

	2009	2010	2011	Q1 2012
Beer	\$326,425	\$51,255	\$76,681	\$59,360
Craft	\$78,373	\$97,989	\$118,769	\$23,916

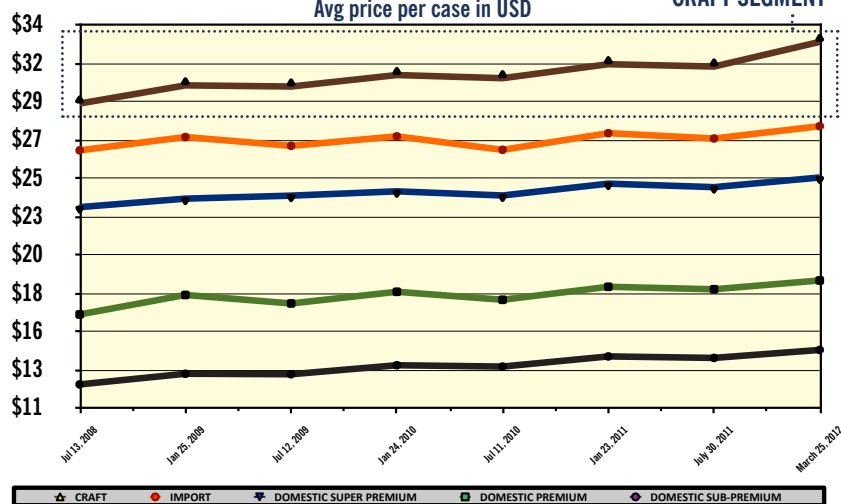


WHY NOW?

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

Total U.S. Supermarkets
Avg price per case in USD

CRAFT SEGMENT



DISTRIBUTORS THAT ARE SUCCESSFULLY SELLING CRAFT...

...are committed and investing in the Craft category in the following areas:

- They have a Craft manager who is beer passionate
- They actively educate and train their sales staff on the Craft segment
- They develop market plans with specific and measurable goals
- They relax their SKU policy and are receptive and flexible to carrying more SKUs
- They are actively promoting Craft Beer with key craft retailers
- They promote Craft Beer on their website and participate in craft oriented events



Data is year-to-date April 2012

This data provided by Symphony IRI Group which tracks sales for craft brewers within the total U.S. supermarket channel. Visit their website at www.symphonyiri.com. For Symphony IRI, contact Dan Wandel, at 312.474.4947 or daniel.wandel@infores.com

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PROFIT COMPARISON TOOL

Makers of craft beer are referred to as craft brewers. An American craft brewer is small (makes less than 6 million barrels of beer a year), is independently owned and uses traditional ingredients. For a full definition visit BrewersAssociation.org.

Brand	Cases		Kegs (1/2 barrel)	
	Craft	Premium	Craft	Premium
Wholesale Price/Unit				
Laid In Cost/Unit				
Gross Profit/Unit				
Units/Month (optional)				
Monthly Profit (optional)				
Annual Profit (optional)				



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