



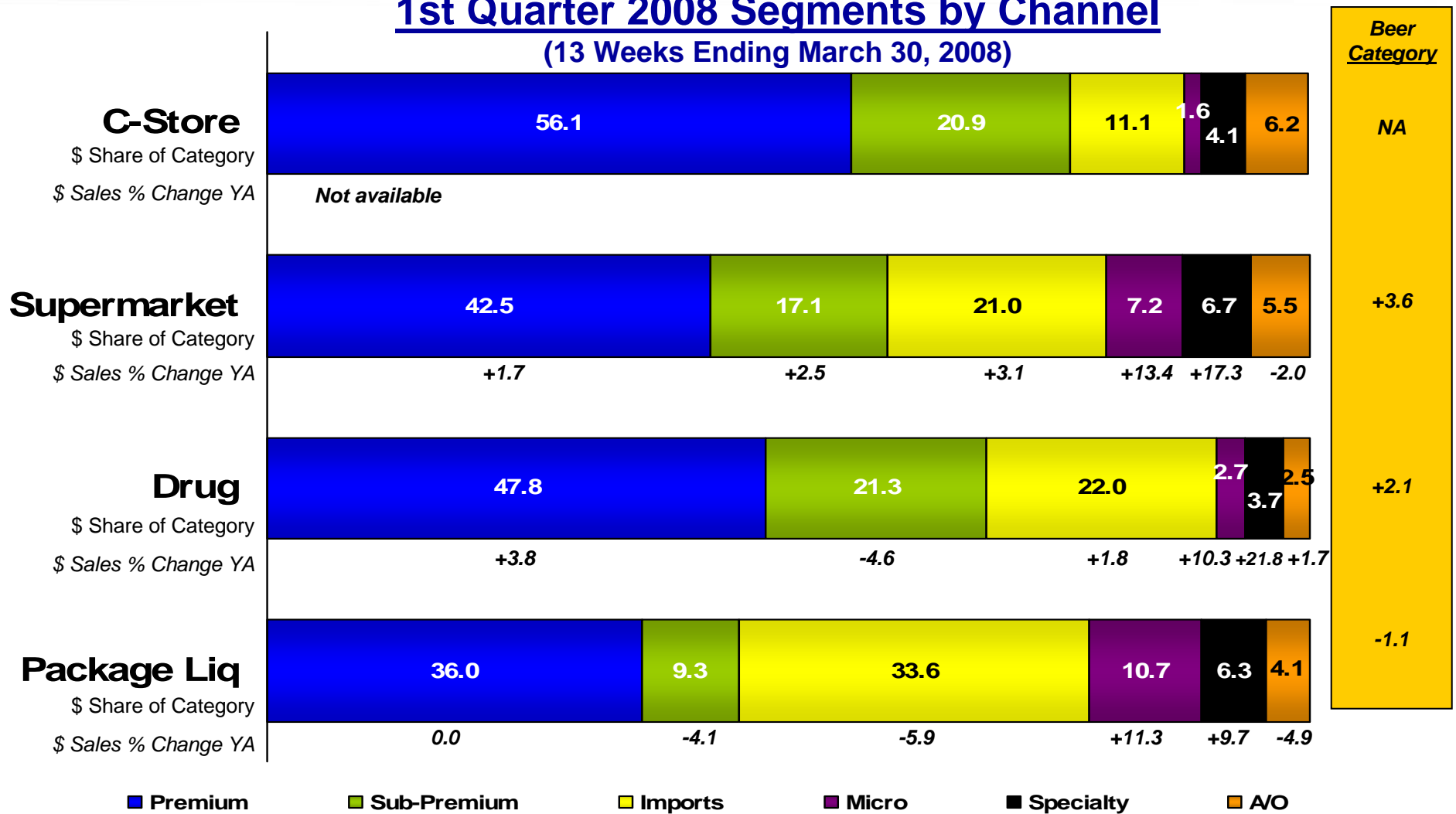
*Liquor Channel
Overview
1st Quarter 2008*

Premium is the Industry Segment Leader in C-Store, Supermarket, Drug and Liquor Channels



1st Quarter 2008 Segments by Channel

(13 Weeks Ending March 30, 2008)



Sources: IRI InfoScan, 1st Quarter 2008 (13 Weeks Ending March 30, 2008) for TUS Supermarket, TUS Drug and TUS C-Store
 IRI InfoScan RMA Sum of Total Liquor Stores, 1st Quarter 2008 (13 Weeks Ending March 30, 2008) for Package Liquor

The Top 20 Brands in The Liquor Channel



Dollar Sales

Trend

Brand	Dollar Sales	Trend
Bud Light	\$4,872,392	9.2%
Miller Lite	\$3,964,813	3.7%
Coors Light	\$3,371,965	2.0%
Budweiser	\$3,219,498	-8.1%
Heineken	\$3,150,296	-7.4%
Corona Extra	\$2,321,946	-5.9%
Michelob ULTRA	\$1,051,148	0.7%
Natural Light	\$819,850	-0.1%
Yuengling	\$747,901	-3.9%
Corona Light	\$666,578	0.9%
Miller High Life	\$653,245	3.0%
Heineken Light	\$652,097	14.2%
Guinness Pub Draught	\$628,546	-23.5%
Busch	\$561,143	-1.9%
Samuel Adams Boston Lager	\$557,622	-0.8%
Amstel Light	\$549,561	-12.2%
Stella Artois Lager	\$480,468	3.6%
Busch Light	\$473,450	-4.1%
Becks	\$444,931	-26.8%
Guinness Stout	\$428,848	6.8%

The Top 20 Brands Account for 59.6% of Category Dollar Sales in the Package Liquor Channel

The Top 20 Packages in The Liquor Channel



	<u>Dollar Sales</u>	<u>Trend</u>
Corona Extra 12-Pack 12oz LNBTL	\$1,403,023	-13.1%
Heineken 12-Pack 12oz BTL	\$1,106,080	-10.3%
Coors Light 30-Pack 12oz CAN	\$693,161	-17.5%
Heineken 24-Pack 12oz BTL	\$653,710	-1.3%
Bud Light 18-Pack 12oz LNBTL	\$618,508	-6.3%
Bud Light 18-Pack 12oz CAN	\$603,532	13.0%
Miller Lite 24-Pack 12oz CAN	\$585,966	11.3%
Bud Light 12-Pack 12oz LNBTL	\$573,290	1.2%
Miller Lite 30-Pack 12oz CAN	\$556,083	-9.9%
Bud Light 24-Pack 12oz CAN	\$535,031	17.7%
Miller Lite 18-Pack 12oz CAN	\$491,998	12.2%
Bud Light 24-Pack 12oz LNBTL	\$472,531	27.6%
Coors Light 18-Pack 12oz CAN	\$439,897	17.4%
Budweiser 18-Pack 12oz CAN	\$435,374	0.1%
Corona Light 12-Pack 12oz LNBTL	\$430,128	-7.1%
Miller Lite 12-Pack 12oz LNBTL	\$424,022	-6.7%
Bud Light 12-Pack 12oz CAN	\$417,326	6.1%
Coors Light 24-Pack 12oz CAN	\$394,913	32.4%
Budweiser 30-Pack 12oz CAN	\$394,589	-26.6%
Budweiser 12-Pack 12oz CAN	\$386,750	-10.3%

The Top 20 Packages
Account for 23.4% of
Category Dollar Sales in the
Package Liquor Channel



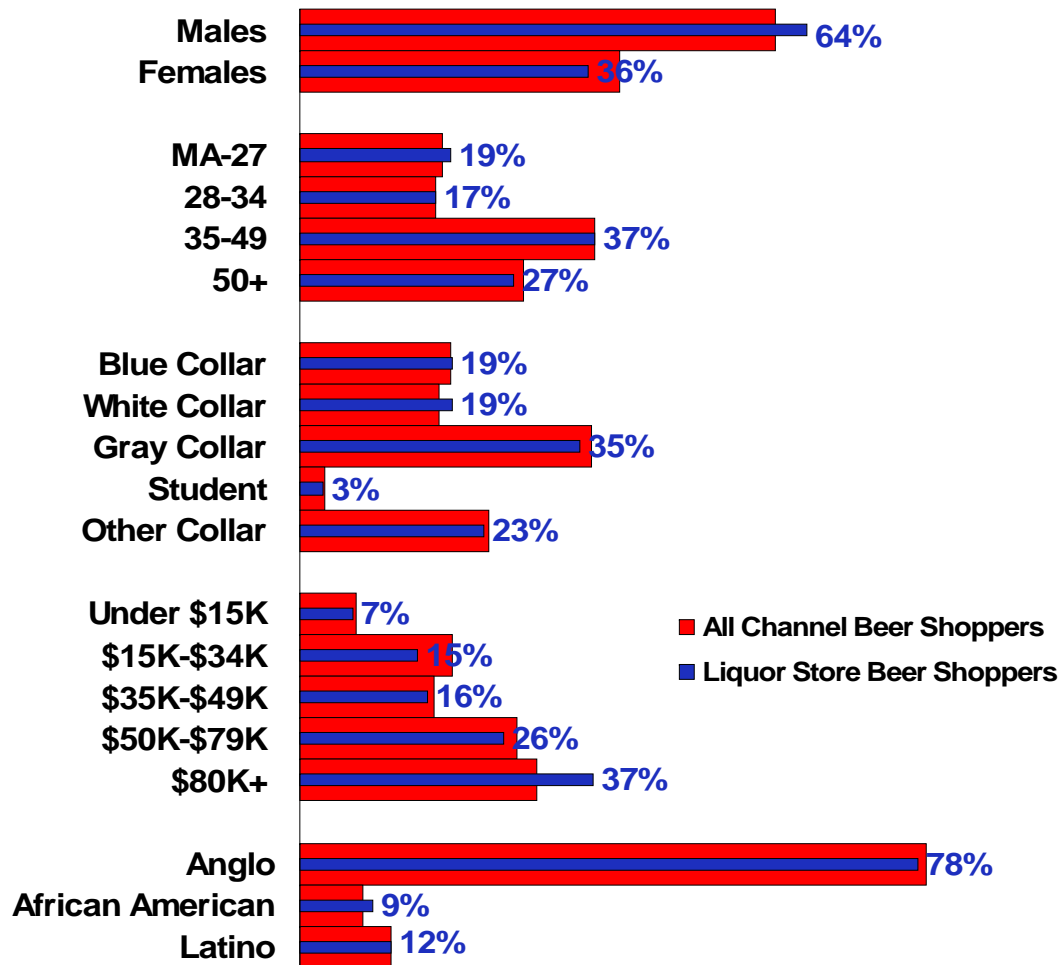
Shopper and Consumer Insights



Who Are Liquor Store Shoppers?



Most Often Liquor Store Shopper Demographic Profile



- The shoppers most commonly found buying beer at Liquor stores are male, 35+, higher income, and Anglo.

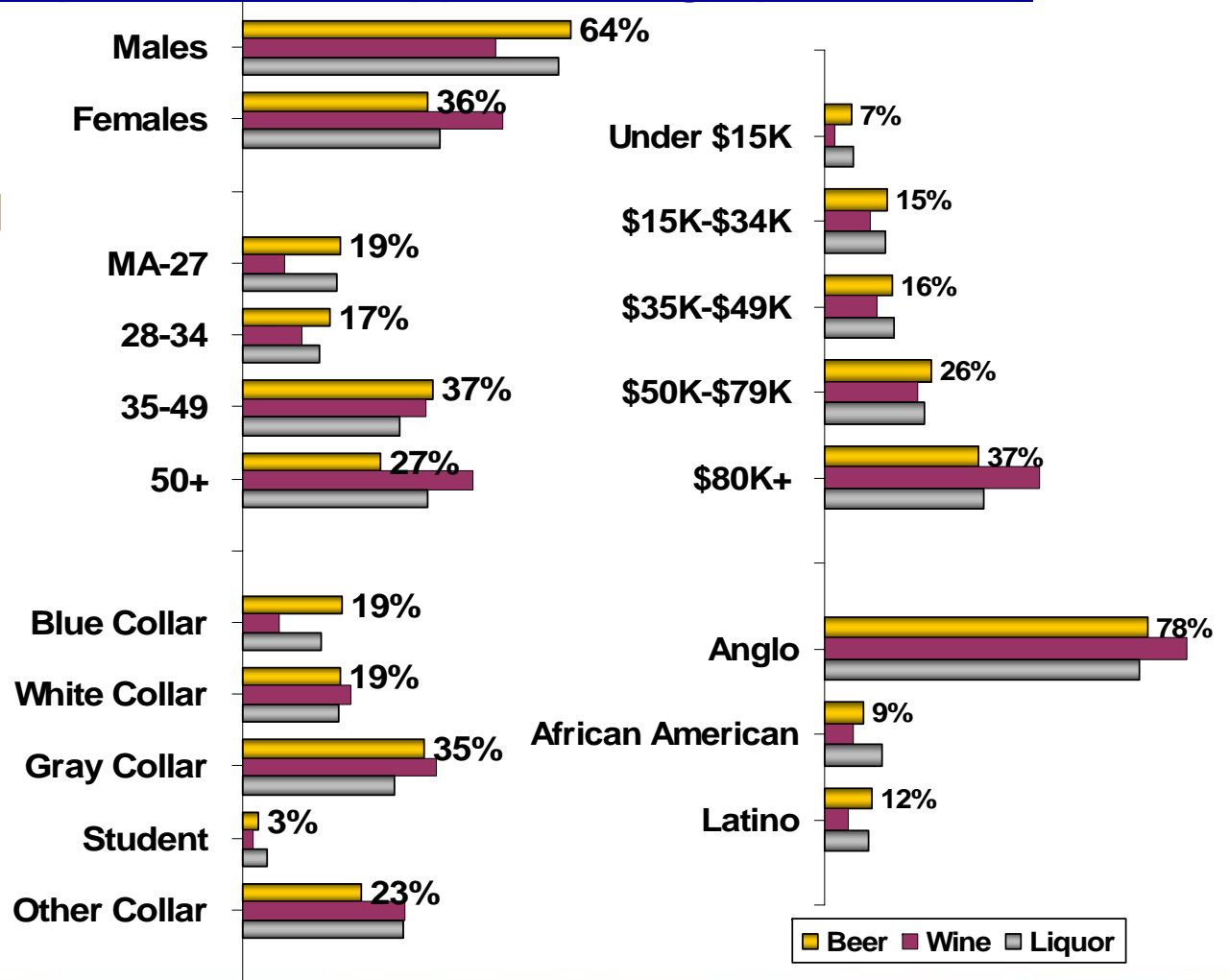
- Versus All Channels, Liquor Store beer shoppers skew male and younger (MA-27 years old).

Who Are Liquor Store Shoppers?



Most Often Liquor Store Shopper Demographic Profile

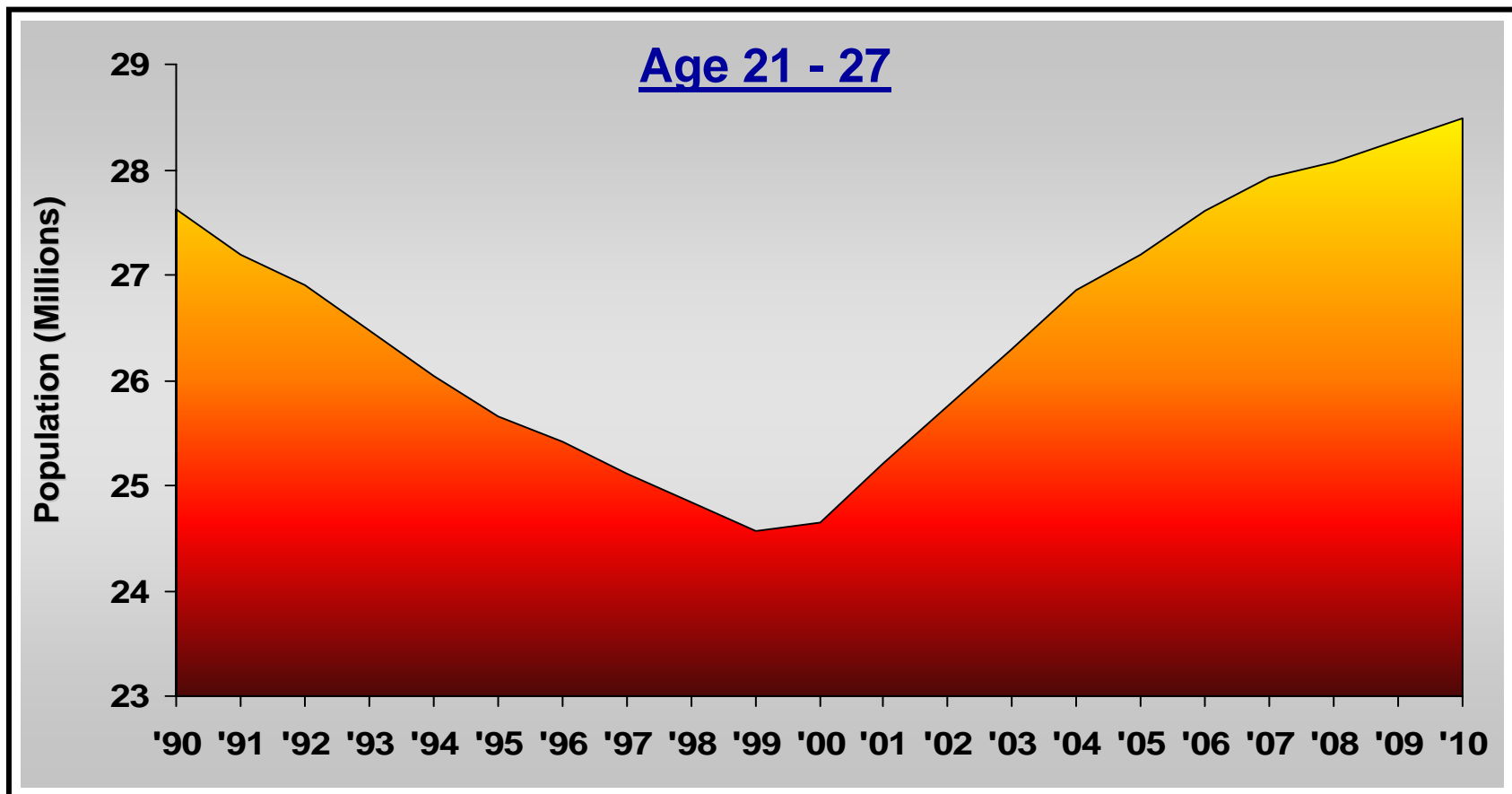
Compared to Wine and Liquor, Beer shoppers in the Liquor Channel skew male, younger (under 50), blue collar, and lower income.



The Number Of Core Beer Consumers Is Expected To Continue Growing, Generating Greater Category Sales



- After bottoming out in the late 1990's, the core 21-27 year old beer consumer demographic is projected to grow through the year 2010!

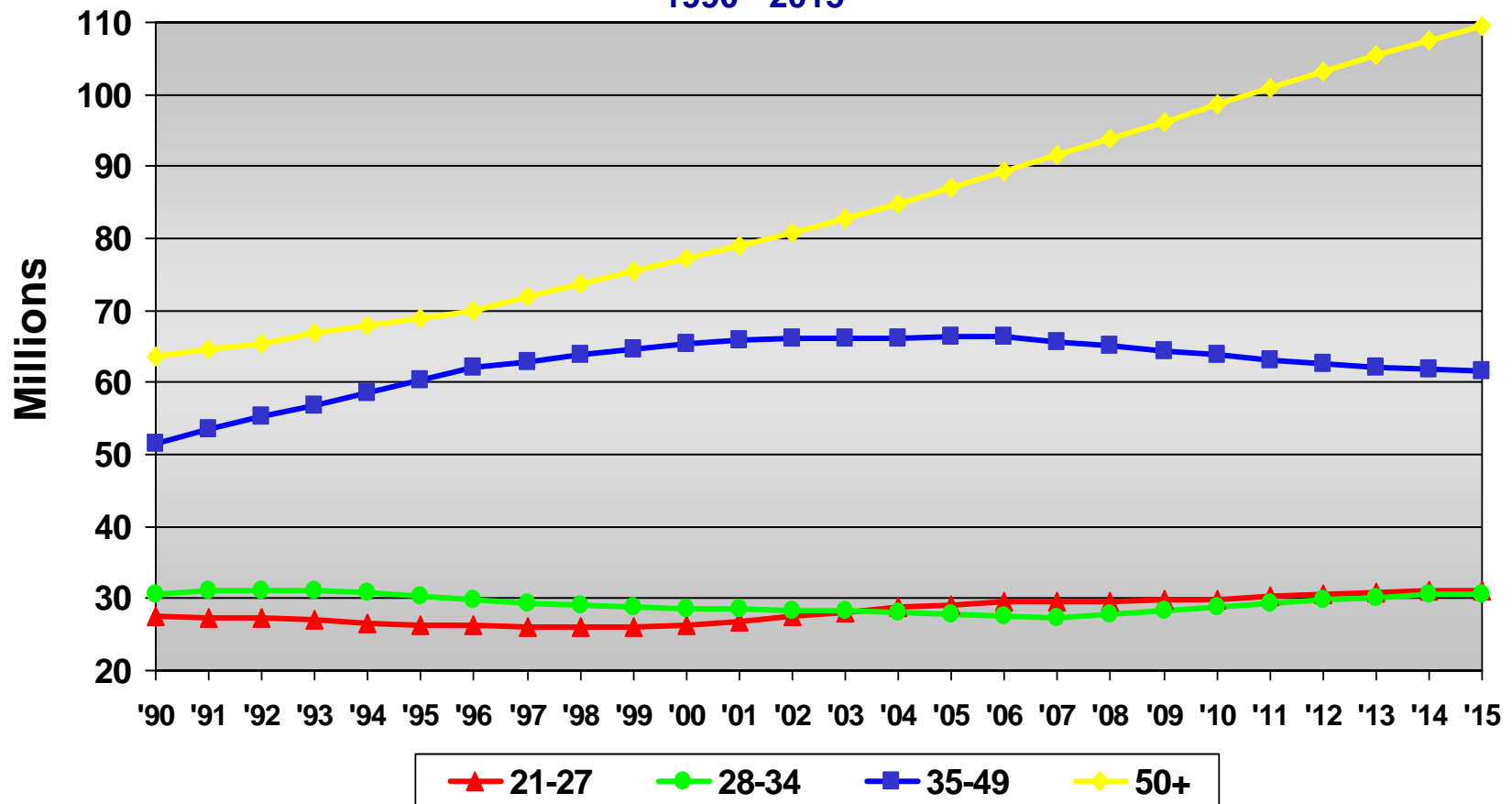


Population Breakdown by Age Groups



Projected Population by Age Group

1990 - 2015



 The Highest Growth Rate is Projected for Age 50+

Who Are Liquor Store Shoppers?



Beer Shoppers Are Beer Consumers

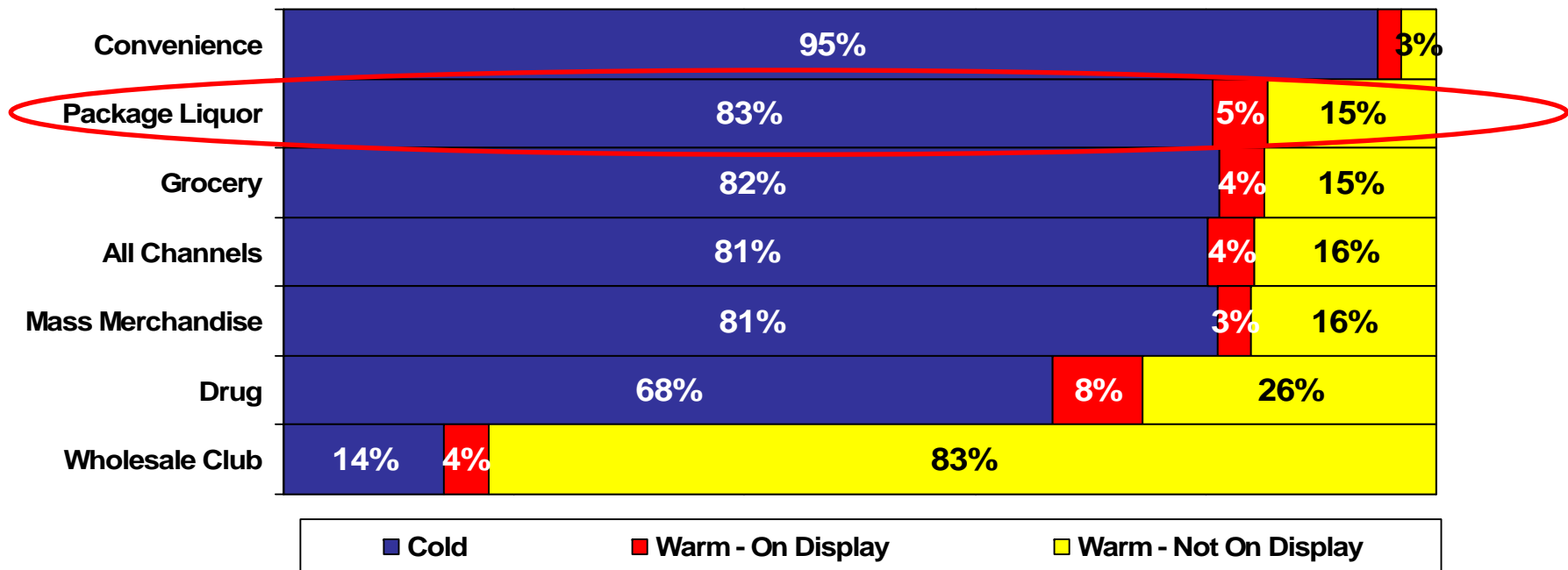
	C-Store	Liquor Store	Drug Store	All Channels	Grocery	Warehouse Club	Mass Merch
Shopper Consumer	94%	94%	93%	92%	91%	89%	89%
Shopper Non-Consumer	6%	6%	7%	8%	9%	11%	11%

- The vast majority of beer shoppers are also beer consumers, Liquor Store beer shoppers are no exception
- In-store merchandising and POS should speak to a beer *consumer's* mindset. In other words, go beyond price messages to include lifestyle and beer occasion imagery.

The Beer Purchase Decision



Cold Vs. Warm Beer Purchasing Total Beer Shoppers By Channel

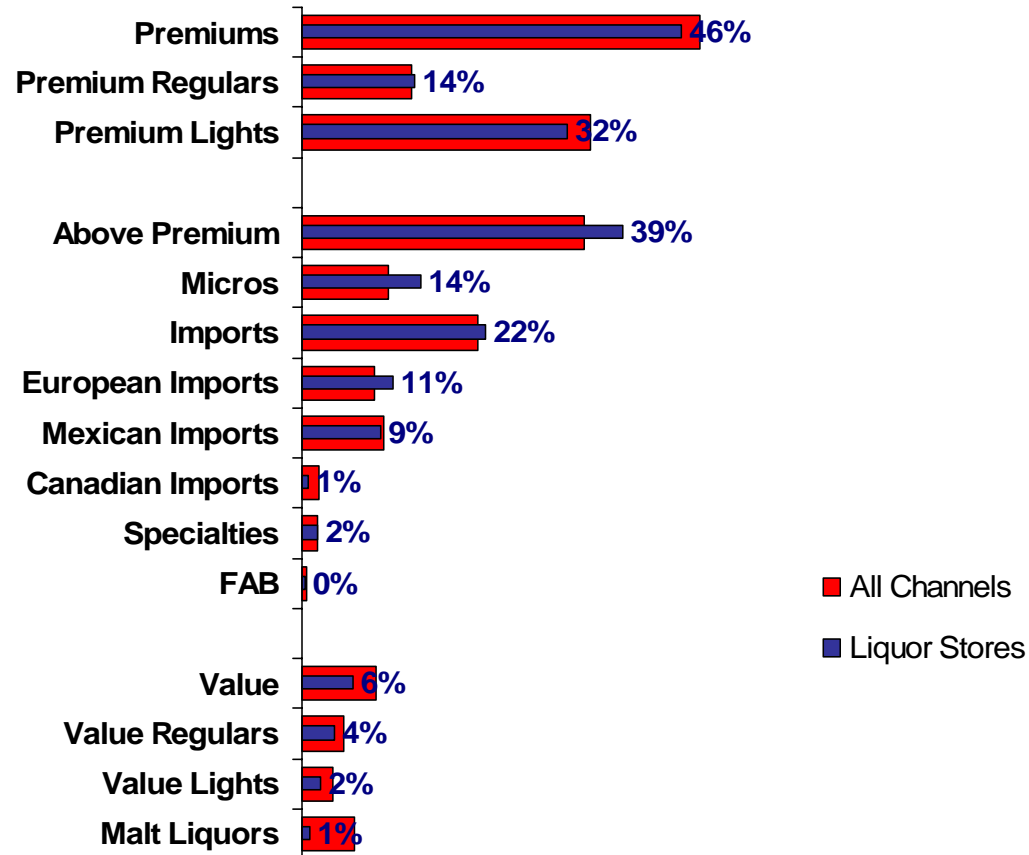


- Proper cooler space management is imperative at Liquor Stores, since Beer shoppers there overwhelmingly like to purchase beer cold.

What is the Liquor Store Beer Shopper's Mindset?



Most Often Purchased Beer Segments*



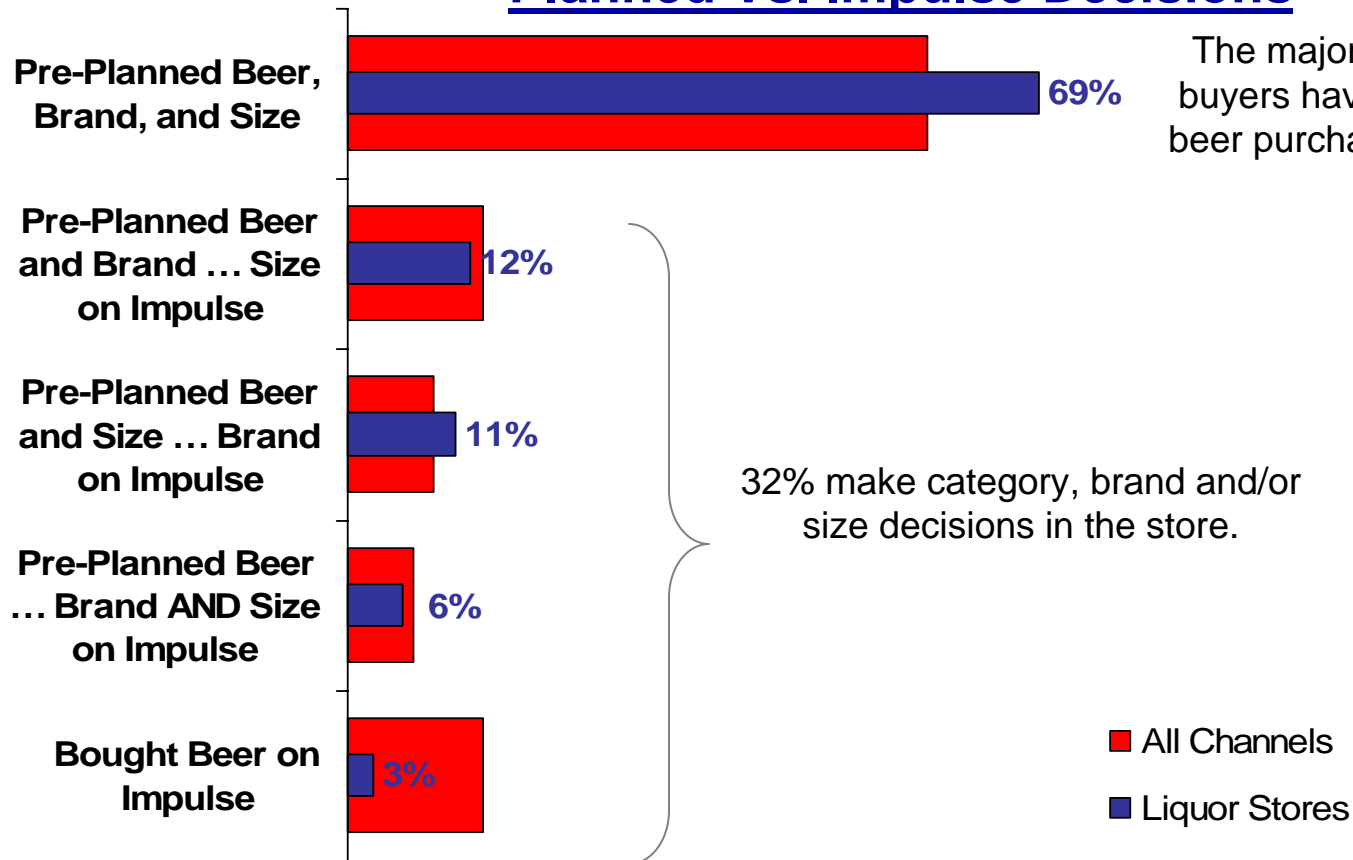
● Liquor Store beer buyers prefer Premium Light, Premium Regular, Micro, and Import beers.

•Note: Shopper Poll respondents are asked the brand they buy most often, then it is coded into the proper segment. Respondents are not asked directly for their most often purchased segment.

The Beer Purchase Decision



Planned Vs. Impulse Decisions



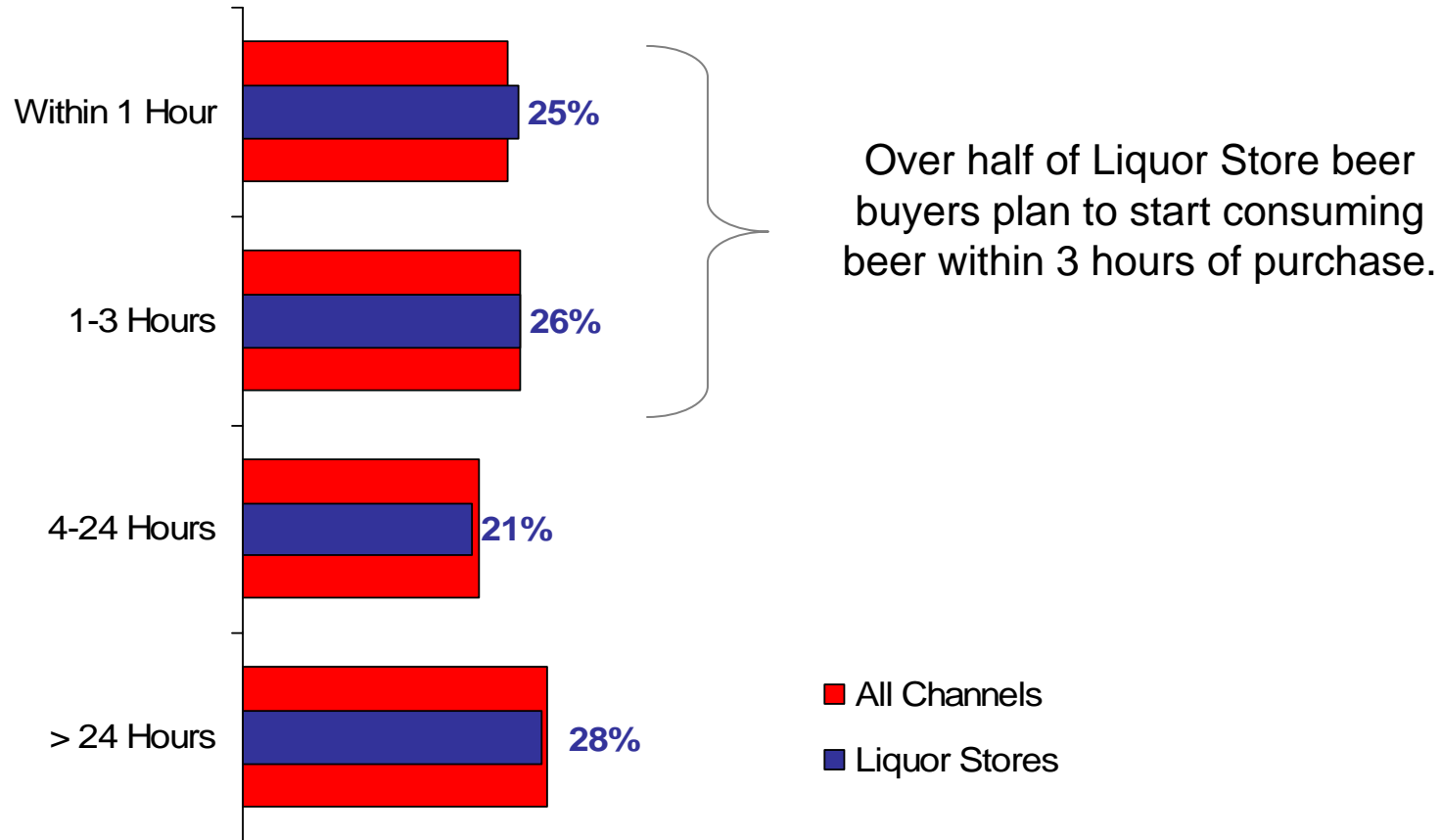
The majority of Liquor Store beer buyers have fully pre-planned their beer purchase before they enter the store.

🕒 Liquor Store shoppers are pre-planners, but there is a big opportunity to impact close to 1/3 of the purchases in-store.

The Beer Purchase Decision



“How Soon After Purchase Did You Begin Consuming The Beer You Bought?”

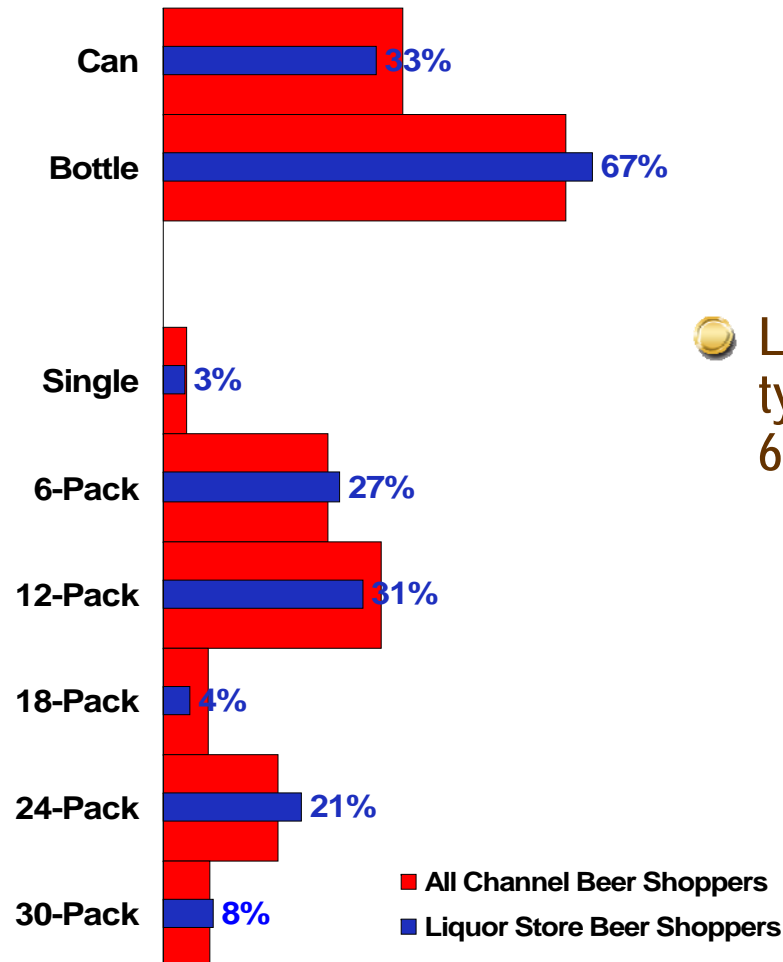


- Proper cooler space management is imperative at Liquor Stores, to accommodate Beer shoppers' need for cold beer.

Beer Purchasing Behavior



Last Purchase Beer At Liquor Store: Package Size Comparison

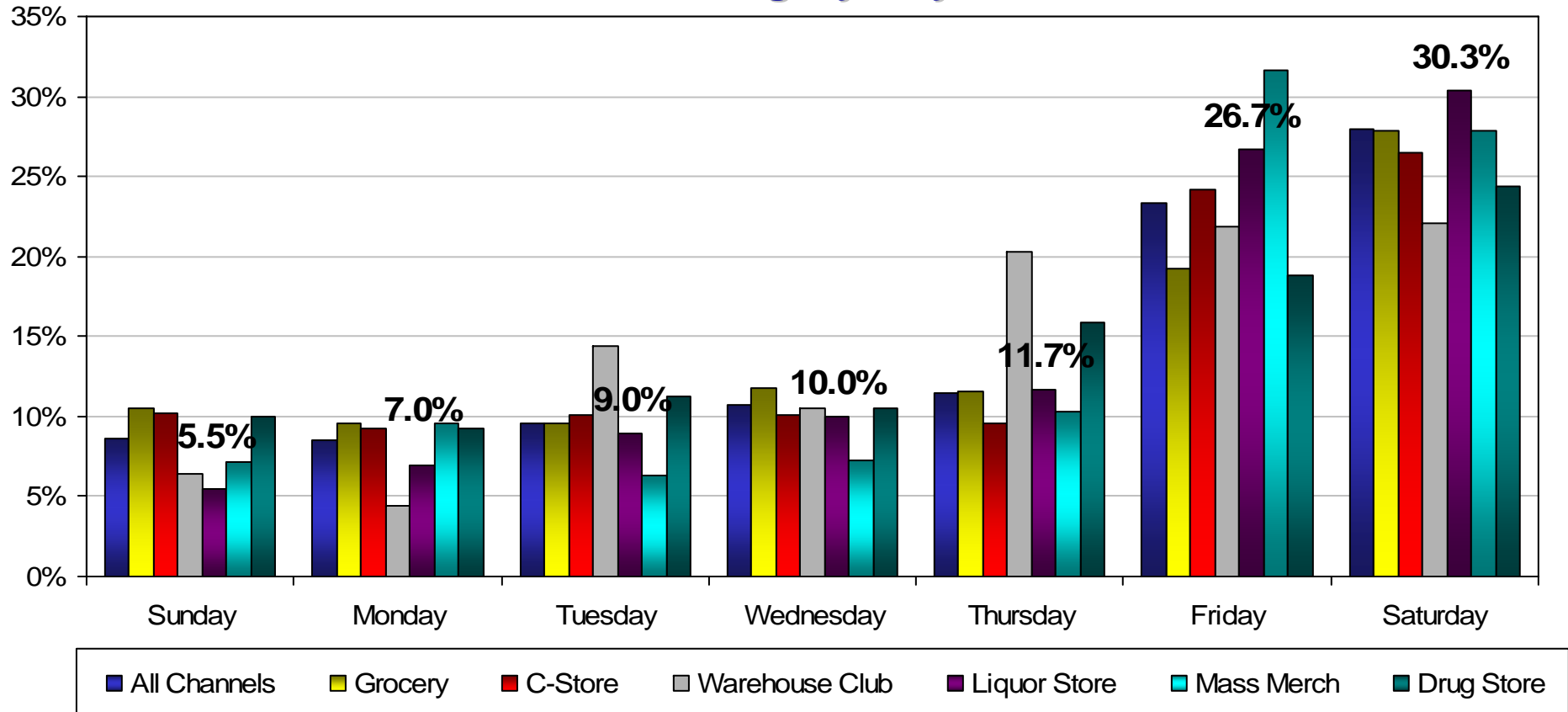


● Liquor Store beer shoppers typically purchase bottled beer in 6-packs or 12-packs.

Beer Purchasing Behavior



Beer Purchasing By Day Of Week

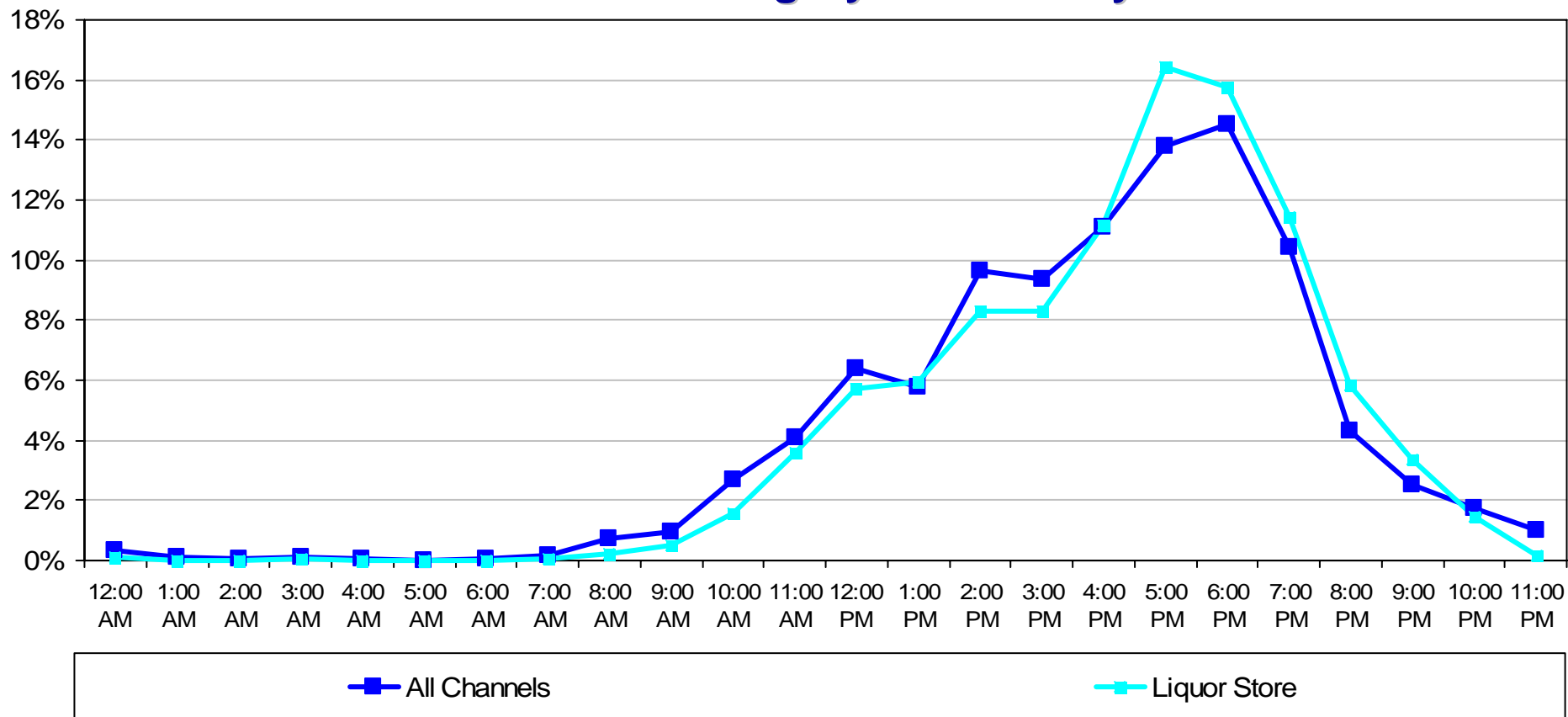


 **Fridays and especially Saturdays are the key beer purchasing days across all channels.**

Beer Purchasing Behavior



Beer Purchasing By Time of Day



Summary



- More people consume beer than either wine or liquor
- The top 20 brands account for 59.6% of category dollar sales
- The top 20 packages account for 23.4% of category dollar sales
- The shoppers most commonly found buying beer at Liquor stores are male, 35+, higher income, and Anglo
- Versus All Channels, Liquor Store beer shoppers skew male and younger (MA-27 years old)
- Liquor Store shoppers are pre-planners, but there is a big opportunity to impact close to 1/3 of the purchases in-store.
- 82% of beer purchased in the Liquor channel is purchased cold
- Of all beer purchases made at Liquor stores, 30% are made on Saturdays
- Premium Beers are the most often purchased segment at Liquor Stores