

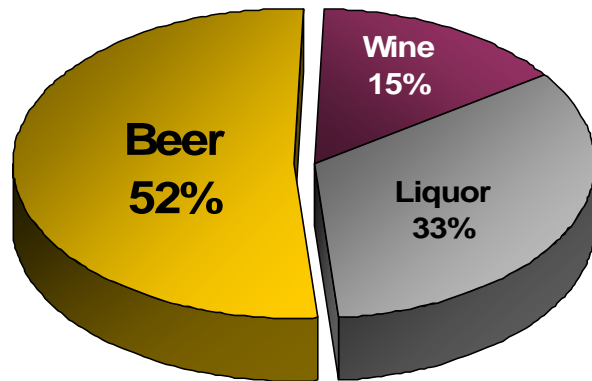


*Liquor Channel
Overview
3rd Quarter 2007*

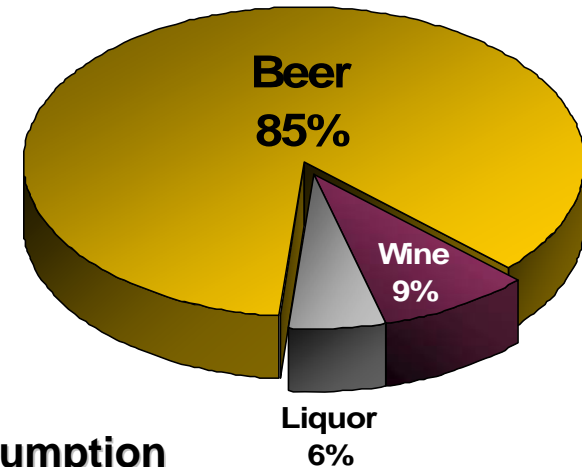
Beer Is a \$91.6 Billion Dollar Category and Accounts for Over Half of Beverage Alcohol Dollar Sales



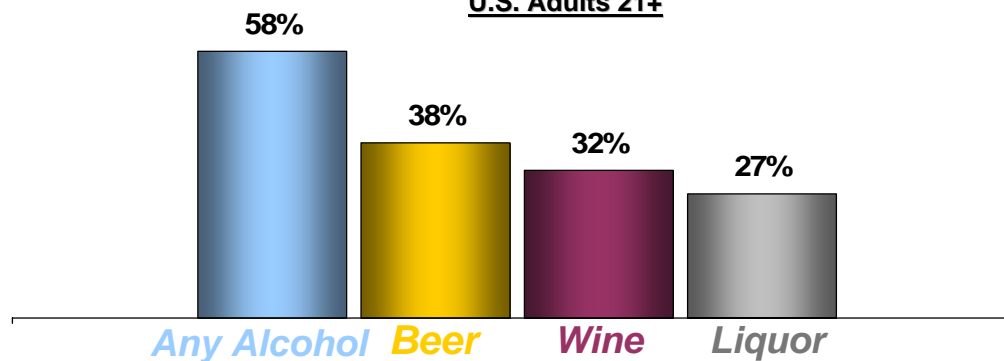
Share of Total Beverage Alcohol Retail Dollar Sales



Share of Total Beverage Alcohol Consumption (Gallons)

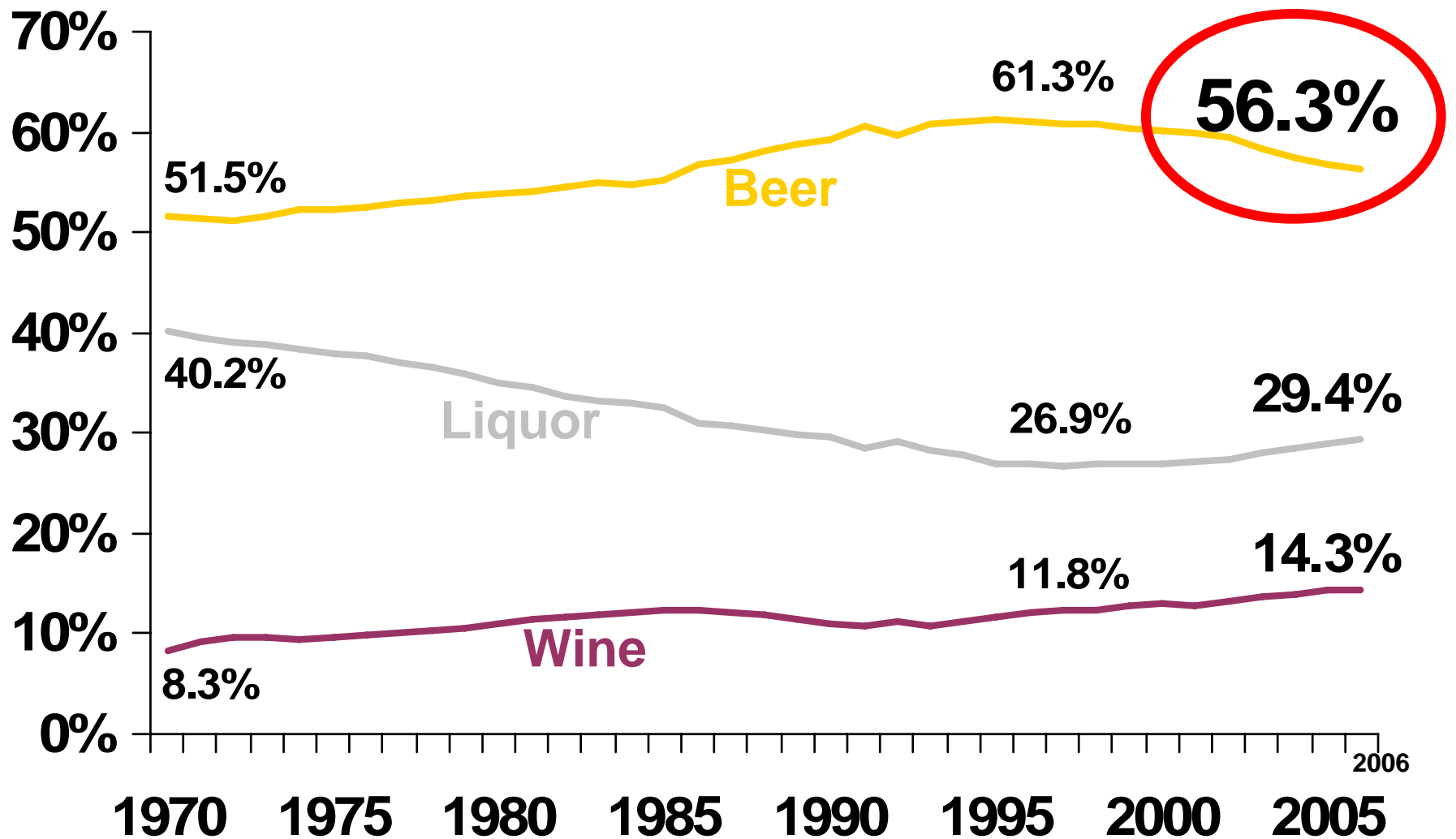


Average Past Month Consumption Incidence Among U.S. Adults 21+



More people consume Beer than either Wine or Liquor

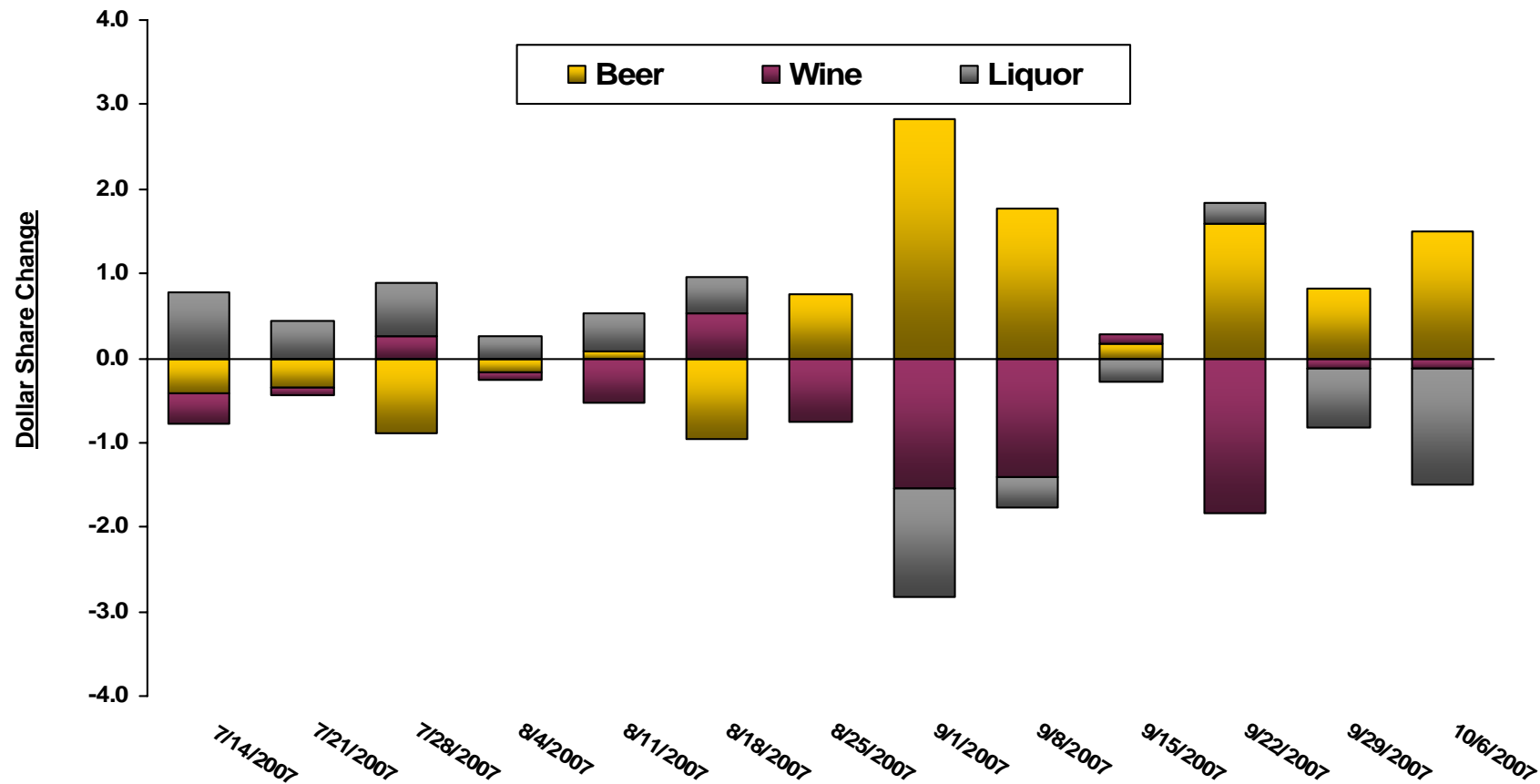
SHARE of U.S. Alcohol Beverage - Servings -



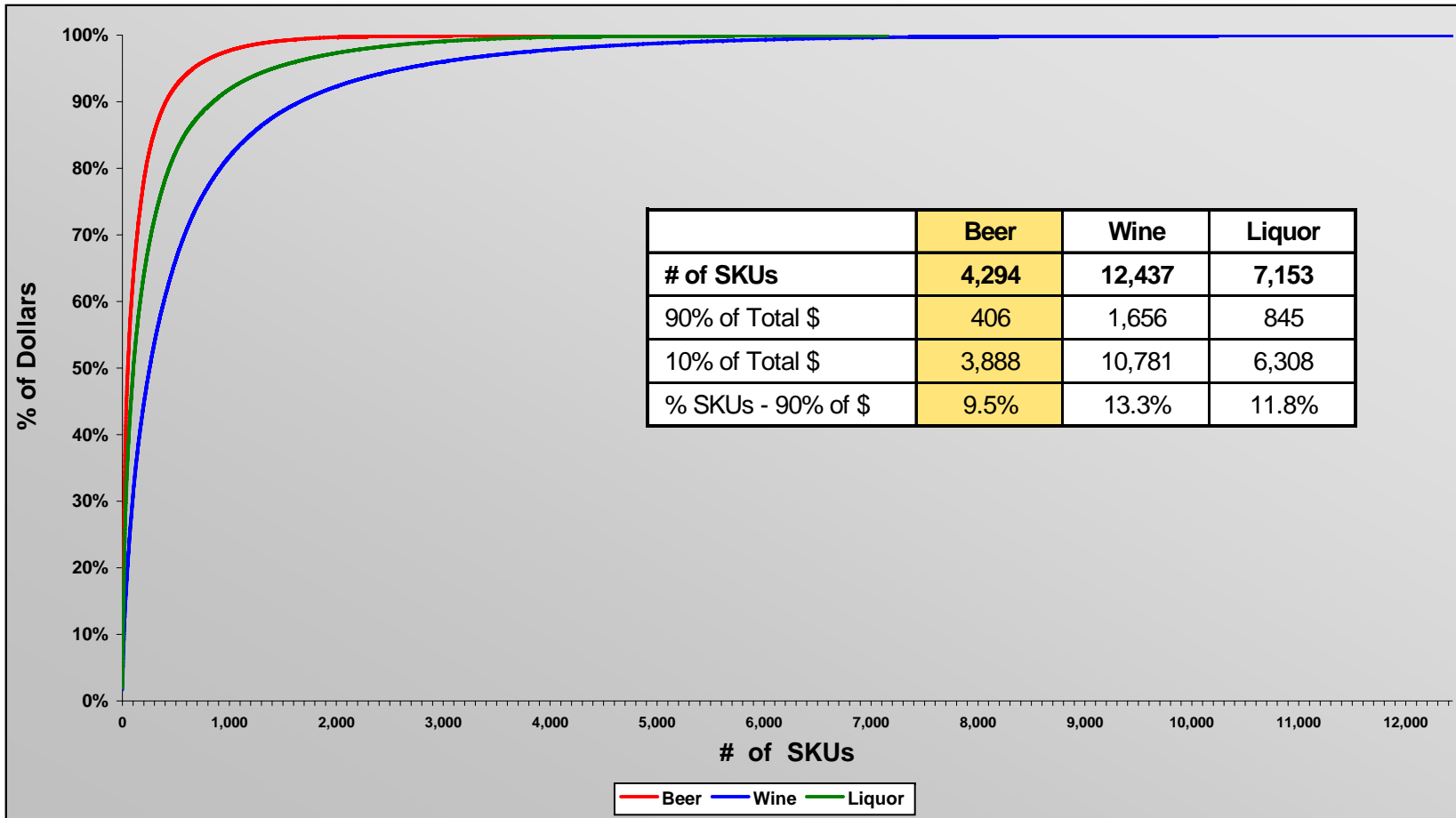
Alcohol Category Dollar Share Change



- Beer had a positive dollar share change in 8 out of the latest 13 weeks.
- Wine has lost share in 10 of the latest 13 weeks.



Beer SKUs Have Much Higher Productivity than Wine and Liquor SKUs

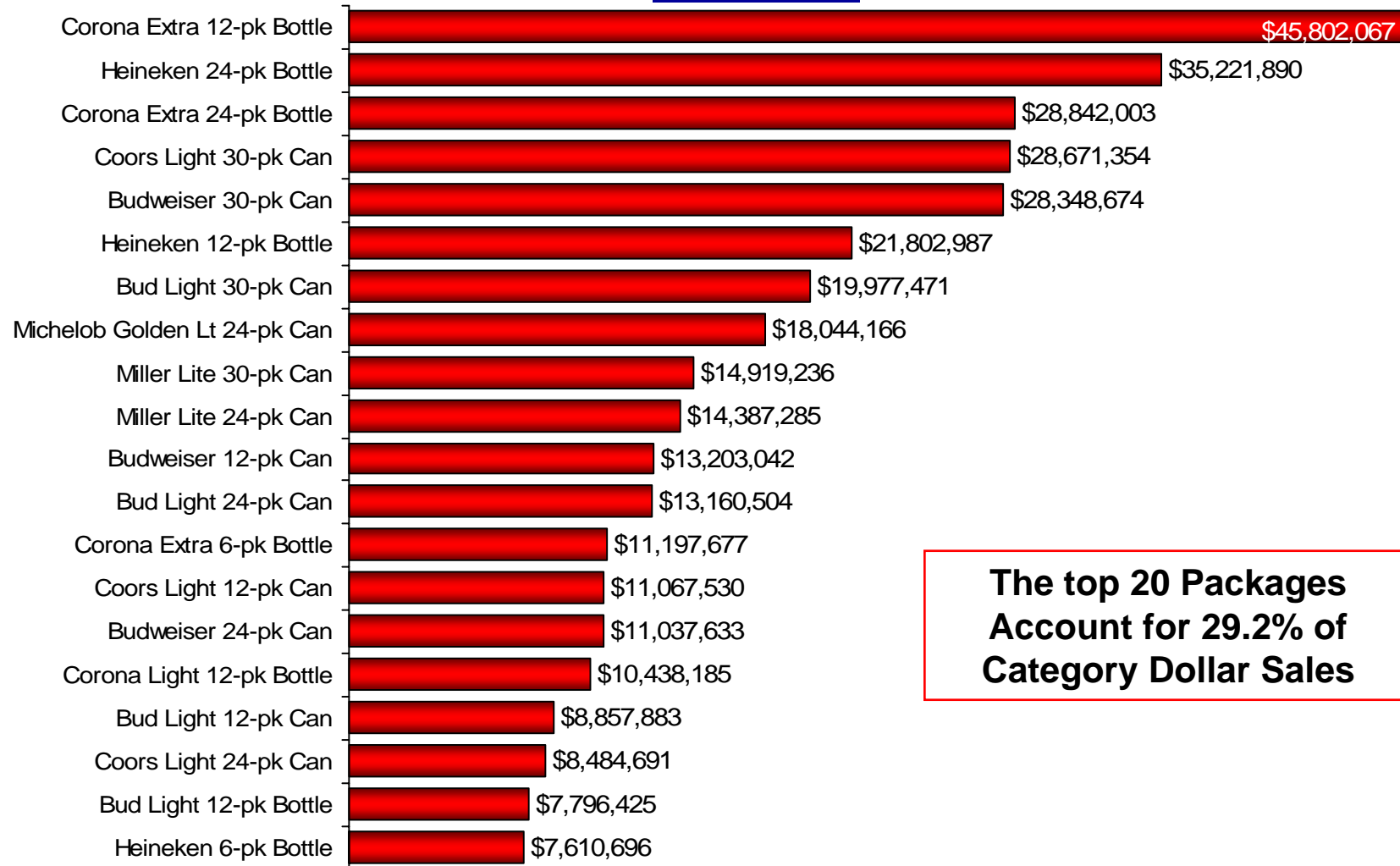


- Total U.S. Grocery has 4,294 Beer SKUs, 12,437 Wine SKUs and 7,153 Liquor SKUs
- 406 Beer SKUs Generate 90% of total beer dollars while, 1,656 Wine SKUs and 845 Liquor SKUs contribute 90% dollar sales to their respective categories

The Top 20 Packages



Dollar Sales



**The top 20 Packages
Account for 29.2% of
Category Dollar Sales**



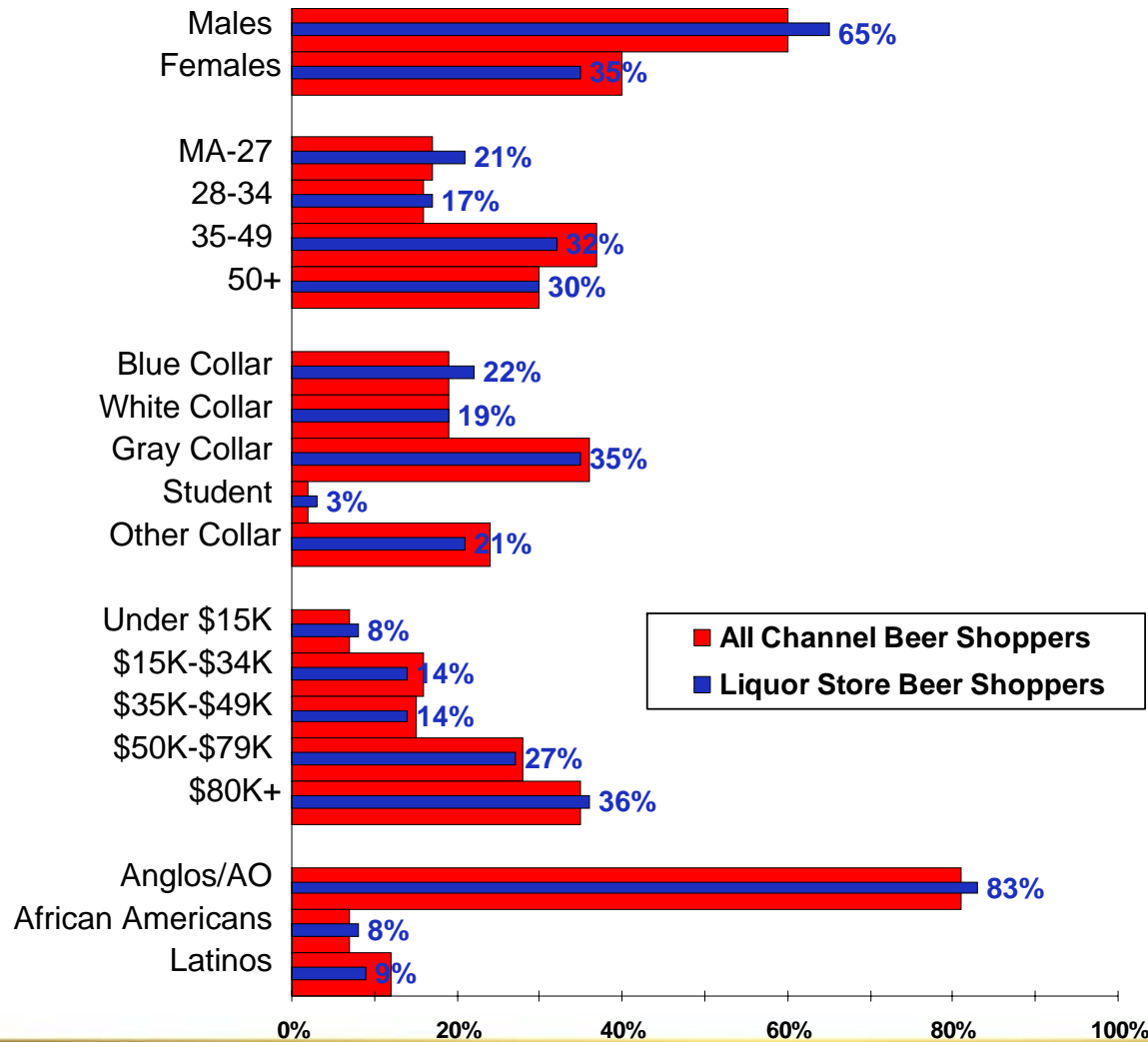
Shopper and Consumer Insights



Who Are Liquor Store Shoppers?



Most Often Liquor Store Shopper Demographic Profile



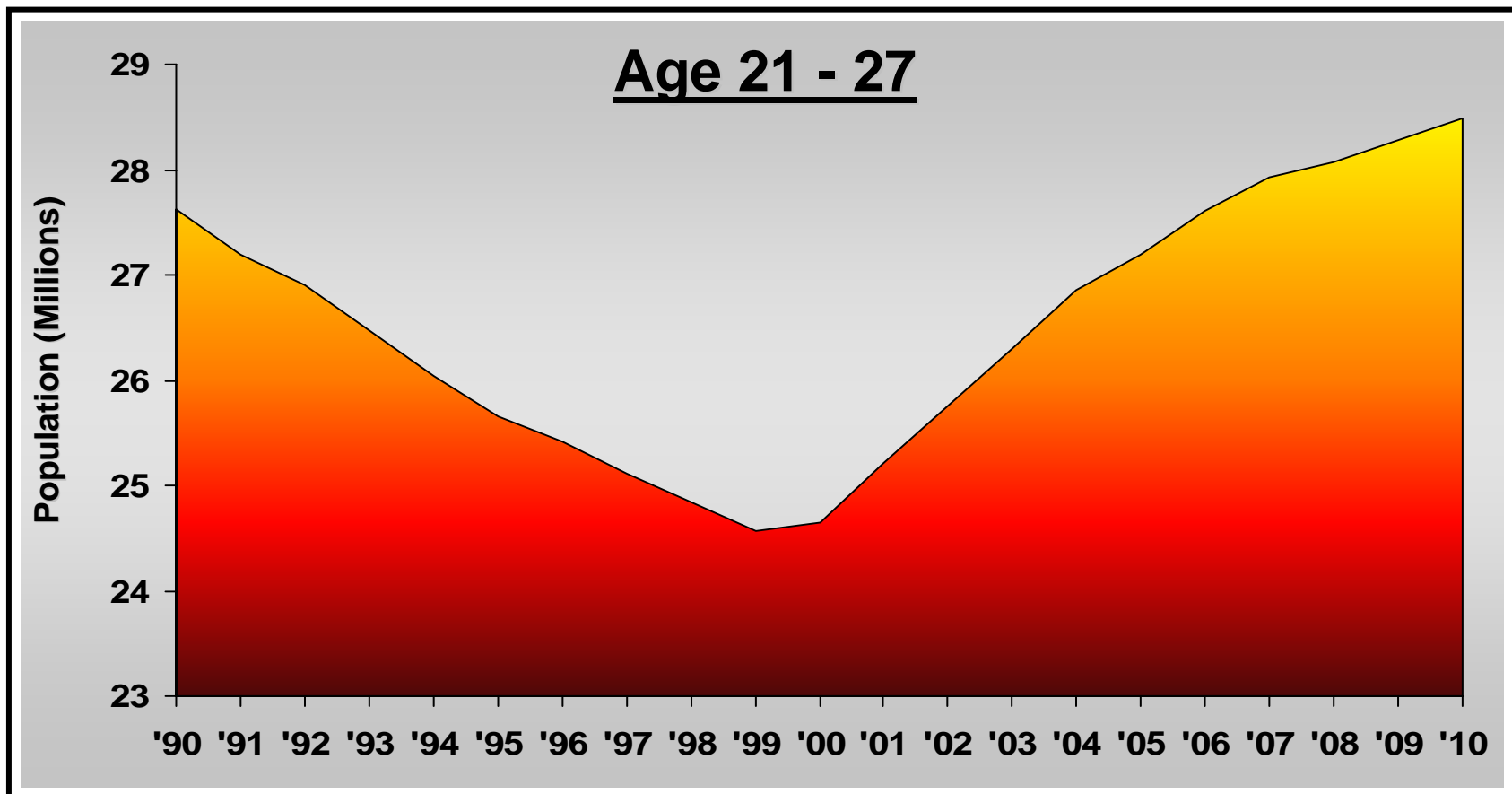
The shoppers *most commonly* found buying beer at Liquor stores are male, 35+, higher income, and Anglo.

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

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!

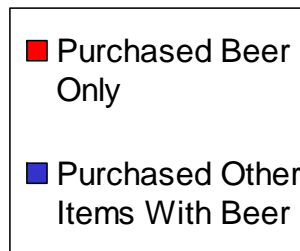
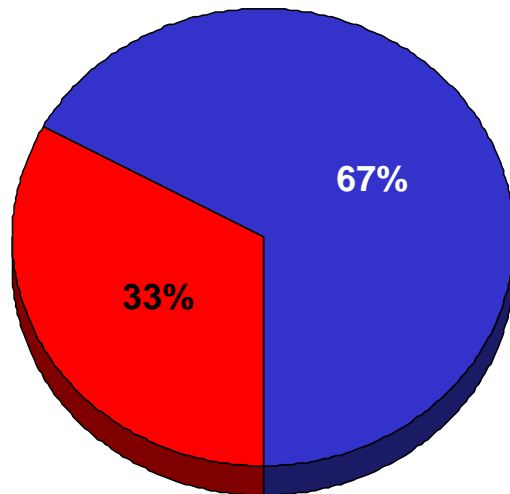


What is the Liquor Store Beer Shopper's Mindset?

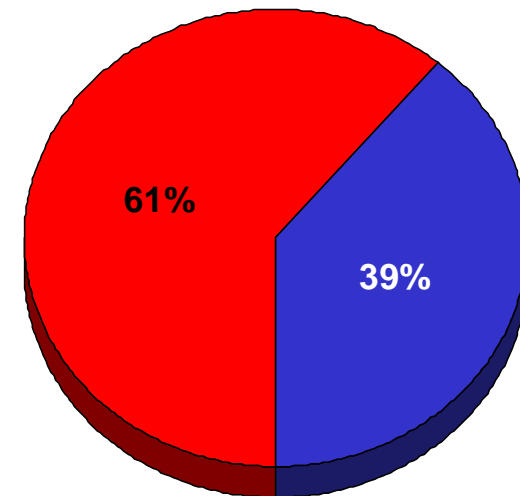


Other Items Co-Purchased with Beer

Most Recent Beer Purchase
All Channels



Most Recent Beer Purchase
at Liquor Store

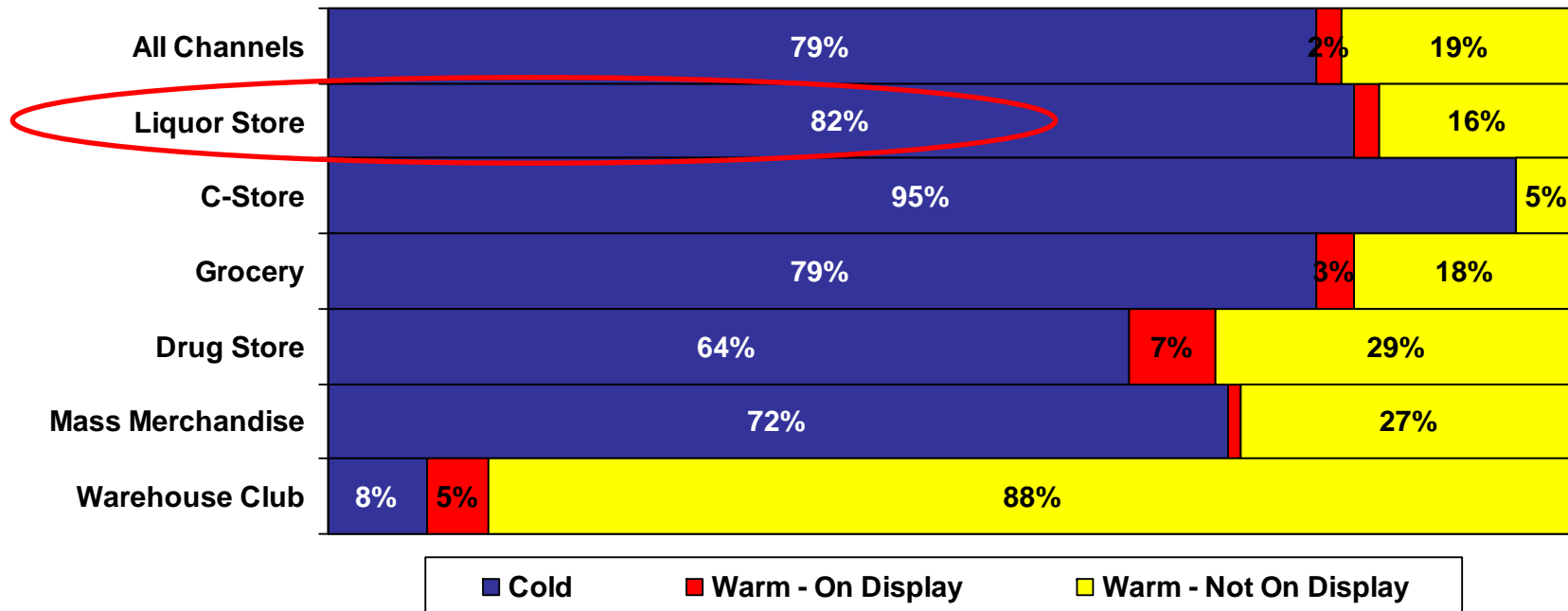


- Beer shoppers are valuable at Liquor Stores since 4 in 10 purchase other items along with beer
- Opportunity exists to encourage additional cross-purchasing among beer buyers

The Beer Purchase Decision



Cold vs Warm Beer Purchasing Total Beer Shoppers By Channel

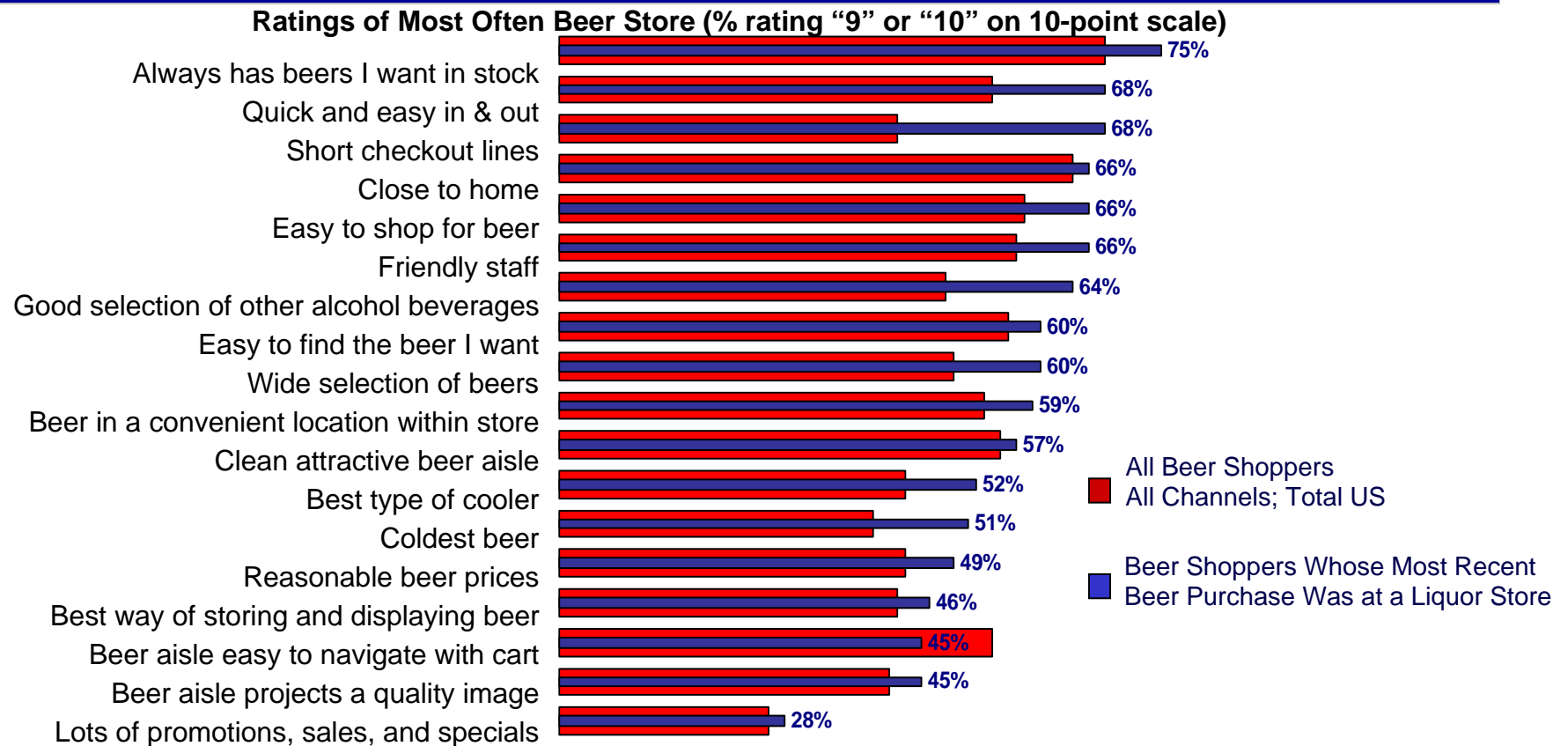


- Proper cooler space management is imperative at Liquor Stores, since Beer shoppers there overwhelmingly like to purchase beer cold

The Beer Shopping Process



What Do Liquor Stores Beer Shoppers Like Most About Buying Beer There?

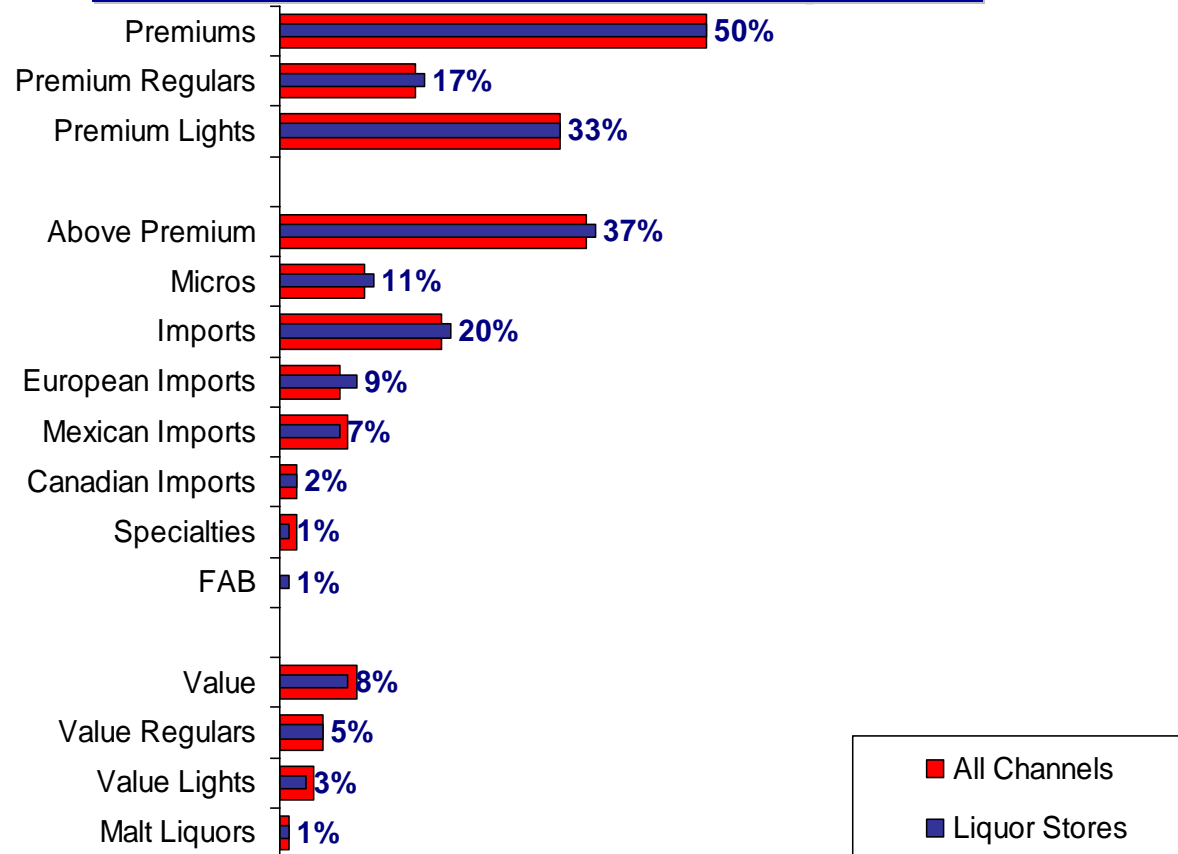


- Beer shoppers who are loyal to Liquor Stores rate them higher on reliable in-stocks, easy in & out, and short checkout lines. Versus other channels
- Liquor Stores are chosen especially because of short checkout lines and good selection of other alcohol beverages

What is the Liquor Store Beer Shopper's Mindset?



Most Often Purchased Beer Segments*



Liquor Store beer buyers prefer Premium Light, Premium Regular, 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.

Summary



- **More people consume beer than wine and liquor combined**
- **Beer had a positive dollar share change in 8 out of the 13 weeks ending 10/02/07**
- **The top 20 packages account for 29.2% of category dollar sales**
- **The shoppers most commonly found buying beer at Liquor stores are male, 35+, higher income and Anglo**
- **In Liquor stores, 4 in 10 beer shoppers purchase other items**
- **82% of beer purchased in the Liquor channel is purchased cold**
- **Beer shoppers who are loyal to Liquor stores rate them higher on in-stocks, among other reasons**
- **Premium Beers are the most often purchased segment at Liquor Stores**