

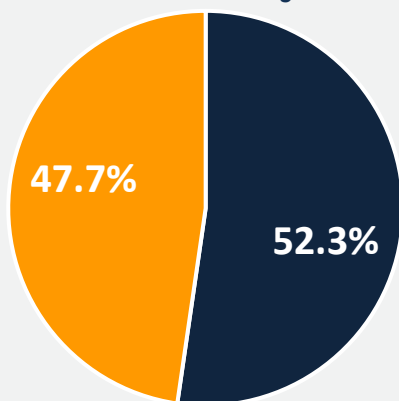


# WHY DRAFT BEER

*Maximizing Draft Beer Sales*

## COLD DRAFT BEER IS THE MOST POPULAR!

*Draft's Share of On Premise Beer Volume is Higher than Package*



■ Draft ■ Package

↑  
Draft share  
up 0.9%  
YOY

*Top 3 Reasons for Draft Preference*



## CLEAN DRAFT LINES DRIVES SALES

*Moving to a 2-Week Cleaning Cycle Leads to Higher Sales*

Sales  
**+4–7%**

(Brewers Assoc. Study on  
2wk cleaning cycle)

## DRAFT CONSUMERS SPEND MORE MONEY



*Average Spending on eating and drinking out per month*

**Draft Beer Drinker \$201**

**Average On Premise Consumer \$176**

## BEER BRIEF



Draft beer volume outpaces package in On Premise accounts



Consumers prefer draft beer because of taste, freshness & glassware



Clean draft lines lead to higher sales \$



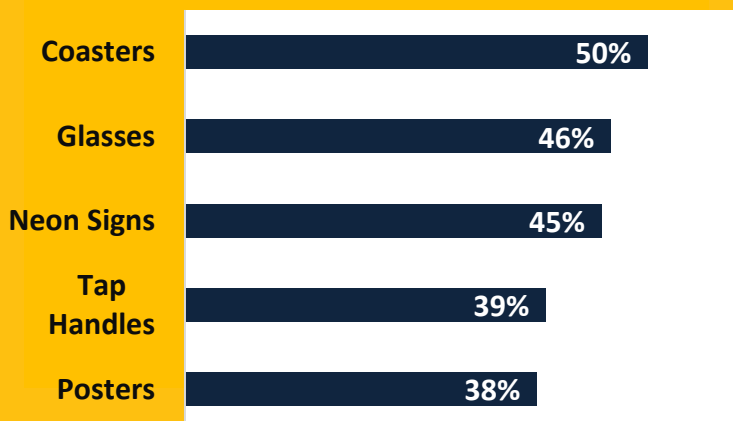
Coasters, glasses and signs tend to influence consumers most to choose draft beer

# WHAT ON PREMISE RETAILERS NEED TO KNOW ABOUT MAINTAINING DRAFT BEER SYSTEMS

- ✓ **Why Draft System Maintenance Matters:** Clean system = better quality + higher profits
- ✓ **Business Impact of Cleaning Frequency:** 2-week cleaning = +7% sales | 5- to 8-week cleaning = -7% sales
- ✓ **Draft Beer is Sensitive:** Time, temperature & cleanliness are critical | Neglect = biofilms, off-flavors, foaming, lost sales
- ✓ **Follow Industry Standards:** Brewers Association Draught Beer Quality Guidelines – recommending cleaning every 2 weeks
- ✓ **Low Cost for Increased Sales:** Cost of draft line cleaning < 1% of total gross profit from a keg

## HOW TO INFLUENCE A DRAFT BEER PURCHASE

*Top 5 Reasons for Draft Purchase*



## OUR ASK:

- **CLEAN DRAFT LINES EVERY TWO (2) WEEKS**
- **PRESERVE THE TASTE OF DRAFT BEER – THE #1 REASON CONSUMERS CHOOSE DRAFT**
- **GENERATE HIGHER SALES & PROFITS**

Sources: Draughtline Technologies; Brewers Association (Draught Beer Quality Subcommittee – “The Economic Benefits of Line Cleaning” and David Quain – “Draught Beer Quality – Challenges and Opportunities”); and CGA by NIQ Draft Beer Report; CGA by NIQ On-premise User Survey (Spring/Fall 2020-2024); CGA OPM Rolling 52 W/E 12/28/24