

Download File PDF Power Of Corporate Communication Crafting The Voice And Image Of Your Business Book

#Jenny



Finally I get this ebook, thanks for all these I can get now!

#Rio



Cool! I'am really happy

#Markus Jensen



I did not think that this would work, my best friend showed me this website, and it does! I get my most wanted eBook

#Hun Tsu



wtf this great ebook for free?!

#Che Salsa



My friends are so mad that they do not know how I have all the high quality ebook which they do not!

#Diego Butler



so many fake sites. this is the first one which worked! Many thanks

Craft Beer from Craft Brewers Boosts Off-Premise Sales & Profits

"America's craft brewers are riding a wave of success: new-entrating craft beer sections in supermarkets, craft beer festivals in most major cities and even university programs in the art and business of making craft beer." - *Wald Street Journal*

Category	Percentage
Flavor	98%
Freshness	95%
Made by an independent brewer	83%
Appearance	82%

WHY NOW?
THE CRAFT SEGMENT CONTINUES TO BE THE PRICING LEADER IN THE BEER CATEGORY

Price per gallon per case (USD)

Year	Small/Independent	Medium	Large
2011	~\$1.50	~\$1.80	~\$2.20
2012	~\$1.60	~\$1.90	~\$2.30
2013	~\$1.70	~\$2.00	~\$2.40
2014	~\$1.80	~\$2.10	~\$2.50
2015	~\$1.90	~\$2.20	~\$2.60
2016	~\$2.00	~\$2.30	~\$2.70

COLD STORAGE IS KEY TO CRAFT BEER SALES

Respondents to the 2016 Webex drinker panel were asked:

HOW IMPORTANT IS IT FOR BEER TO BE COLD?

68% say it's somewhat or very important

WHY?

59% say I want to enjoy the craft beer within the next 24 hours
55% say beer stays fresh longer when kept cold

SMALL/INDEPENDENT IS LINKED TO CRAFT

56% of craft beer drinkers say they associate the terms small and independent with craft beer

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