

¿Cerveza por favor?

MAY 2009



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Cinco de Mayo is one of the many holidays America fondly enjoys celebrating. By honoring heroes and accomplishments not originating from our shores, we can acknowledge the value and importance of the United States' diverse population. With its origins commemorating Mexico's independence from French forces - today's 5th of May celebration is not only a festival of Mexican pride and heritage, it provides marketers with a successful commercial opportunity to promote over-the-border tastes from the alcoholic beverage industry as well.

Social traditions surrounding alcoholic beverage consumption account for at least 20% of the 52 standard calendar holidays America celebrates. With Cinco de Mayo, beer and tequila are a must. Beer is the oldest and most widely consumed alcoholic beverage in the world and its popularity in the U.S. accounts for approximately 85% of all alcoholic beverages consumed. Almost 60% of beer drinkers are males who differ in alcohol consumption by ethnicity, geography, preferred types, and volume. Understanding these differences helps marketers and supporting industries improve brand efforts and capitalize on the Cinco de Mayo holiday festivities.

Sources: Experian Simmons National Consumer/National Hispanic Consumer Study Fall 2008 Full Year, www.beersoaksamerica.org/consumption.htm



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Males Drive Beer Consumption

Forty-seven percent of the total U.S. adult population report drinking any kind of beer. Light beer seems most popular for these beer drinkers and is driven by female consumption. Tequila, not a beer but most likely used in margaritas, is also preferred by females.

Percentages for males, however, reflect a higher consumption of the regular domestic beers and imports. A focus on these two types of beer drinkers can streamline marketing efforts. Other specialty beers such as ice, malts and low to non-alcoholic beers show male consumption at 14% or less and may be less important.

Beer Type	Total Adults	Males	Females
Drinks any beer	47%	59%	35%
Drinks light low calorie beer	61%	58%	65%
Drinks imported beer	58%	60%	54%
Drinks regular domestic	55%	62%	45%
Drinks tequila	32%	32%	34%
Drinks microbrew	22%	25%	18%
Drinks ice beer	12%	14%	10%
Drinks malt liquor	9%	9%	9%
Drinks no alcohol/low alcohol beer	9%	8%	10%

Base: Total Adults and Drinks Any Beer



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With Choices Abundant, Beer Still Tops All Groups

While beer dominates total male alcohol consumption significantly, preferences by ethnic groups support the popularity of other alcoholic beverages.

Whiskey is singularly identified with Caucasians. Although beer and wine are widely consumed by white males, Bourbon and Canadian whiskey index the highest at 117 and 116 respectively.

Hispanic males are not only significant beer drinkers, they also have the strongest selectivity (148 index) for Tequila.

Tequila seems to also be enjoyed by African American males, but they are most likely to prefer the more refined image or sweetness from consuming champagne and sparkling wine (140 index) or rum (128 index.)

Beverage consumed	Elements	Total Males	White, non-Hispanic	White, Hispanic	Black	Asian/Other
Any beer	Vertical	59%	62%	60%	50%	52%
	Index		104	101	85	88
Domestic dinner/table wines	Vertical	29%	31%	23%	20%	23%
	Index		110	80	70	81
Vodka	Vertical	24%	26%	15%	26%	17%
	Index		108	63	108	70
Rum	Vertical	21%	22%	17%	27%	16%
	Index		102	82	128	74
Tequila	Vertical	21%	19%	31%	23%	21%
	Index		93	148	110	100
Bourbon whiskey	Vertical	18%	22%	8%	13%	12%
	Index		117	44	68	64
Canadian whiskey	Vertical	16%	19%	7%	14%	9%
	Index		116	46	89	53
Imported dinner/table wines	Vertical	15%	16%	16%	11%	13%
	Index		10	5106	74	85
Champagne & Sparkling wine	Vertical	13%	13%	13%	18%	9%
	Index		99	99	140	71
Cordials & Liquers	Vertical	13%	14%	9%	13%	10%
	Index		108	67	102	75

Base: Males who responded to drinking any beer

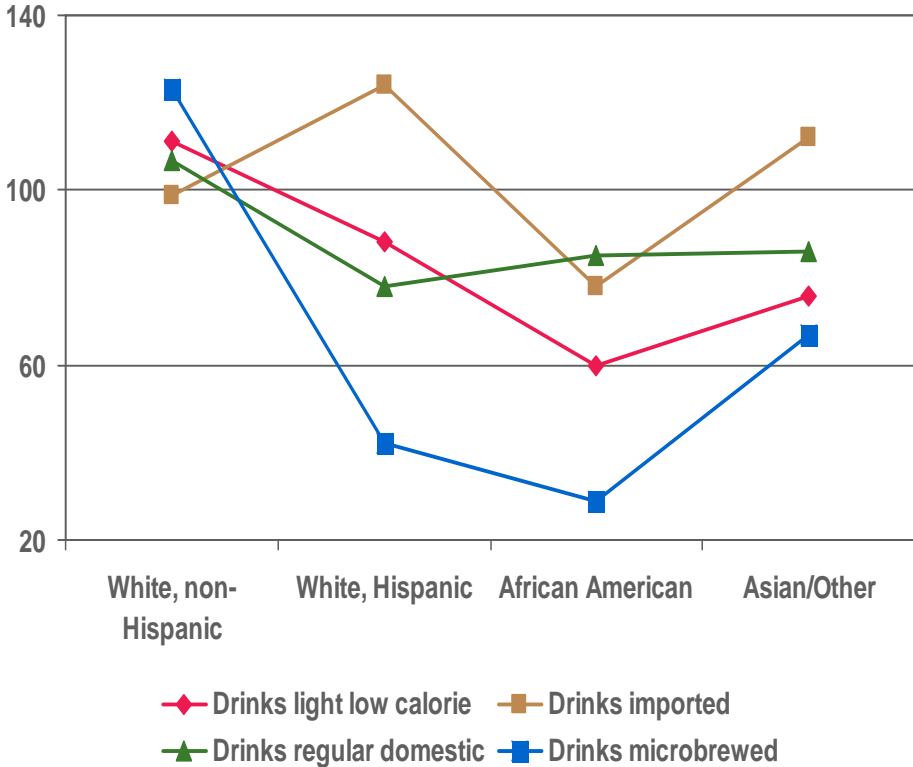


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Hispanics Strongest Preference for Imports

While beer and tequila are the most obvious beverages consumed during Cinco de Mayo, diverse population groups require marketers to play up a mixture of beer types and selections for their male audience.

The beer types most popular with white males are microbrewed, low-calorie, then domestic beer. Surprisingly, Hispanics have the only significant preference for imports.



Base: Males



Hispanics Drink More Imports

With the strongest user volume, Hispanics not only prefer Imported beer but report being light, medium and heavy monthly consumers of it. Conversely, Caucasians have more preference for the domestics than other ethnic groups, but tend to be light to medium consumers.

	Total Adults	White Non-Hispanic	White Hispanic
Drinks Imported Beer	27.0%	99	124
Light user 1-6	15.0%	102	119
Medium user 7-19	6.8%	93	161
Heavy user 20+	1.0%	86	133

	Total Adults	White Non-Hispanic	White Hispanic
Drinks Regular Domestic Beer	26.0%	107	78
Light user 1-6 beers	15.0%	106	91
Medium user 7-19	5.3%	110	55
Heavy user 20+	0.7%	81	33

Base: Total Adults



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Variations in Total Consumption Found in Geography Skews

The popularity of import beer consumption in key cities overshadows the domestics even though there is little difference in total consumption for these two types of beer.

Real variances are most notable for beer verses tequila dinking. As Hispanic populations continue to grow across the U.S., this geography chart reflects a significant preference for the agave-based spirit in on the west coast and hops in the east.

Alcohol Beverage Type	Total Sample	Metro New York	Metro Chicago	Greater Los Angeles
Imported beer	27%	39% (143 Index)	33% (124 Index)	32% (118 Index)
Regular domestic beer	26%	25% (98 Index)	28% (107 Index)	23% (88 Index)
Drinks any beer	47%	51% (110 Index)	50% (107 Index)	42% (91 Index)
Drinks Tequila	19%	16% (83 Index)	22% (115 Index)	24% (126 Index)

Base: Total Adults



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