

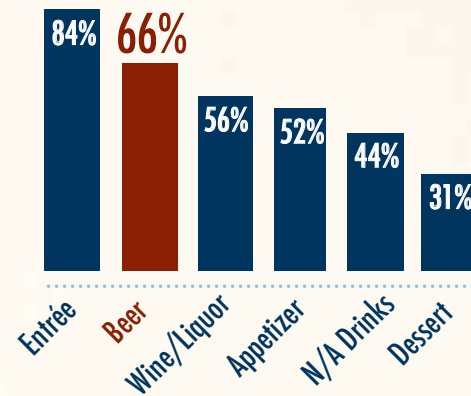
Three More Ways to Drive Profits with Beer

Bar & Restaurant Staff Training

Train wait staff to recommend higher profit Craft and Imported beers

Hotel restaurant guests drink beer, are not price sensitive and look to treat themselves well.

Most frequently ordered item at hotel restaurant by business travelers.



In-Room Dining

Feature pairings of Craft and Import beers with food on room service menus

80% of guests are influenced by food and beer pairings when suggested on the menu.



Lobby Bar

Offer the best selling brands in each category to meet guests' needs and drive trade-up

Use special glassware for high end beers

1 in 4 hotel guests do not want to leave the hotel for a drink.



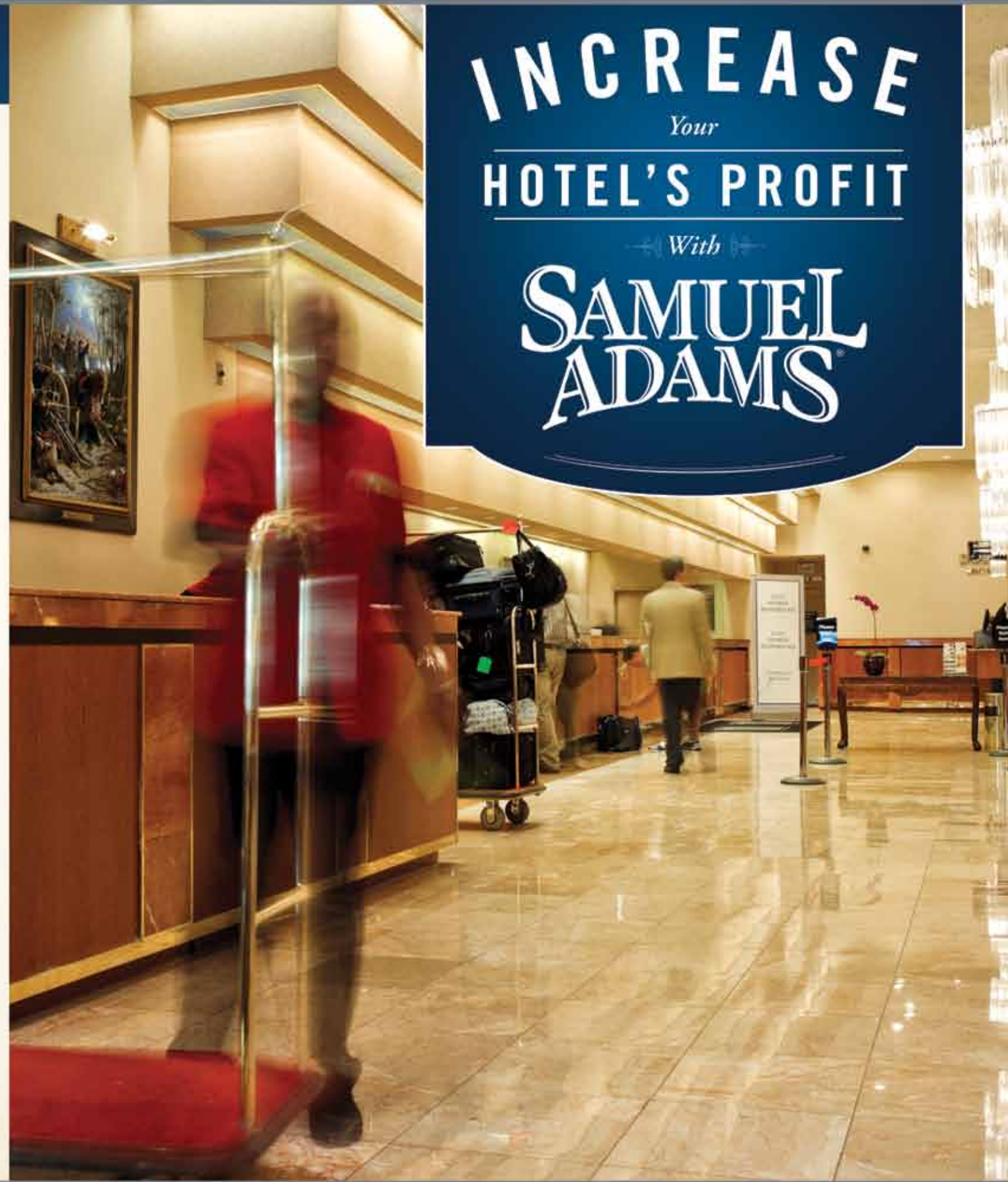
INCREASE

Your

HOTEL'S PROFIT

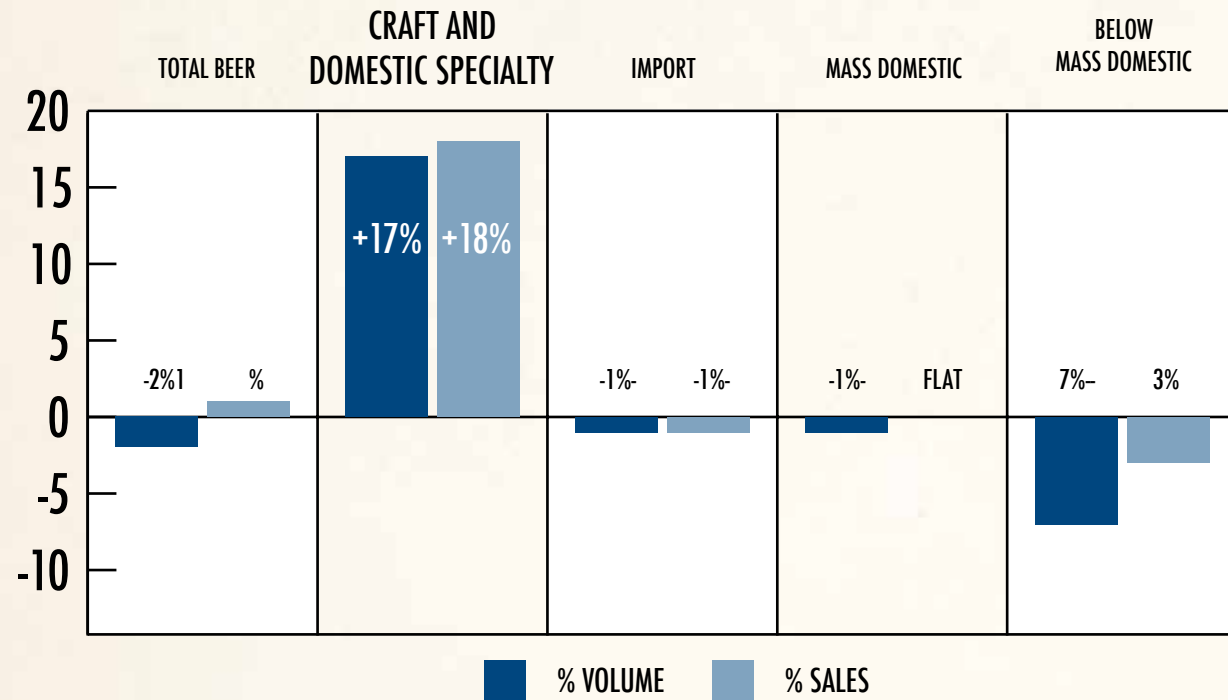
With

SAMUEL ADAMS



Craft is Driving Beer Sales and Volume Growth

Craft beers are leading the growth of the beer category in dollar and case sales⁽¹⁾



Focus on lead brands to drive trade up and customer satisfaction⁽²⁾

Samuel Adams satisfaction set satisfies over 90% of On Premise beer drinkers.

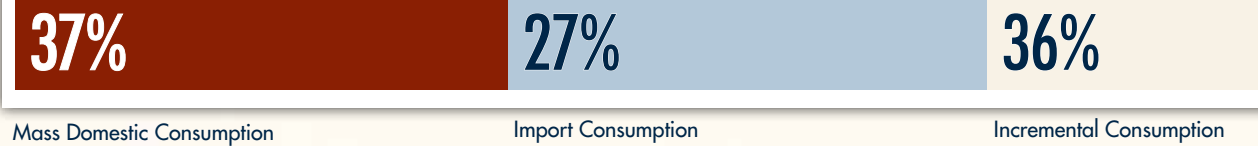


Trade Your Guests Up To Craft With Samuel Adams Beers

Craft Growth is coming mostly from Mass Domestic Trade Up⁽³⁾

Craft drinkers are trading up from less profitable beers.

Where is Craft growth coming from?

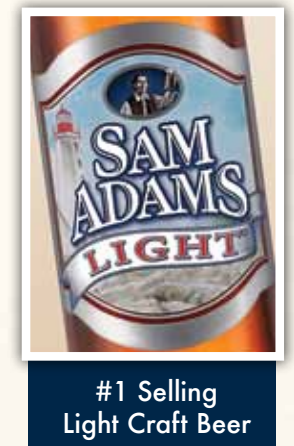


In the past year craft drinkers have:

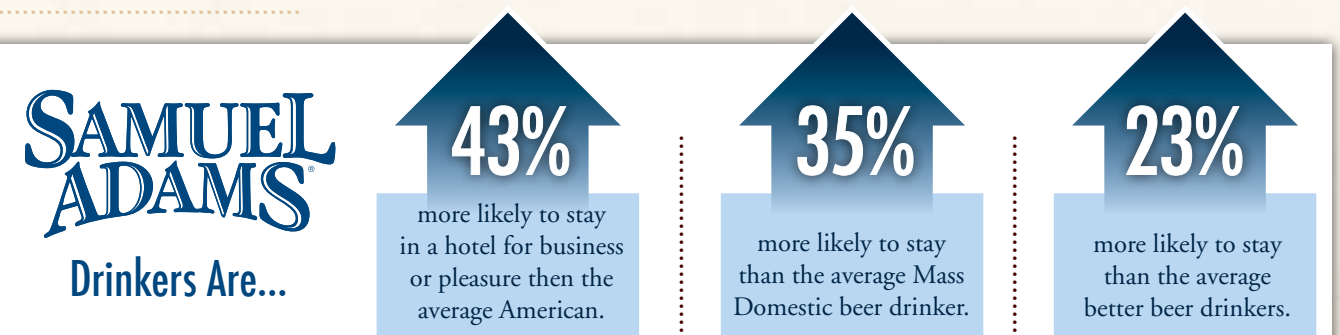
- Traded up from Mass Domestics
- Traded over from Imports
- Traded into craft from wine/spirits

Samuel Adams® is the #1 selling Craft Beer Family & the most desired by hotel guests

Samuel Adams® is the #1 Craft Beer desired by hotel guests.



Your Guests are Samuel Adams® Drinkers⁽⁴⁾



1. IRI, Total US, latest 13 weeks.
2. Tap Optimization Study conducted by Radius.

3. BBC Usage and Attitude Study conducted by DDW.
4. BBC Hotel Guest Study conducted by TNS.