

1.

**ADDITIONAL VALUE**

Craft is adding value to the beer & cider category as shoppers are willing to pay a premium price

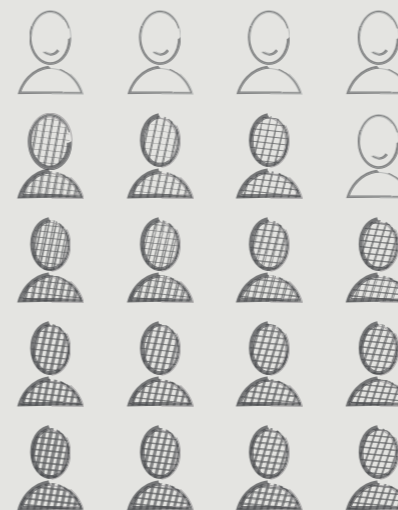


2.

**SHOPPERS**

**75%**  
(13.M)

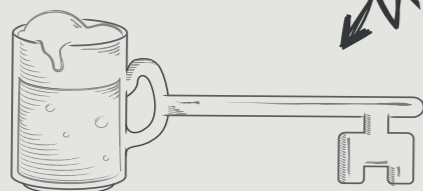
of the population are yet to try the exciting world of craft beer \*\*



3.

**RANGE**

To attract new shoppers into the category, having the right range is key



4.

**BEER STYLE**

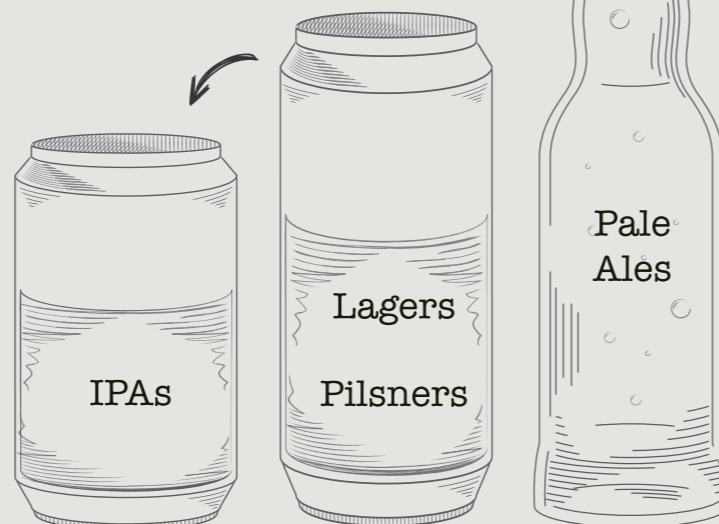
**87.5%**

of the volume in the modern craft beer market are in **Pilsners, IPAs and Pale Ales** \*\*\*

5.

**MALTSMITHS**  
*brewing*

Maltsmiths Pilsner and IPA invite people into the craft category with popular beer styles



**Introducing**



\*CGA 52 w/e 03/09/16 \*\*Kantar Worldpanel 52 w/e 06/11/16 \*\*\*Nielsen MAT to 04/03/17

**Growing your Craft Beer sales with Maltsmiths Brewing**

**MALTSMITHS**  
*brewing*