

OnPrem Insights
by **union**

THE **BEER** REPORT

This report analyzes guest behavior at Union on-premise venues from January 2022 through June 2022

June 2022 Report
January 2022 --- June 2022



WHAT'S IN THIS REPORT

This report analyzes guest behavior at Union on-premise venues from January 2022 through June 2022. The Union GuestMatch™ and MenuMatch™ technologies enable Union to form and track ad-hoc guest cohorts and analyze behavior over time.

These findings are based on actual guest consumption, not surveys, depletions into the venues, or other indirect techniques.

WHERE THE DATA COMES FROM

Union is a POS and mobile ordering/payment system specifically designed for the needs of the highest volume bars and restaurants. And the secret sauce is our proprietary canonical data foundation underlying all branded menu items.

This foundation allows Union to capture on-premise consumption data with an unprecedented level of precision, comprehensiveness, and granularity, from thousands of venues serving millions of guests per month across 34 states.

WHY THIS DATA MATTERS

On-premise is the key channel for brand building. It's where consumers discover new brands, seek recommendations, and have their most formative brand experiences.

Every city has its most popular bars and restaurants. The venues with the most consumer action, where trends are born and take hold. Because these accounts are typically independently owned/operated, they collectively provide the most comprehensive and accurate "finger on the pulse" of alcohol beverage consumers.

YOU CAN IMPACT THESE TRENDS

What's even more exciting is that Union doesn't just report the news, but we also help brands make the news. Through our direct connection to thousands of GMs/ Owners and millions of consumers, we help brands drive distribution and recruit new consumers at the most popular independent on-premise bars and restaurants throughout the country.

For more information on Union Impact programming, please see the last page of this report.



Union allows your brand to directly reach millions of consumers on their smartphones while ordering at bars & restaurants all over the country

CATEGORY PRICING

Union Pricing represents the average price consumers pay when ordering a certain product. This does not necessarily represent simply the listed menu price as it also can be impacted by promotions, package vs. draft, etc.

For this table, the current period is April 2022-June 2022 and the prior period is January 2022-March 2022. Mainstream Beer, the lowest-priced segment, had the largest price increase at +1.5%. Seltzer had the biggest change with a -2.5% decline.

Pricing by Category

	Current Quarter	Previous Quarter	Current vs. Previous	
	Apr - June 2022	Jan - Mar 2022	\$ Change	% Change
RTD Spirit	\$9.27	\$9.27	\$0.00	0.0%
Craft	\$6.59	\$6.62	-\$0.02	-0.4%
Seltzer	\$6.40	\$6.56	-\$0.16	-2.5%
Cider	\$6.36	\$6.37	-\$0.01	-0.2%
Import	\$6.27	\$6.23	\$0.04	0.7%
Mainstream	\$4.89	\$4.81	\$0.07	1.5%

BRAND PRICING

Pricing for individual brands fluctuated within a fairly tight range over the period.

As noted above, the average price for mainstream brands was up +\$0.07, which was primarily driven by Coors Light (+5.9%) and Michelob Ultra (+2.7%).

Pricing by Beer Brand

	Current Quarter	Previous Quarter	Current vs. Previous	
	Apr - June 2022	Jan - Mar 2022	\$ Change	% Change
High Noon	\$8.72	\$8.48	\$0.24	2.9%
Guinness	\$7.06	\$7.04	\$0.02	0.4%
Stella Artois	\$6.60	\$6.61	-\$0.01	-0.1%
White Claw	\$6.41	\$6.60	-\$0.19	-2.9%
Blue Moon	\$6.37	\$6.22	\$0.15	2.3%
Dos Equis	\$6.34	\$6.25	\$0.09	1.4%
Modelo	\$6.15	\$6.26	-\$0.11	-1.8%
Corona	\$6.03	\$5.97	\$0.06	1.0%
Heineken	\$5.90	\$5.81	\$0.09	1.5%
Shiner	\$5.60	\$5.54	\$0.06	1.1%
Michelob Ultra	\$5.37	\$5.23	\$0.14	2.7%
Yuengling	\$5.12	\$5.26	-\$0.14	-2.6%
Coors Light	\$4.99	\$4.71	\$0.28	5.9%
Bud Light	\$4.78	\$4.79	-\$0.01	-0.2%
Miller Lite	\$4.76	\$4.82	-\$0.07	-1.4%

CATEGORY DAYPART

Beer skews earlier in the day. It is more popular than other alcoholic beverages in the daytime hours, particularly at lunchtime.

As the day proceeds, beer's share of alcoholic beverages drops relative to others, with a strong under-index during the late night.

Beer Sales by Daypart

	Beer	Total BevAlc	Index
Lunch (Before 4PM)	13.3%	9.6%	1.39
Happy Hour (4-7PM)	24.1%	19.2%	1.25
Dinner (7-10PM)	30.6%	28.4%	1.08
Late Night (After 10 PM)	32.0%	42.8%	0.75

CATEGORY RETENTION

We define Category Retention as the propensity for a guest that purchases a category to then purchase the same category on their next bar visit.

Mainstream Beer has the highest retention with 69% of drinkers purchasing another mainstream beer the next time they visit a Union venue.

Conversely, Cider, Seltzer, and RTD drinkers often drink something else the next time they visit a venue. This behavior is influenced by lower availability for these categories.

Beer Category Retention

	Cider	Craft	Import	Mainstream	RTD Spirit	Seltzer
Cider	31%	21%	25%	19%	0%	4%
Craft	2%	58%	21%	17%	0%	2%
Import	2%	17%	56%	22%	0%	3%
Mainstream	1%	10%	17%	69%	0%	3%
RTD Spirit	3%	21%	25%	22%	19%	10%
Seltzer	2%	12%	20%	25%	1%	40%

BRAND RETENTION

For Brand Retention, we examine the propensity that a guest who purchases a specific brand will then purchase the same brand on their next bar visit during which they consume the same category - in this case beer.

All the top beers show relatively strong retention. The top three light beers: Bud Light, Coors Light, and Miller Lite are the highest with 53% of their drinkers coming back to the brand on their next bar visit, while Guinness leads the Import brands, slightly edging Dos Equis.

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Beer Brand Retention (Continued)

	Blue Moon	Bud Light	Coors Light	Corona	Dos Equis	Guinness	Heineken	High Noon	Michelob Ultra	Miller Lite	Modelo	Shiner	Stella Artois	White Claw	Yuengling
Blue Moon	36%	8%	5%	5%	6%	4%	1%	1%	6%	6%	3%	2%	3%	2%	3%
Bud Light	1%	53%	5%	4%	3%	3%	1%	2%	7%	7%	2%	1%	2%	3%	1%
Coors Light	1%	8%	53%	3%	4%	1%	1%	1%	7%	8%	2%	1%	1%	3%	1%
Corona	1%	10%	4%	42%	5%	3%	2%	2%	7%	5%	4%	1%	3%	3%	1%
Dos Equis	1%	5%	4%	3%	48%	1%	0%	1%	10%	7%	4%	3%	1%	3%	2%
Guinness	2%	9%	3%	5%	2%	49%	2%	1%	2%	4%	2%	1%	7%	2%	2%
Heineken	1%	9%	4%	7%	2%	7%	40%	1%	3%	3%	3%	1%	8%	2%	1%
High Noon	1%	12%	4%	6%	5%	2%	1%	36%	8%	7%	2%	1%	2%	7%	1%
Michelob Ultra	1%	8%	6%	3%	7%	1%	0%	1%	50%	8%	2%	1%	1%	3%	2%
Miller Lite	1%	8%	6%	3%	5%	1%	0%	1%	8%	53%	2%	2%	1%	3%	2%
Modelo	1%	5%	4%	6%	10%	2%	1%	1%	7%	6%	38%	2%	2%	4%	2%
Shiner	2%	4%	5%	2%	10%	2%	0%	1%	7%	7%	3%	42%	1%	2%	4%
Stella Artois	2%	11%	3%	7%	2%	10%	3%	1%	3%	3%	3%	1%	42%	2%	1%
White Claw	1%	7%	5%	4%	5%	2%	0%	3%	6%	7%	3%	1%	1%	47%	1%
Yuengling	2%	6%	4%	2%	7%	3%	1%	1%	7%	8%	3%	3%	1%	2%	41%

CATEGORY ADOPTION FUNNEL

Union also tracks Category Adoption. For guests that purchased a beer during at least 5 separate visits within the period, we examine their choices to understand their dedication to each specific category.

Drinkers are segmented into three buckets.

Trial - Have consumed at least once

Repertoire - Represents at least 15% of overall consumption - a category they are happy to drink amongst others

Go-To - Represents more than 50% of overall consumption - the main category they look for

Category Adoption

The table shows the portion of consumers that fall into each bucket for each category, as well as conversion through the funnel. Mainstream Beer and Import Beer have the highest trial with 31% of beer drinkers having tried each, though Mainstream Beer engenders higher conversion to Repertoire and Go-To.

	% of Beer Drinkers			Conversion	
	Trial	Repertoire	Go-To	Repertoire	Go-To
Import	30.6%	26.2%	10.5%	85.5%	40.1%
Mainstream	30.2%	26.5%	14.0%	87.9%	52.7%
Craft	25.6%	21.5%	9.9%	84.0%	46.1%
Seltzer	8.4%	5.4%	1.2%	64.2%	23.2%
Cider	4.3%	2.5%	0.3%	56.7%	13.4%
RTD Spirit	0.8%	0.4%	0.0%	47.9%	9.3%

BRAND ADOPTION FUNNEL

Brand Adoption works in the same fashion as Category Adoption. For guests that purchased beer during at least 5 separate visits within the period, we examine their choices to understand their dedication to specific brands.

Drinkers are segmented into three buckets.

Trial - Have consumed at least once

Repertoire - Represents at least 15% of category consumption - a brand they are happy to drink amongst other options

Go-To - Represents more than 50% of category consumption. This is the main brand they seek

Brand Adoption

The table shows the portion of beer consumers that fall into each bucket for each brand, as well as conversion through the funnel. Bud Light has the most drinkers and also the strongest funnel conversion, followed by Michelob Ultra. The top Craft brands significantly lag the top Mainstream and Import brands in both trial and funnel conversion.

	% of Beer Drinkers			Conversion	
	Trial	Repertoire	Go-To	Repertoire	Go-To
Bud Light	11.3%	8.4%	2.7%	73.7%	32.7%
Michelob Ultra	10.4%	7.5%	2.2%	71.4%	30.0%
Miller Lite	10.1%	7.1%	2.2%	70.3%	31.3%
Dos Equis	9.1%	6.4%	1.9%	70.6%	29.0%
Coors Light	7.5%	5.0%	1.5%	66.0%	30.2%
Corona	7.0%	4.6%	1.0%	65.7%	20.9%
White Claw	6.2%	4.2%	1.2%	68.9%	28.9%
Modelo	5.1%	3.2%	0.6%	61.8%	20.5%
Guinness	4.4%	3.2%	0.9%	71.9%	27.3%
Stella Artois	3.5%	2.4%	0.5%	69.0%	19.2%
Yuengling	3.5%	2.1%	0.4%	59.4%	20.6%
Shiner	3.1%	1.8%	0.4%	57.8%	21.1%
High Noon	2.8%	1.9%	0.4%	66.8%	20.0%
Blue Moon	2.4%	1.4%	0.2%	58.0%	15.9%
Heineken	1.7%	1.0%	0.2%	59.6%	15.9%

BRAND WIN RATE

Win Rate conveys drinkers' collective propensity to choose one brand over another, adjusted for availability since not every brand is available at every location.

A brand records a "win" vs. a competitor when both are available and a consumer chooses that brand. A row represents the wins of a brand relative to the competitors in the columns (e.g., Bud Light has a 57% Win Rate vs. Michelob Ultra).

Bud Light has the widest availability (76%) of any brand and is the one brand that beats every other brand head-to-head. Michelob Ultra is tied for fifth in availability (64%), but wins against every other brand head-to-head except for Bud Light. Dos Equis lags significantly in availability (41%), yet has relatively strong win-rates. Lastly, in the battle of the Seltzers/RTDs, White Claw wins against High Noon 70% of the time.

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Beer Brand Win Rate (Continued)

	Bud Light	Corona	Coors Light	Miller Lite	Michelob Ultra	Guinness	Modelo	Stella Artois	White Claw	Heineken	Blue Moon	Dos Equis	Yuengling	Shiner	High Noon	Overall Availability
Bud Light		68%	64%	58%	57%	73%	77%	80%	77%	91%	89%	66%	86%	88%	88%	76%
Corona	32%		46%	40%	39%	57%	62%	65%	61%	82%	80%	48%	74%	78%	78%	70%
Coors Light	36%	54%		43%	43%	60%	65%	68%	65%	84%	82%	52%	77%	80%	81%	69%
Miller Lite	42%	60%	57%		49%	67%	71%	74%	70%	87%	86%	58%	81%	84%	85%	66%
Michelob Ultra	43%	61%	57%	51%		67%	72%	74%	71%	88%	86%	59%	82%	85%	85%	64%
Guinness	27%	43%	40%	33%	33%		55%	59%	54%	78%	75%	41%	69%	73%	73%	64%
Modelo	23%	38%	35%	29%	28%	45%		53%	49%	74%	71%	36%	64%	69%	69%	61%
Stella Artois	20%	35%	32%	26%	26%	41%	47%		46%	71%	68%	33%	61%	66%	66%	56%
White Claw	23%	39%	35%	30%	29%	46%	51%	54%		75%	72%	37%	65%	69%	70%	55%
Heineken	9%	18%	16%	13%	12%	22%	26%	29%	25%		46%	17%	39%	44%	44%	55%
Blue Moon	11%	20%	18%	14%	14%	25%	29%	32%	28%	54%		19%	42%	47%	48%	44%
Dos Equis	34%	52%	48%	42%	41%	59%	64%	67%	63%	83%	81%		76%	79%	80%	41%
Yuengling	14%	26%	23%	19%	18%	31%	36%	39%	35%	61%	58%	24%		55%	56%	39%
Shiner	12%	22%	20%	16%	15%	27%	31%	34%	31%	56%	53%	21%	45%		51%	37%
High Noon	12%	22%	19%	15%	15%	27%	31%	34%	30%	56%	52%	20%	44%	49%		16%



HOW BRANDS IMPACT THESE TRENDS

An Entirely New Approach

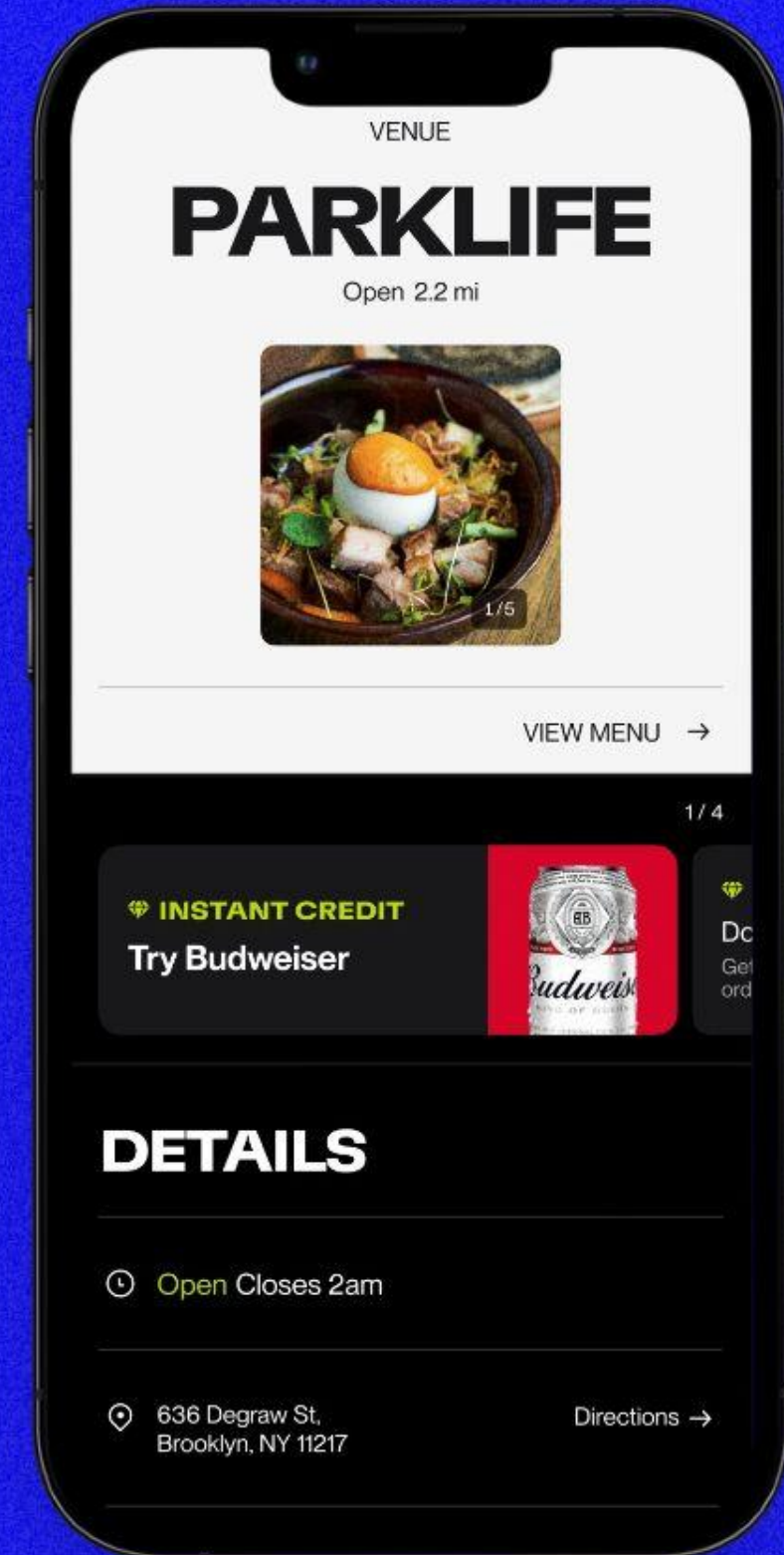
Iconic brands are built in the most popular independent bars and restaurants. For years, the industry has relied on expensive, unmeasurable, and ineffective sampling programs to drive trials.

With Union, brands:

- Build distribution by communicating key selling facts directly to account GMs
- Drive liquid to lips by reaching consumers while they're ordering
- Directly facilitate on-premise to off-premise conversion
- Precisely measure results while acquiring granular consumer insights

Union is the most powerful, efficient, and targeted way to recruit new drinkers and cultivate ongoing loyalty.

For more information on Union Influence please reach out to brands@getunion.com



BUILT FOR THE BUSIEST VENUES

Union is the highest powered point of sale and guest mobile platform ever created, touching millions of consumers at the most popular bars and restaurants in the country.

Bars & Restaurants

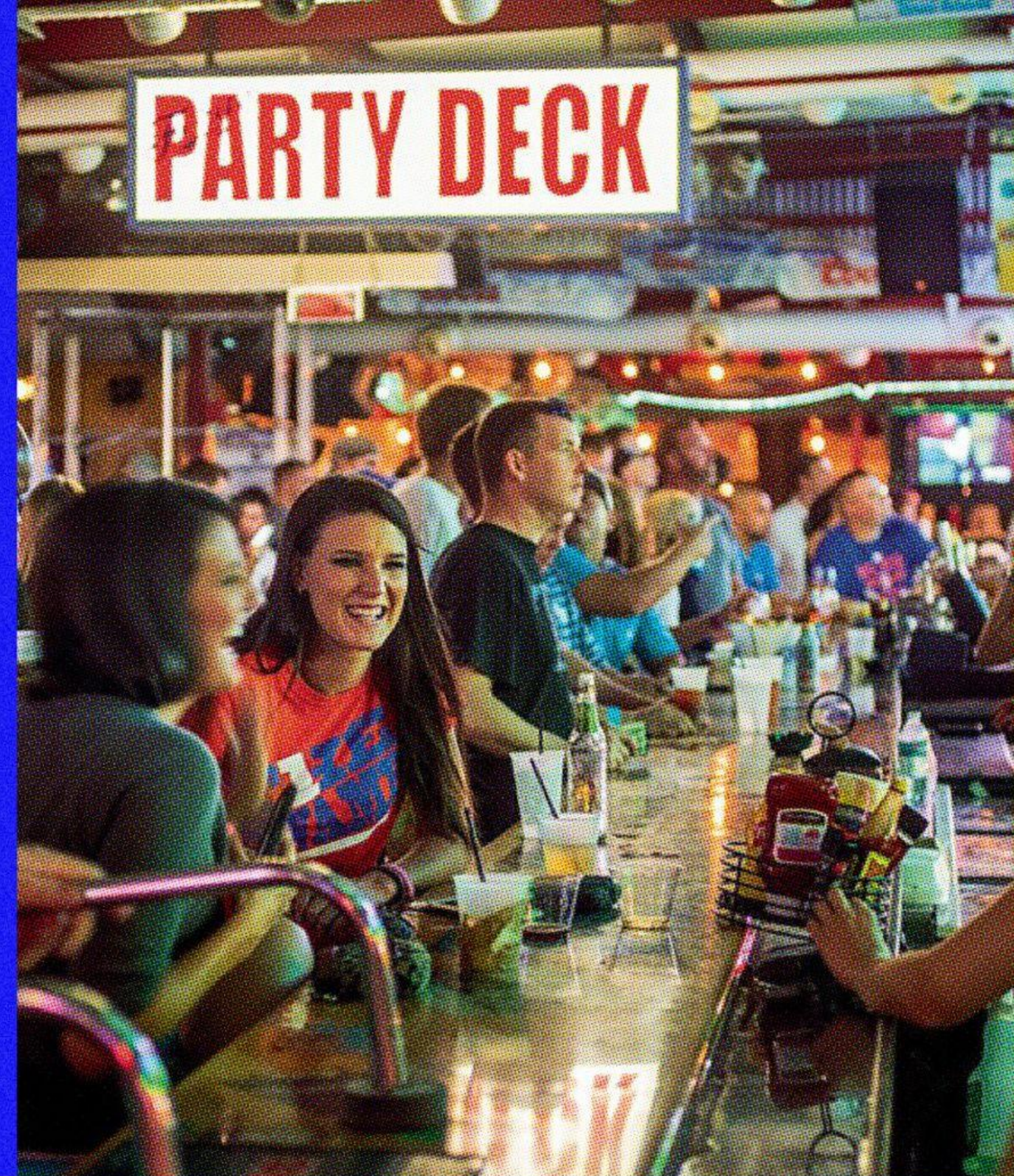
Increase revenue 28% on average, mitigate staffing shortages, provide amazing guest service.

Brands

Gain an unprecedented understanding of on-premise behavior.

Guests

A holistically improved experience: easier ordering, less waiting, more customization.



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