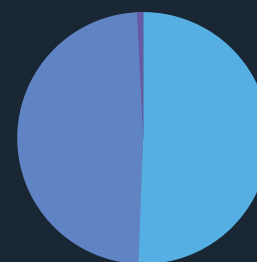


WHAT'S TRENDING: "SOBER CURIOSITY"

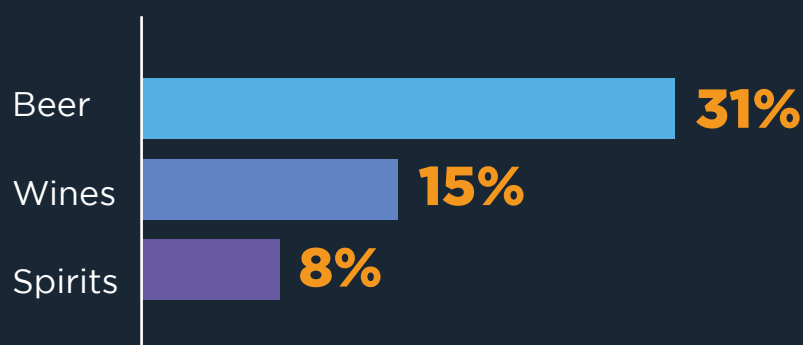
A study on how non-alcoholic beverages are viewed and used by today's consumers.

253 Participants, 18 to 75 years
USA



52%

of participants have consumed a non-alcoholic beverage in the last 3 months.



Non-alcoholic beer is most popular.

IN THE LAST 3 MONTHS CONSUMERS HAVE HAD NON-ALCOHOLIC:



67% BEER



43% WINE



24% SPIRITS

Where do consumers drink non-alcoholic beverages?



70% Home



53% Friend's house



34% Restaurants with friends/family



17% Restaurants with co-workers

Why do consumers drink non-alcoholic beverages?

53% To maintain mental clarity

50% To drive unimpaired

50% To enjoy the taste of alcohol without the effects



Only 18%

of non-alcoholic beverage consumers are completely sober.