

Download File PDF Power Of Corporate Communication Crafting The Voice And Image Of Your Business Book

#Jenny



Finally I get this ebook, thanks for all these I can get now!

#Rio



Cool! I'am really happy

#Markus Jensen



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My friends are so mad that they do not know how I have all the high quality ebook which they do not!

#Diego Butler



so many fake sites. this is the first one which worked! Many thanks

Craft Beer from Craft Brewers Boosts Off-Premise Sales & Profits

"America's craft brewers are riding a wave of success: new-entrating craft beer sections in supermarkets, craft beer festivals in most major cities and even university programs in the art and business of making craft beer." - *Wall Street Journal*

Category	Percentage
Flavor	98%
Freshness	95%
Made by an independent brewer	83%
Appearance	82%

WHY NOW?
THE CRAFT SEGMENT CONTINUES TO BE THE PRICING LEADER IN THE BEER CATEGORY

Price per gallon (retail) \$10.00

Category	Price per gallon (retail)
Small Independent	\$10.00
Large Independent	\$10.00
Multi-national	\$10.00
Domestic Large	\$10.00
Import	\$10.00

COLD STORAGE IS KEY TO CRAFT BEER SALES

Respondents to the 2016 Webdex drinker panel were asked:

HOW IMPORTANT IS IT FOR BEER TO BE COLD?

68% say it's somewhat or very important

WHY?

59% say I want to enjoy the craft beer within the next 24 hours

55% say beer stays fresh longer when kept cold

SMALL/INDEPENDENT IS LINKED TO CRAFT

56% of craft beer drinkers say they associate the terms small and independent with craft beer

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