WHAT STYLE OF BEER IS RIGHT FOR YOUR VENUE?

While most venues will stock multiple styles of beer, this flow is designed to help you find the most suitable styles for your venue and customer base.

Drink is growing quicker than food, even in food pubs, who reported a 0.7% growth in drinks sales, vs 0.9% shrink in food sales (CCA Trading Index MAT to 3/03/18).

Beer still accounts for 41.9% of the value share of total wet sales in the UK (CGA OPMS P05 (19/05/2018)). Not offering beer options in your wine or cocktail led venue may restrict your outlet's appeal to non beer consumers.

In a recent survey, 6.7 million UK consumers stated that they typically drink ale out-of-home (15% of the population). This figure is higher than the equivalent 5.6 million who drink gin out-of-home. Trends come and go, but a diverse and well considered ale range (including cask, draught and pack-aged options) will serve your pub well!

66.5% of drinkers visiting food led outlets are ale/lager drinks (MBC Eureka! Research 2018). Increasing you selection is essential to cater towards this majority share.

1 in 3 premium lager drinkers will change their drink type if their preferred brand isn’t available (Marstons on trade beer report 2018). There shouldn’t be any fear about diversifying your range. Stand out in a very crowded market.

Bars that plan to target a younger audience - for example student venues - should pay careful consideration to price when choosing the range of drinks they offer. While it’s true that a significant proportion of students’ weekly spend is on alcohol, this is still a relatively small amount of money compared to other consumer demographics. As well as standard lager, look for value options in the craft and world beer categories.

Premium Lager has a place across the outlet range. Generally you will see packaged premium lager in the dry led outlets and draught in the wet led establishments. However, 3% of consumers are now saying that they prefer packaged lager to draught. 'The tide is turning!'

World Beers are fantastic for dry led outlets as they are perfect for pairing with food. If you can offer beer drinkers with recommendations on which beer would go best with there meal its adds plenty of value onto their experience and the beer itself.

The most obvious benefit to World beers is that they often come packaged. The perfect beer option in wine and cocktail bars that don’t have the luxury of cellar storage. World beers offer an interesting juxtaposition on wine menus in particular. Try offering a beer alternative to key wine regions offered on your menu.

Craft beer is a perfect choice for bars who target a slightly older demographic and want drinks options that are suitable for a day to night transition. On average, bars offer 10 craft beer options on the bar and command a 37.2% share of the total craft beer market, so this is a tried and tested combination!

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