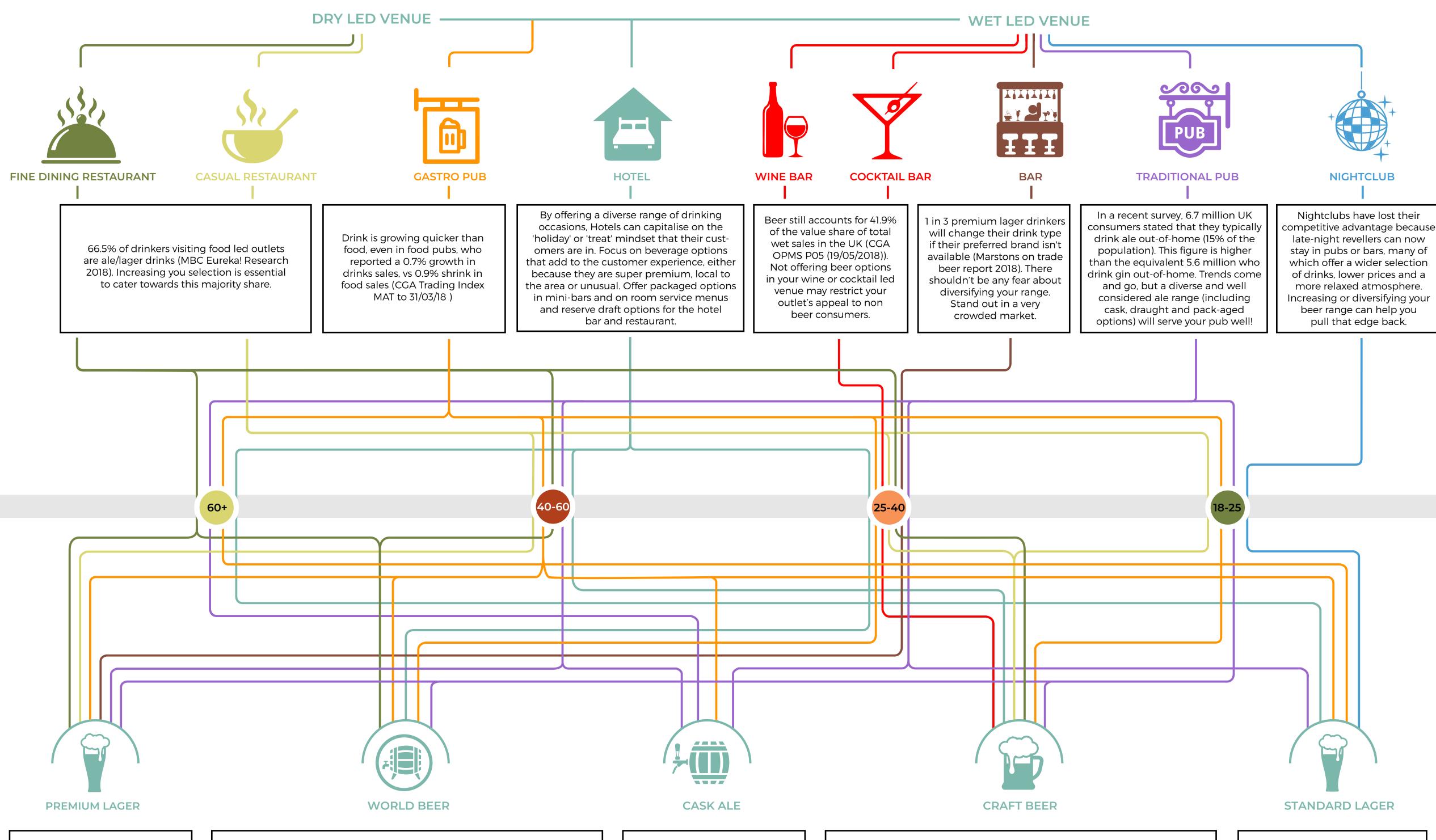
WHAT STYLE OF BEER IS RIGHT FOR YOUR VENUE?

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.



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, 31% 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.

Cask Ale generally caters towards the older generation of drinkers and currently has a limited place within traditional pubs, circuit bars and gastro pubs. But recent trends suggest that the boom of craft IPA has helped cask ale sales to grow so we may start seeing it amongst more wet led outlets.

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!

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.

Standard lager has a place in traditional pubs and nightclubs. It's appeal stretches right across the age demographics, however it's predominant appeal is amongst the 18-40 year olds. Draught standard lager has an unrivalled place on the bar of a traditional pub and standard lager packaged has a unique place in the fridge of a night club.

