INDEPENDENCE PAYS

Independent craft beer outperforms Big Beer acquired brands in many ways. There’s money on the table. Take advantage with the independent craft brewer seal.

Expect to see the independent craft brewer seal.

LOYAL CONSUMERS
are less likely to remain with a brand once it has been acquired.

85%+
of independent craft volume is already part of the movement.

59%
of craft drinkers said it was very/somewhat important to their purchase decision if a beer was made by an independent brewer.

Top places consumers want the seal:
- Beer packaging - 77%
- Menus - 58%
- Shelves & signage - 50%
- Tap handles - 43%
- Booths at festivals - 43%
- ...and more

SEAL THE DEAL
The best way to capitalize on independent craft is with the independent craft brewer seal. This seal quickly identifies brands that are truly independent for the consumer and steers their buying behavior. #IndependentBeer

Take advantage of independent craft at your retail location by visiting BrewersAssociation.org/RetailerSealPOS

Data sourced from Nielsen’s Craft Insights Panel, 2018.


Data sourced from SRG AAU 2017.
Beer drinkers want to know what's independent craft and that's just what the seal does. Here are just a few ways you can use the seal to identify what's independent:

- Coasters
- Menus
- Table tents
- Signage
- Napkins
- Tap hang tags
- Stickers
- Tap handles
- Chalkboards

Get everything you need to seal the deal at BrewersAssociation.org/RetailerSealPOS

INDEPENDENT CRAFT OUTPERFORMS BIG BEER ACQUIRED BRANDS

- More people: 24% higher household penetration.
- More spent: 12% larger purchase size.
- More frequently: Purchased 43% more frequently per year.

Data sourced from the Nielsen Company, 2018.