## Market Research From Green Harbor Publications

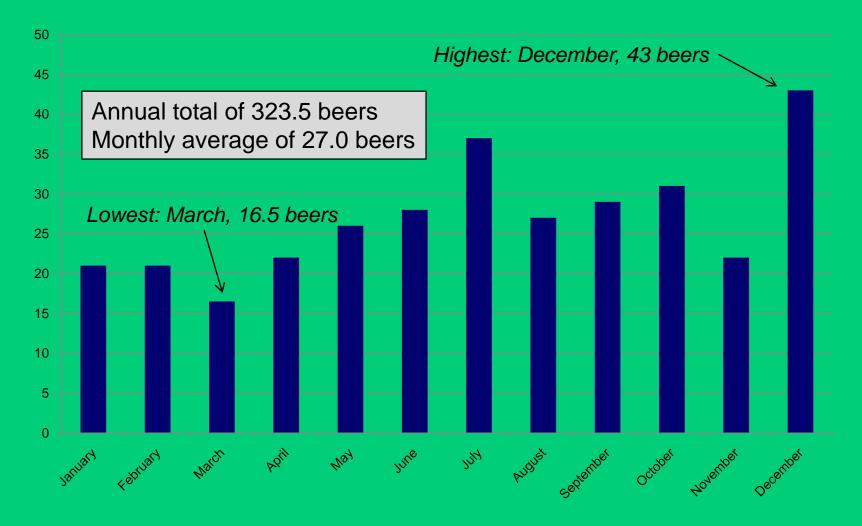
**Annual Beer Consumption by a 53-Year-Old Male** 

**Green Harbor Publications**January 2010

## **Annual Beer Consumption Study Parameters**

- One 53-year-old male
- January to December 2009
- Recorded on a regular basis
  - Beer consumption
  - Wine consumption
- One bottle equals one beer

## **Annual Beer Consumption Results**



Source: Annual Beer Consumption by a 53-Year-Old Male, Green Harbor Publications, 2010

## **Annual Beer Consumption Conclusions**

- Initial target of 100 beers proposed
  - Was exceeded early in the year
- Actual number was 323.5
  - Ranging from 16 to 43 beers per month
    - Biggest months were when the study participant had vacation
  - The participant would have said he had "a couple of beers a week"
    - The truth is closer to a beer a day
    - Have found out since that doctors typically double the number you tell them
- Very limited wine consumption
  - About three glasses a month
- No hard alcohol at all