COLLAGE GENERATIONS

Alcoholic Beverages

Category Essentials

Spring 2024



Collage Group Category Essentials Survey 2024

Fielded January 2024 | 21-78 unweighted survey sample breakdown, n=4,031

Race/Ethnicity	
Hispanic	1,444
Black	777
Asian	631
White	1,142
Other[1]	37

Gender	
Woman	2,014
Man	1,987
Non-binary / other	30

Generation	
Gen Z	552
Millennial	1,324
Gen X	1,172
Boomer	983

Hispanic Acculturation	
Acculturated	442
Bicultural	613
Unacculturated	389

LGBTQ+	
LGBTQ+	469
Non-LGBTQ+	3,562

NOTE: Data present in this report is weighted to be nationally representative of Race/Ethnicity, Hispanic Acculturation, Age, Gender, and Sexuality.

COLLAGE GROUP CONFIDENTIAL

Key Takeaways & Action Steps

KNOW THIS	DO THIS
Gen Z is leading the low/no alcohol movement. Motivated by a desire for better mental health, they are the generation most likely to participate in Dry January.	• Consider Gen Z's desired functional outcome from the beverages they consume. **Position products around social connection and taking time to unwind**, which will serve to improve the mental wellness of the cohort.
Millennials are continuing trends they started years ago – like beer snobbery and experiential drinking- but bringing them forward into adulthood by prioritizing casual, daytime (read: kid friendly) venues like beer gardens and distilleries.	• Move with Millennial beer aficionados into new life stages by **focusing your engagement efforts at family-friendly, casual venues.**
Gen Xers drive casual beer consumption at home. They are most likely to have beers when doing housework, unwinding, or having a meal at home.	• **Position beer to shake up mundane routines** for Gen Xers, who are often caught up in caregiving or career routines.
With the pandemic in the rearview, and retirement on the horizon, many **Boomers** are reducing alcohol consumption at home and seeking out premium ingredients.	• **Highlight premium ingredients and occasion-based wine drinkers** to Boomers, who are ready to indulge.

COLLAGE GROUP CONFIDENTIAL



1. General Behaviors and Channels
2. Beer
3. Wine
4. Liquor/Spirits
5. Drinking Occasions

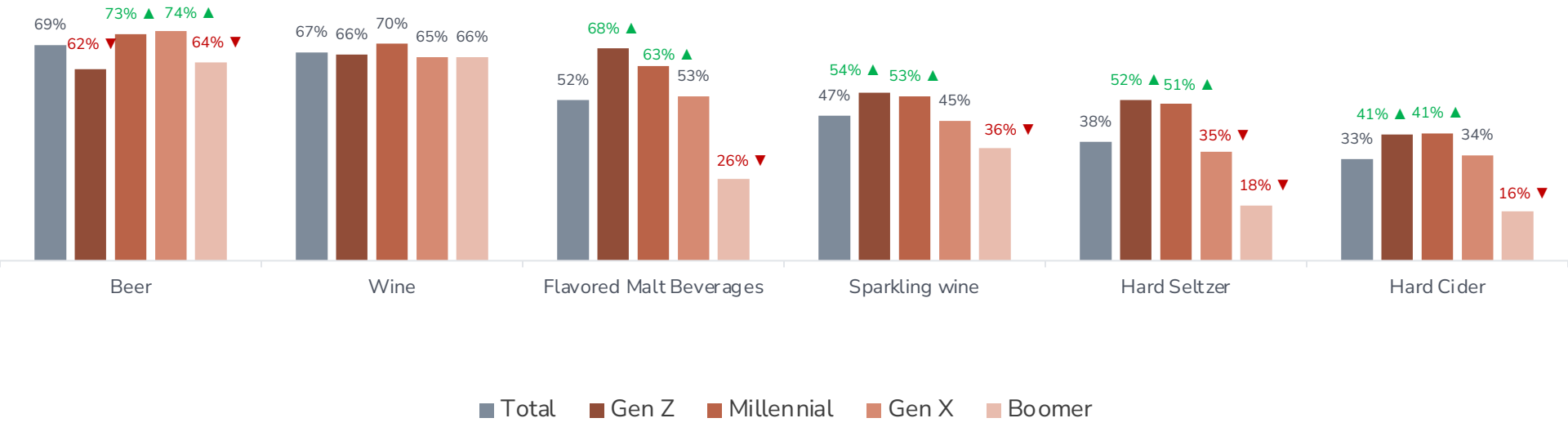
1

General Behaviors and Channels



Millennials and Gen Xers drive the overall popularity of beer

% of consumers who drank each type of alcohol in the past 3 months



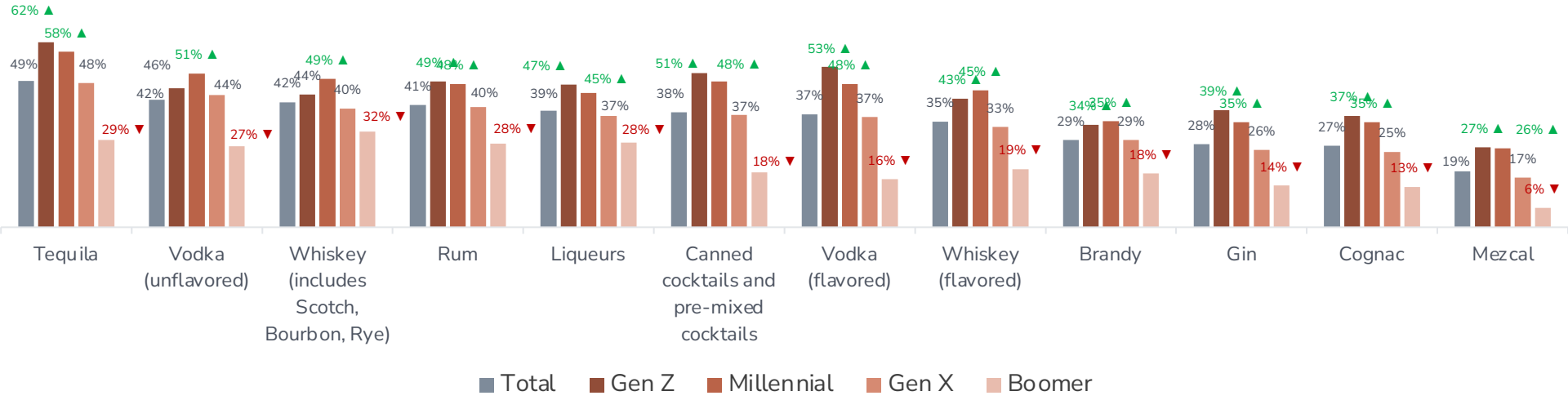
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Single select grid
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Tequila is the most popular spirit among Gen Z, Millennials, and Gen X

Boomers have a slightly higher preference for whiskey

% of consumers who drank each type of spirit in the past 3 months

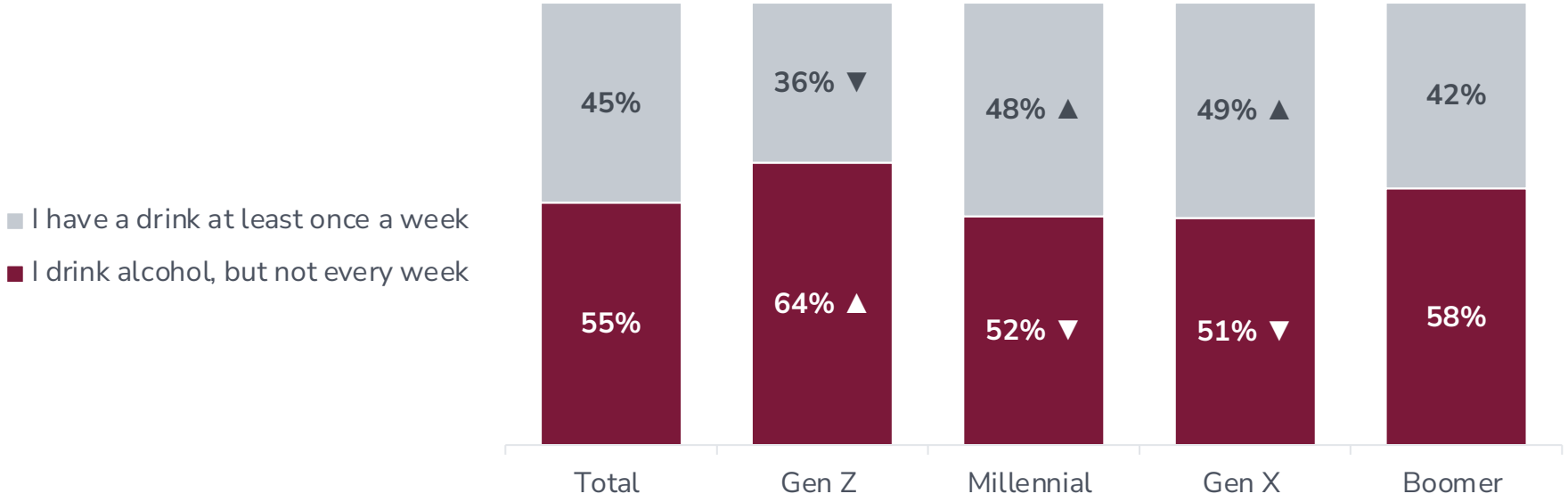


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Single select grid
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Millennials and Gen Xers are most likely to drink at least once a week, while Gen Z is least likely to do so

How frequently do you drink alcohol (beer, wine, spirits, cocktails, hard seltzers, etc.)?



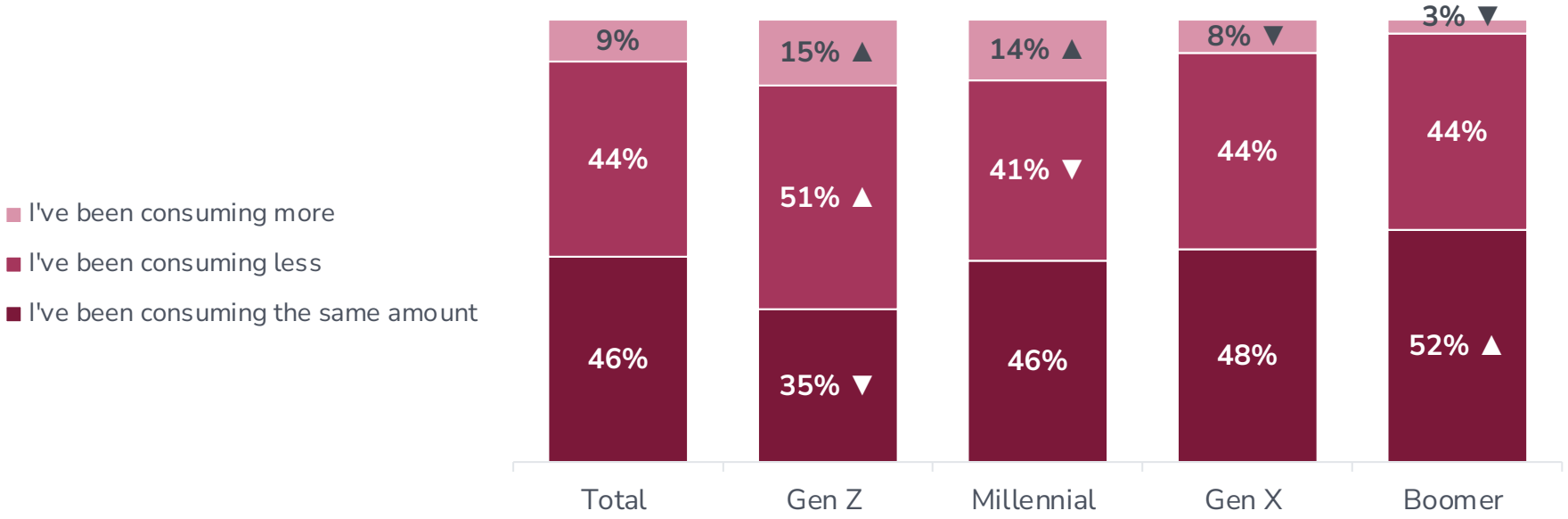
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Forced choice
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Half of Gen Z have reduced their alcohol consumption in recent months

The older gens have mainly stayed consistent in their intake

How has your consumption of alcohol changed over the past 3 months, if at all?



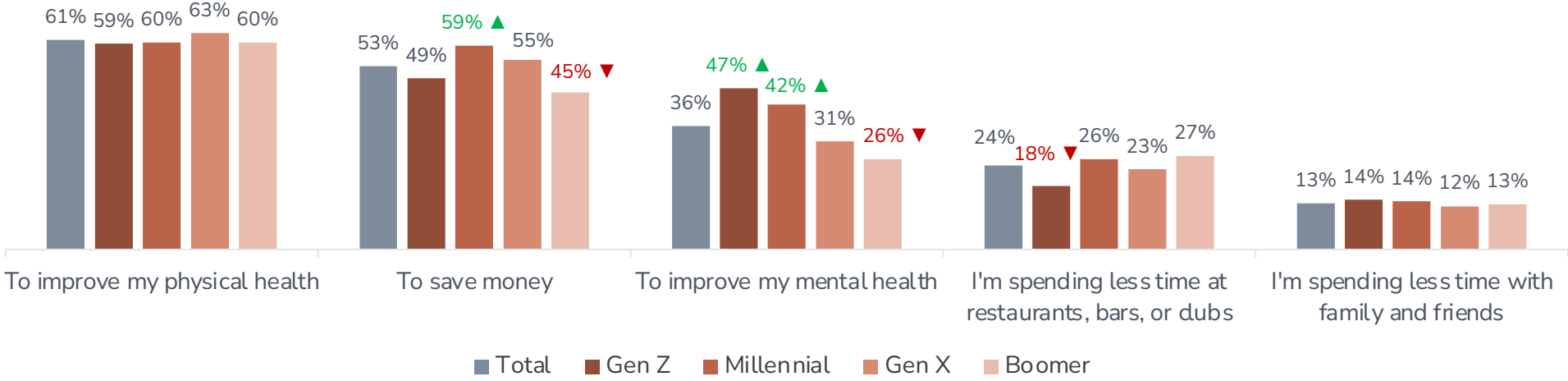
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Americans have reduced their alcohol consumption primarily for the physical health benefits

Millennials especially value saving money and both younger gens recognize the mental health benefits

Why have you been consuming less alcohol?



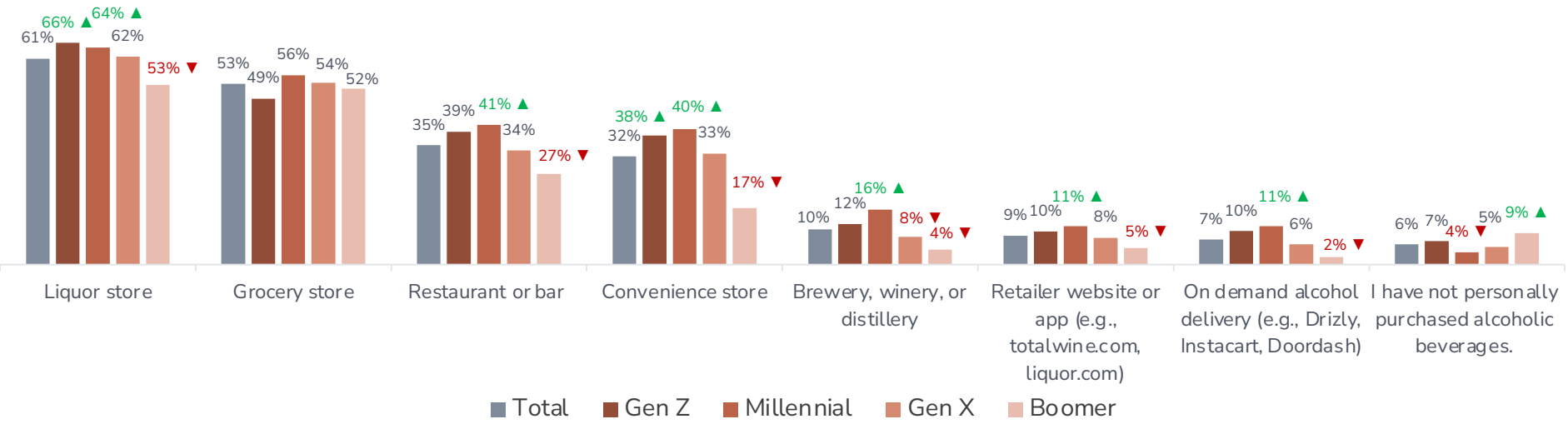
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers who have consumed less alcohol in the past 3 months), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z and Millennials drive alcohol purchases at restaurants, bars, and convenience stores

Liquor stores and grocery stores are most common across the generations

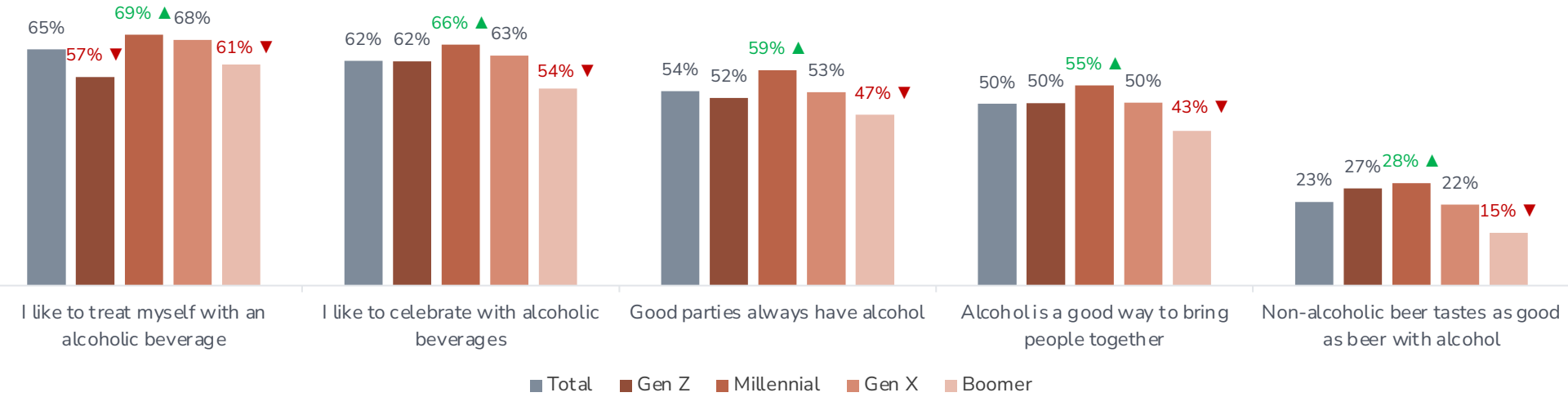
Where have you purchased alcoholic beverages in the past 3 months?



Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

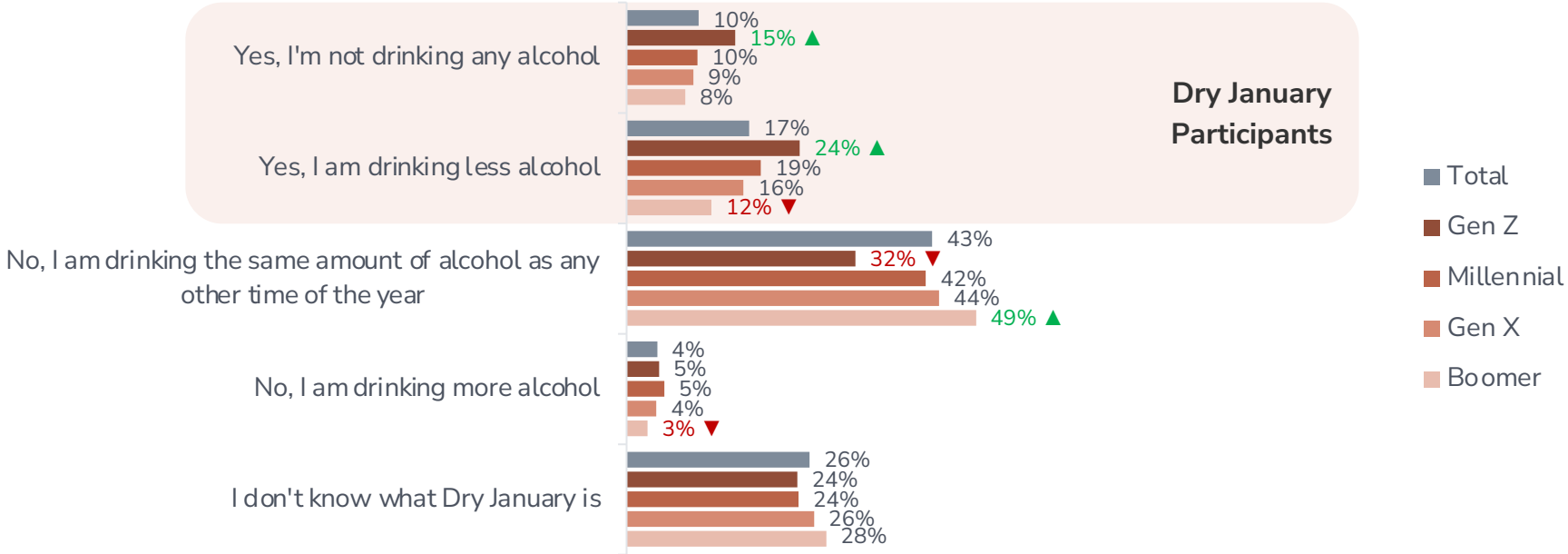
Millennials are particularly likely to drink alcoholic beverages to treat themselves and as part of social gatherings and celebrations



Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

Gen Z is most likely to participate in Dry January, with two in five partaking this year

Are you participating in Dry January this year?



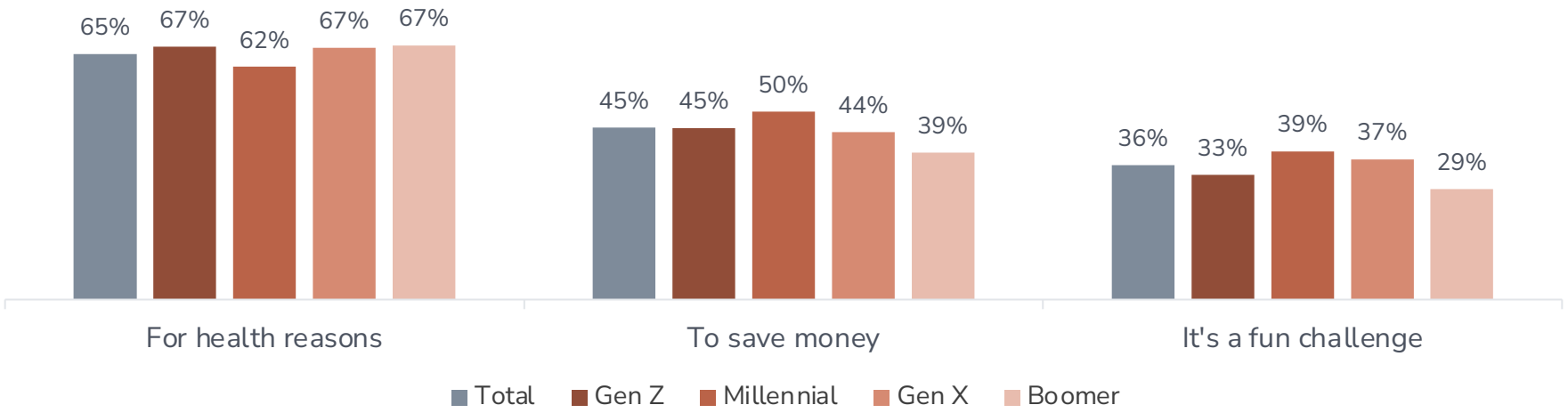
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Americans primarily participate in Dry January for the health benefits

But over a third also do it to save money and as a fun challenge

Why are you participating in Dry January?



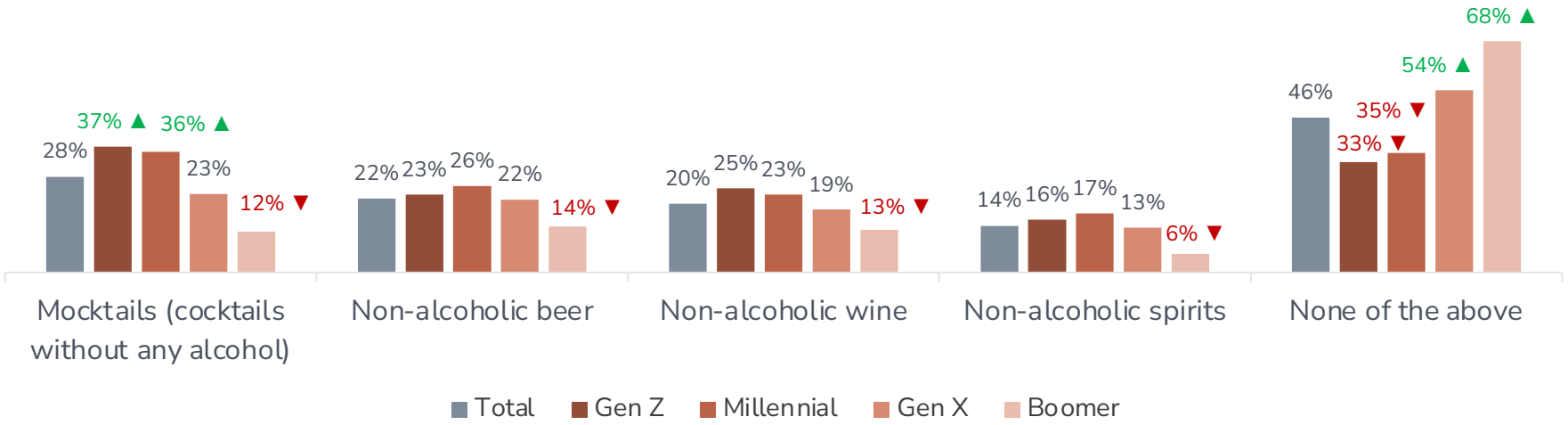
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers participating in Dry January), weighted data
% Yes
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Dry January participants plan to have non-alcoholic alternatives

Gen Z and Millennials are especially into mocktails

Have you drunk or do you plan to drink any of the following during this Dry January?

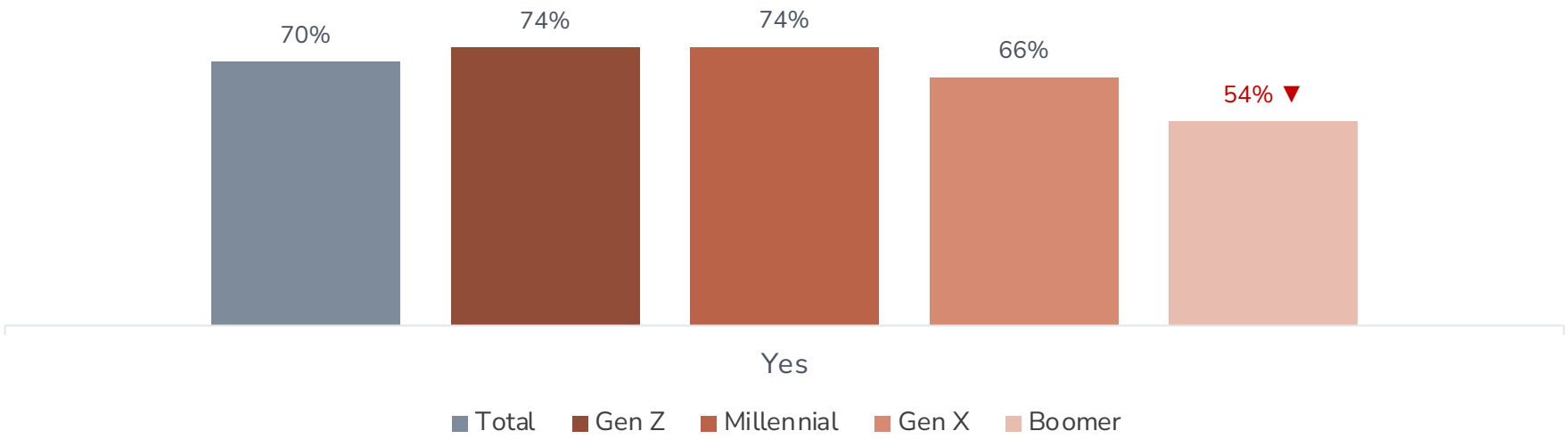


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers participating in Dry January), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z and Millennial Dry January participants especially plan to continue drinking non-alcoholic beverages after the month ends

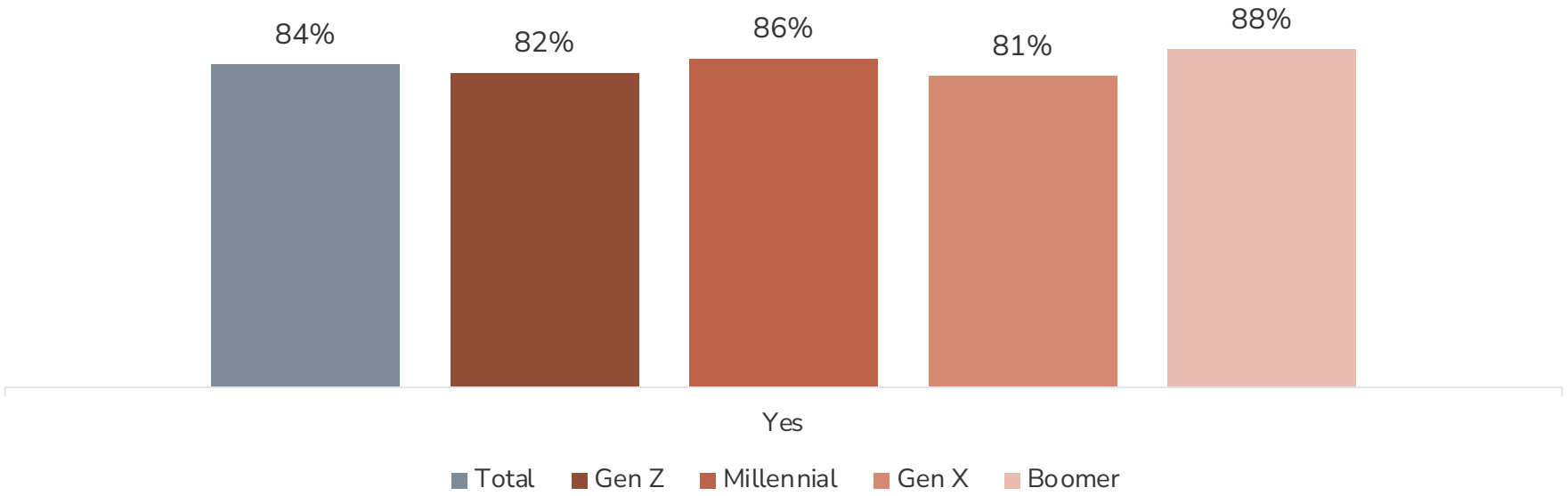
Do you plan to continue drinking these non-alcoholic beverages after Dry January ends?



Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers participating in Dry January drinking non-alcoholic beverages), weighted data
% Yes
Significance test: Confidence level 95%. ▲▼ over/under Total

Most Dry January participants plan to continue drinking less alcohol once the month is up

Do you plan to continue drinking less alcohol after Dry January is over?

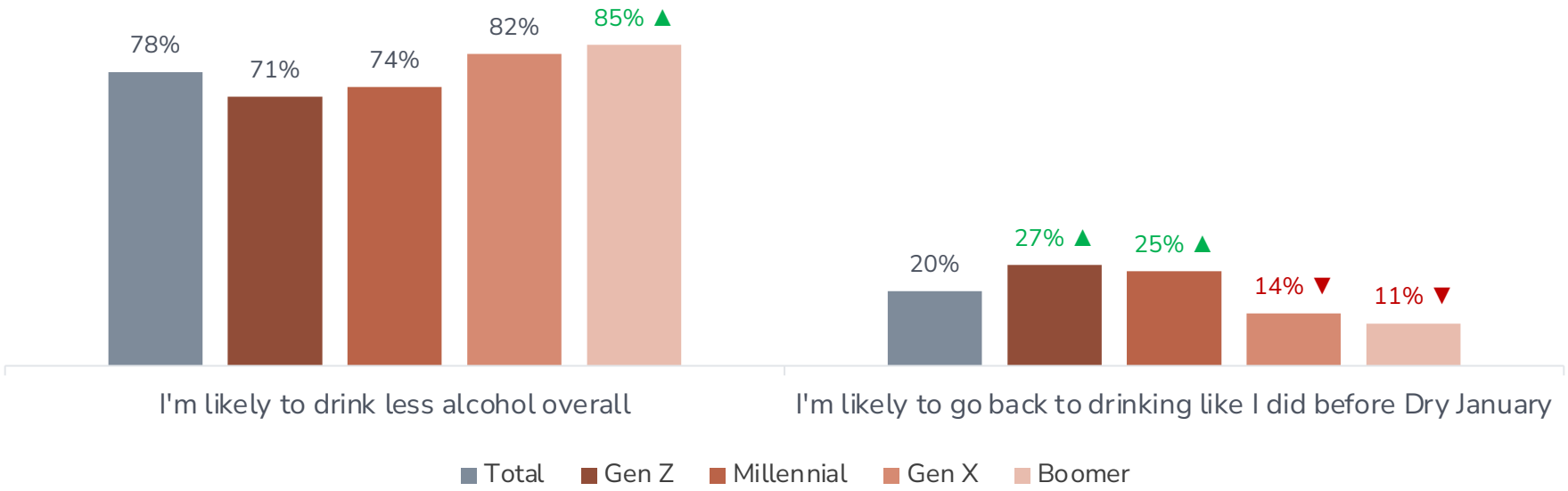


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers participating in Dry January), weighted data
% Yes
Significance test: Confidence level 95%. ▲▼ over/under Total

Over three-quarters of Dry January participants say they'll reduce their overall alcohol consumption in the future, especially Boomers

Gen Z and Millennials are more likely to say they'll return to their usual drinking habits

How does participating in Dry January affect your future consumption of alcohol?

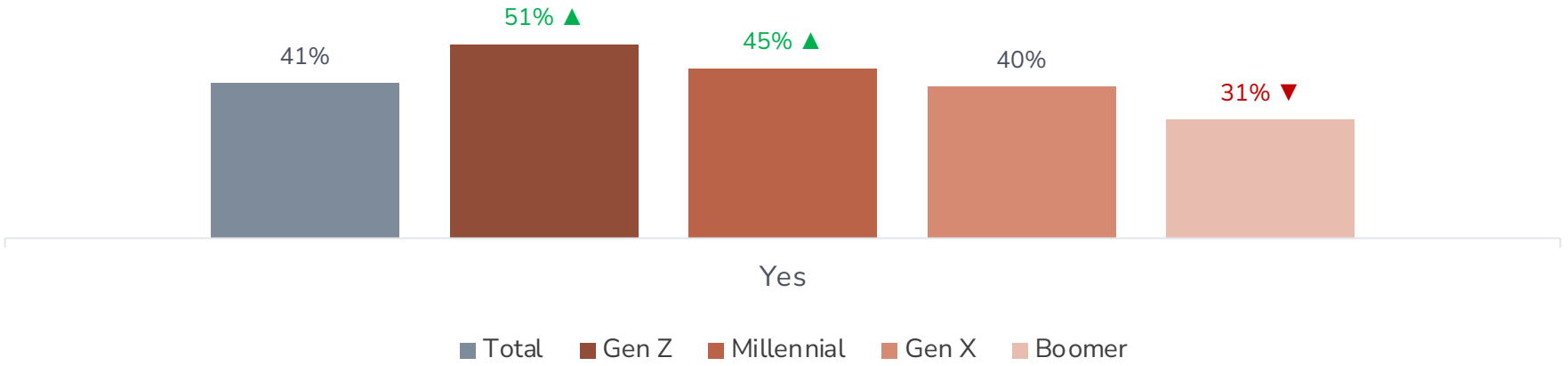


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers participating in Dry January), weighted data
% Yes
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z is most likely to participate in Dry January next year, with over half planning on it

Do you think you will participate in Dry January next year?



Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
% Yes
Significance test: Confidence level 95%. ▲▼ over/under Total

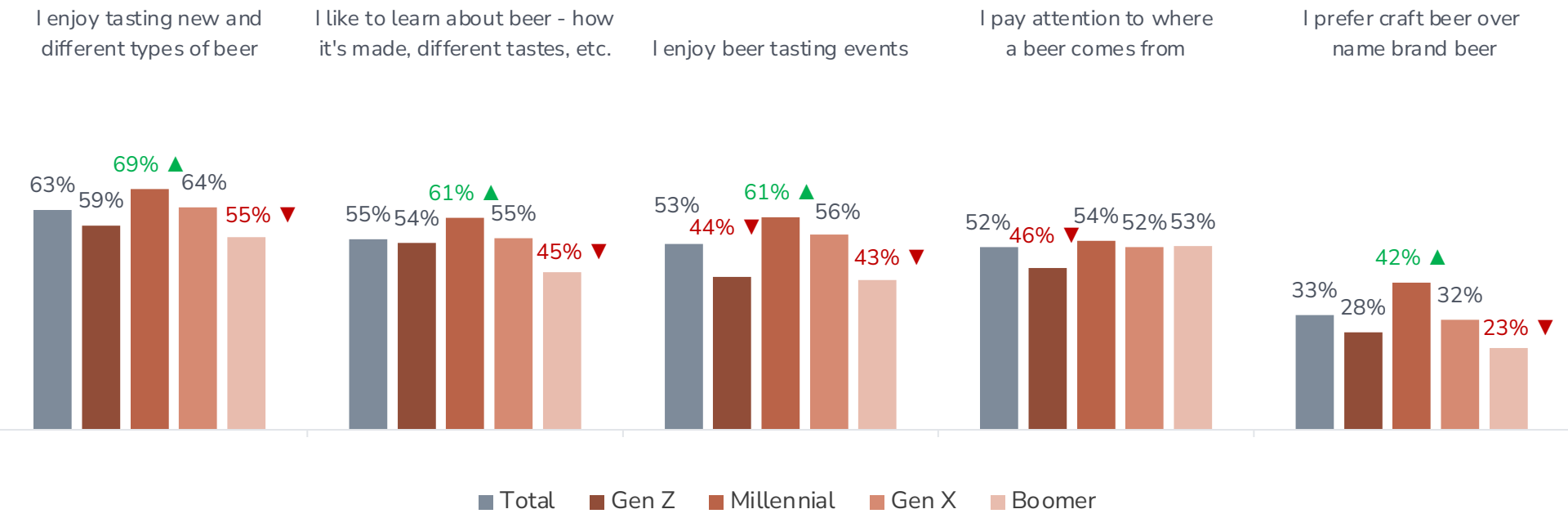
2

Beer



Millennials drive interest in trying new beers and learning about them

Millennials also especially prefer craft beers over name brands



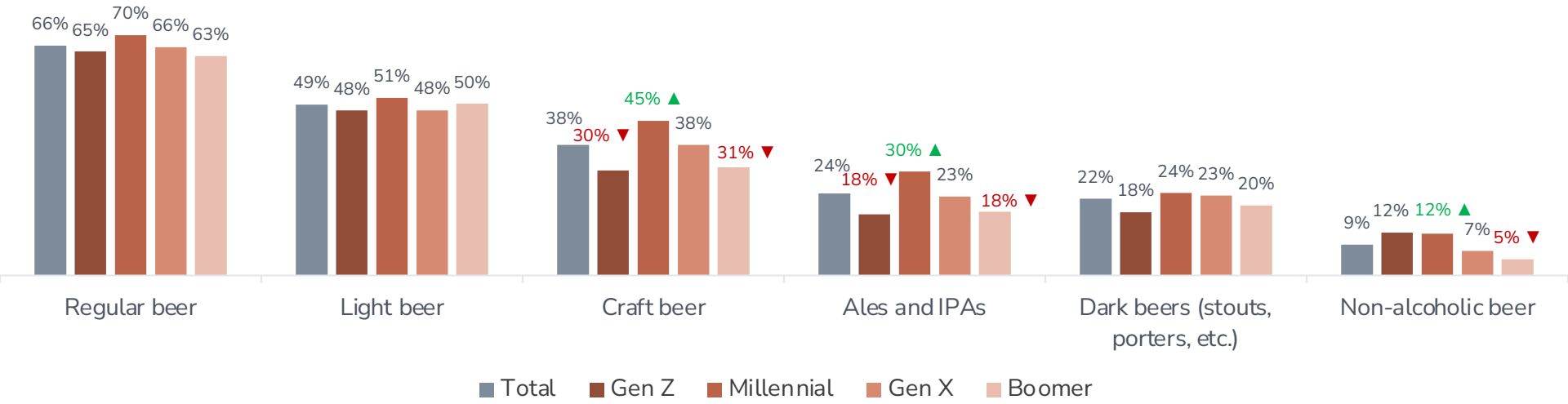
Source: Collage Group Category Essentials Spring 2024 (21-78 Beer consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Millennials lead in enjoyment of craft, ales, IPAs, and dark beers

Regular and light beers are most popular across generations

Which types of beer do you enjoy?

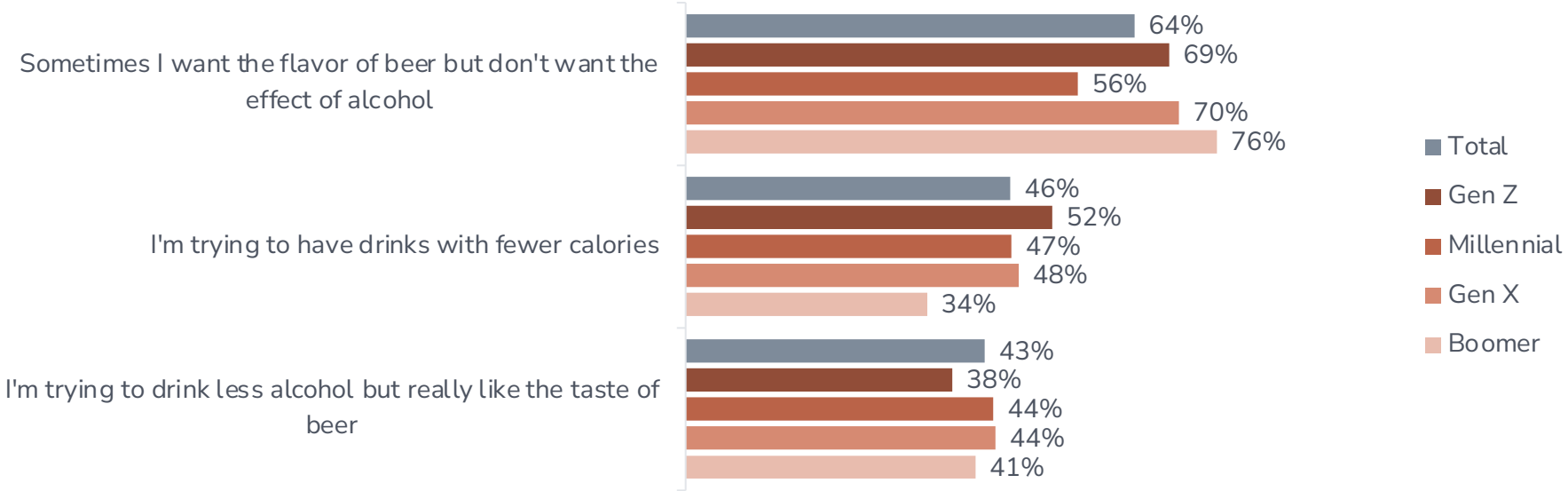


Source: Collage Group Category Essentials Spring 2024 (21-78 Beer consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Non-alcoholic beer consumers, especially older generations, are driven by a desire for beer flavor without the effects of alcohol

You said you enjoy Non-alcoholic beer. What are your reasons for drinking non-alcoholic beer instead of beer with alcohol?



Source: Collage Group Category Essentials Spring 2024 (21-78 non-alcoholic beer consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

Younger gens look for luxury and sustainability efforts when choosing a beer brand

All natural ingredients and a rich heritage appeal to beer consumers across generations

Which of the following, if any, matter to you when choosing a beer brand?

	Total	Gen Z	Millennial	Gen X	Boomer
The brand uses all natural ingredients	35%	31%	36%	33%	36%
The brand has a rich heritage and history	30%	28%	31%	29%	31%
The brand has a high class or luxury feel	24%	28%	28%▲	21%	18%▼
The brand is produced in a specific country or region	24%	19%	26%	22%	24%
The brand focuses on sustainability	19%	27%▲	24%▲	16%▼	12%▼
The brand is connected to my family's heritage/country of origin	17%	17%	20%	17%	15%
The brand is committed to diversity and inclusion	17%	17%	21%▲	15%	12%▼
The brand supports LGBTQ+ people	8%	11%	12%▲	6%▼	4%▼
None of the above	27%	25%	23%▼	30%	31%

Source: Collage Group Category Essentials Spring 2024 (21-78 Beer consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

New flavors and cool packaging pique younger consumers' interest in trying a new beer

What motivates you to try a new beer?

	Total	Gen Z	Millennial	Gen X	Boomer
It's from a brand I already like	41%	34% ▼	43%	43%	38%
It's a new flavor	40%	41%	45% ▲	42%	29% ▼
A bartender or server recommended it	34%	33%	37%	36%	28% ▼
The packaging looks cool, interesting, etc.	24%	35% ▲	33% ▲	20% ▼	10% ▼
It's on sale or cheaper than other options	21%	21%	26% ▲	19%	16% ▼
It was recommended by an influencer/celebrity I follow	13%	17%	17% ▲	12%	5% ▼
I rarely or never try new beers	8%	9%	6% ▼	8%	13% ▲

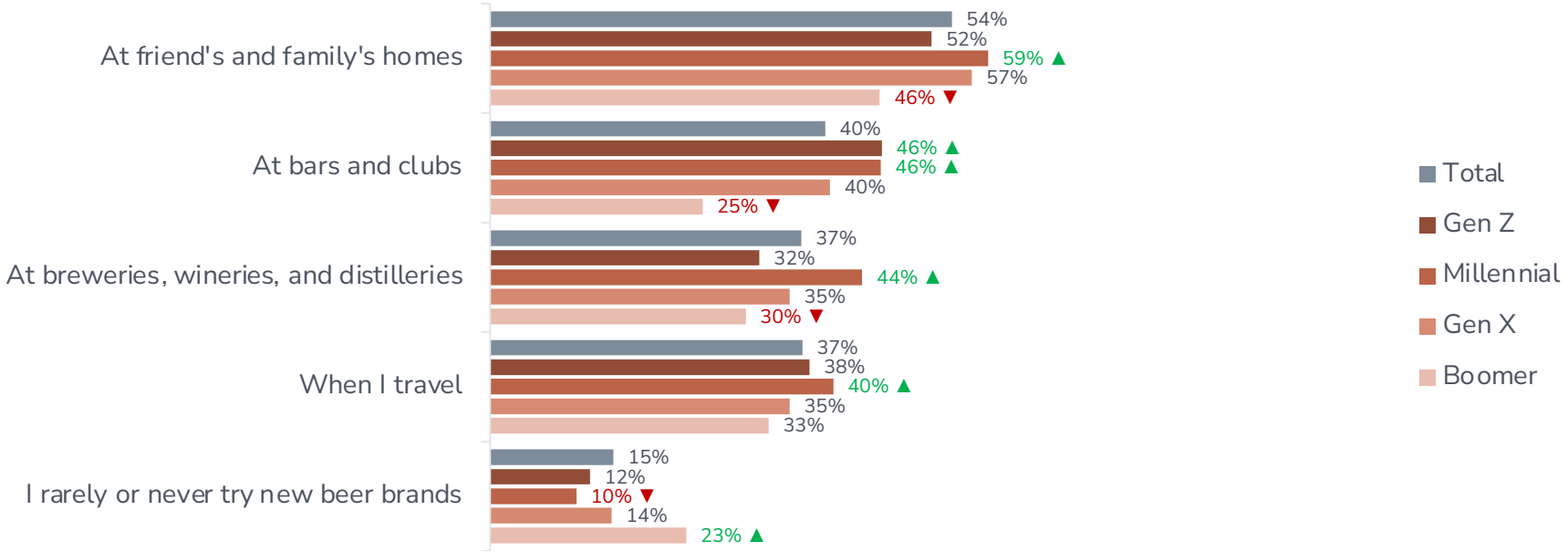
Source: Collage Group Category Essentials Spring 2024 (21-78 Beer consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z and Millennials stand out for trying new beer brands at bars and clubs

Millennials are also most likely to try new ones at breweries, distilleries, or when traveling

When do you like to try beer brands you haven't had before?



Source: Collage Group Category Essentials Spring 2024 (21-78 Beer consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

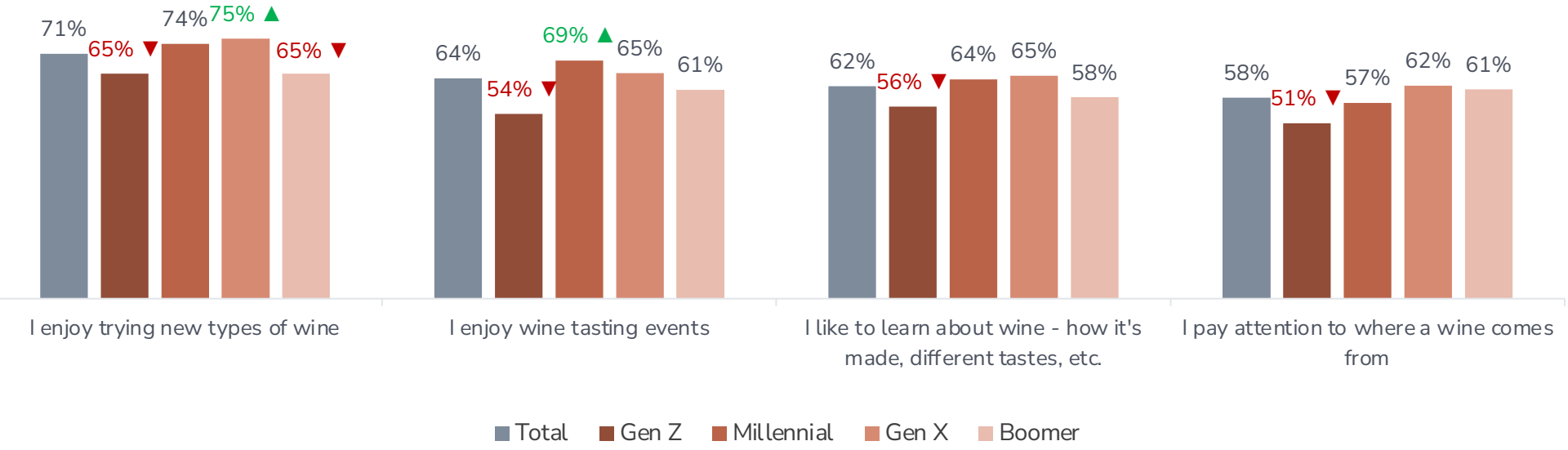
COLLAGE GROUP CONFIDENTIAL

3

Wine



Millennials and Gen Xers drive interest in trying new types of wine, tasting events, and learning about wine

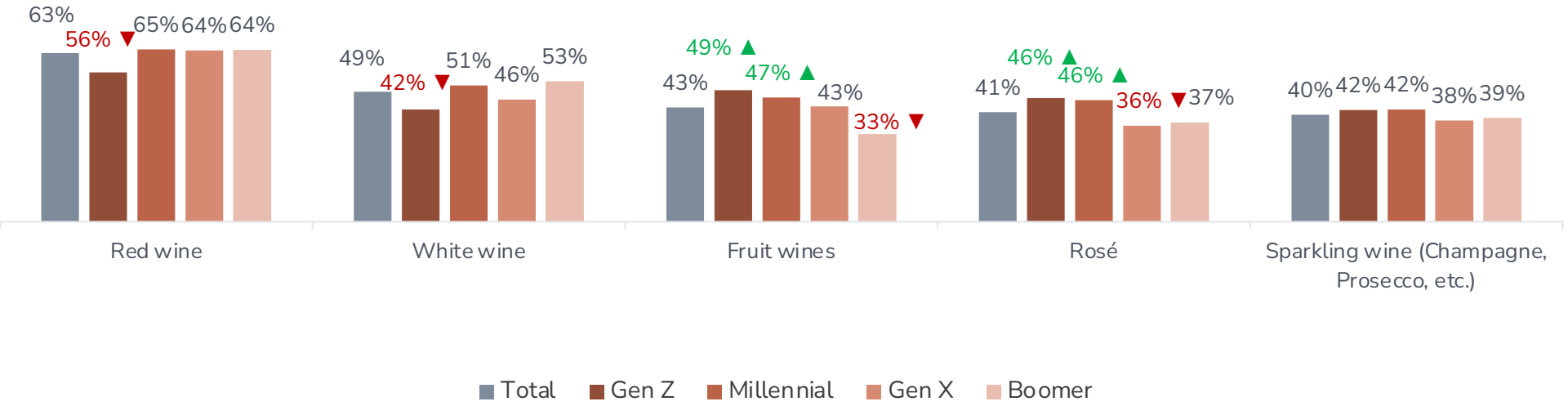


Source: Collage Group Category Essentials Spring 2024 (21-78 wine consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

Younger gens lead enjoyment of fruit and rosé wines

Red wines are most popular among all ages

Which types of wine do you enjoy?



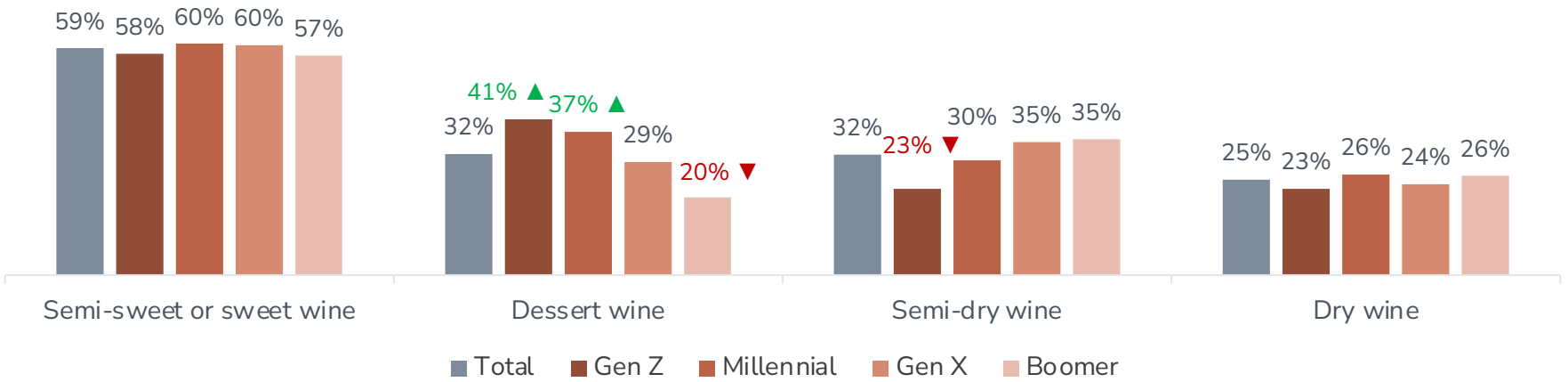
Source: Collage Group Category Essentials Spring 2024 (21-78 Wine consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Semi-sweet or sweet wines are most popular across generations

Gen Z and Millennials are more likely to enjoy dessert wines

Which sweetness level of wine do you enjoy?

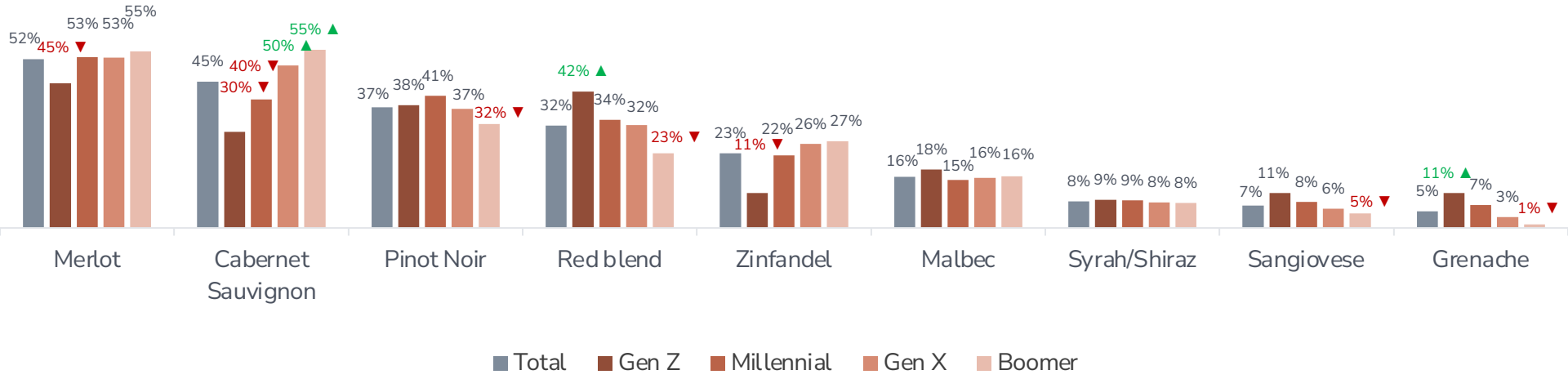


Source: Collage Group Category Essentials Spring 2024 (21-78 Wine consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen X and Boomer red wine consumers stand out for their enjoyment of cabernet sauvignon while Gen Z pops for liking a red blend

You said you enjoyed drinking red wine. Which type(s) of red wine do you enjoy the most?



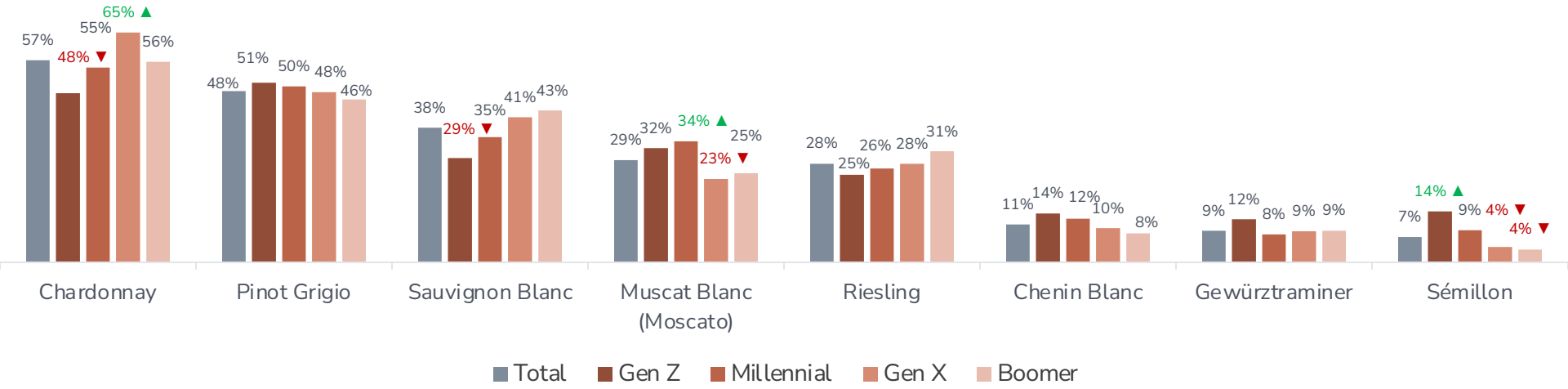
Source: Collage Group Category Essentials Spring 2024 (21-78 red wine consumers), weighted data
Multiselect, max. 3
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen X drives the overall preference for chardonnay

Younger gens are more likely to drink pinot grigio or moscato

You said you enjoyed drinking white wine. Which type(s) of white wine do you enjoy the most?



Source: Collage Group Category Essentials Spring 2024 (21-78 white wine consumers), weighted data
Multiselect, max. 3
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Luxury, sustainability, heritage, and diversity and inclusion efforts especially matter to Gen Z and Millennial wine consumers

Which of the following, if any, matter to you when choosing a wine brand?

	Total	Gen Z	Millennial	Gen X	Boomer
The brand uses all natural ingredients	38%	35%	38%	39%	39%
The brand has a rich heritage and history	31%	22%▼	31%	34%	34%
The brand is produced in a specific country or region	30%	19%▼	27%	31%	37%▲
The brand has a high class or luxury feel	29%	37%▲	33%▲	28%	20%▼
The brand focuses on sustainability	21%	24%	23%	21%	15%▼
The brand is committed to diversity and inclusion	18%	20%	22%▲	16%	12%▼
The brand is connected to my family's heritage/country of origin	15%	15%	18%▲	14%	11%▼
The brand supports LGBTQ+ people	9%	12%	13%▲	6%▼	3%▼
None of the above	21%	21%	19%	22%	25%▲

Source: Collage Group Category Essentials Spring 2024 (21-78 Wine consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z and Millennials are more swayed by cool packaging and influencers when deciding to try a new wine

What motivates you to try a new wine?

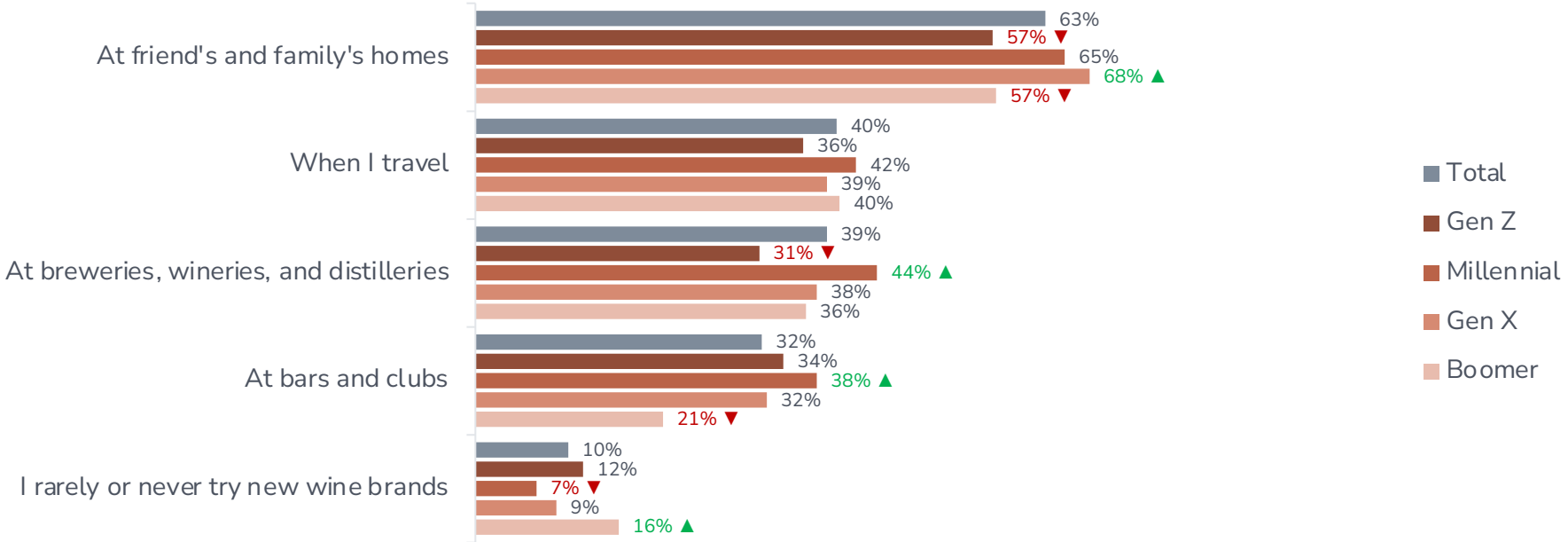
	Total	Gen Z	Millennial	Gen X	Boomer
A family member or friend recommended it	56%	48%▼	53%	59%	60%▲
It's from a brand I already like	42%	37%▼	42%	46%	43%
It's a new flavor	40%	41%	43%	41%	33%▼
A bartender or server recommended it	33%	32%	35%	35%	29%▼
The packaging looks cool, interesting, etc.	25%	31%▲	30%▲	23%	16%▼
It's on sale or cheaper than other options	25%	28%	27%	24%	20%▼
It was recommended by an influencer/celebrity I follow	13%	15%	19%▲	11%▼	6%▼

Source: Collage Group Category Essentials Spring 2024 (21-78 Wine consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Millennials and Gen X drive the overall trend of trying new wines at friend's and family's homes

When do you like to try wine brands you haven't had before?



Source: Collage Group Category Essentials Spring 2024 (21-78 Wine consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

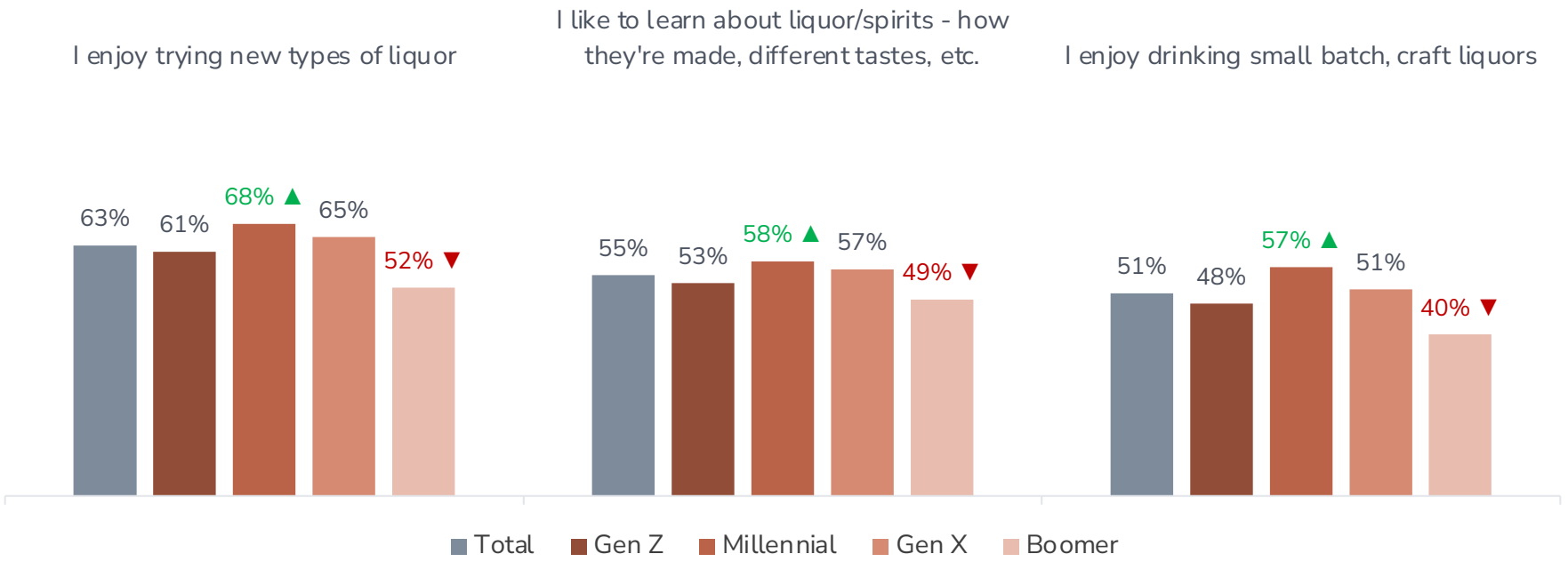
COLLAGE GROUP CONFIDENTIAL

4

Liquor/Spirits



Millennials drive interest in trying new liquors, craft liquors, and generally learning about liquors and spirits



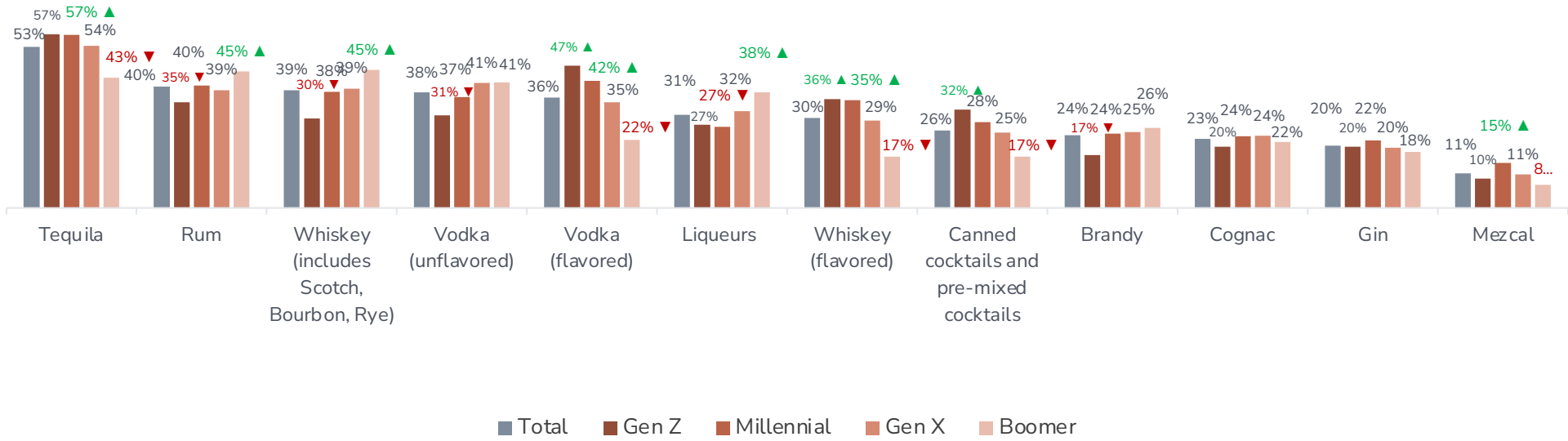
Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Tequila is the most popular spirit among Gen Z, Millennials, and Gen X

Boomers have a slightly higher preference for rum and whiskey

Which types of liquor do you enjoy?



Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Sustainability and diversity and inclusion efforts matter more to Millennials

All natural ingredients and a rich heritage are most important across generations

Which of the following, if any, matter to you when choosing a liquor brand?

	Total	Gen Z	Millennial	Gen X	Boomer
The brand uses all natural ingredients	32%	33%	32%	33%	30%
The brand has a rich heritage and history	30%	26%▼	28%	32%	35%▲
The brand has a high class or luxury feel	28%	27%	30%	29%	24%▼
The brand is produced in a specific country or region	22%	18%▼	22%	22%	26%
The brand focuses on sustainability	20%	23%	24%▲	17%	12%▼
The brand is connected to my family's heritage/country of origin	17%	16%	18%	17%	15%
The brand is committed to diversity and inclusion	15%	17%	19%▲	14%	9%▼
The brand supports LGBTQ+ people	8%	10%	11%▲	6%▼	3%▼
None of the above	27%	27%	24%▼	27%	33%▲

Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Personal recommendations and new flavors are most influential when deciding to try a new liquor

Gen Z and Millennials are more likely to be intrigued by cool packaging

What motivates you to try a new liquor?

	Total	Gen Z	Millennial	Gen X	Boomer
A family member or friend recommended it	54%	48%▼	52%	57%	57%
It's a new flavor	39%	39%	42%	41%	31%▼
It's from a brand I already like	39%	33%▼	38%	42%	40%
A bartender or server recommended it	35%	29%▼	38%	35%	33%
It's an ingredient in a cocktail I want to make	23%	20%	26%▲	24%	19%▼
It's on sale or cheaper than other options	22%	27%	25%	21%	18%▼
The packaging looks cool, interesting, etc.	22%	30%▲	27%▲	18%▼	12%▼
It was recommended by an influencer/celebrity I follow	12%	16%	15%▲	11%	7%▼

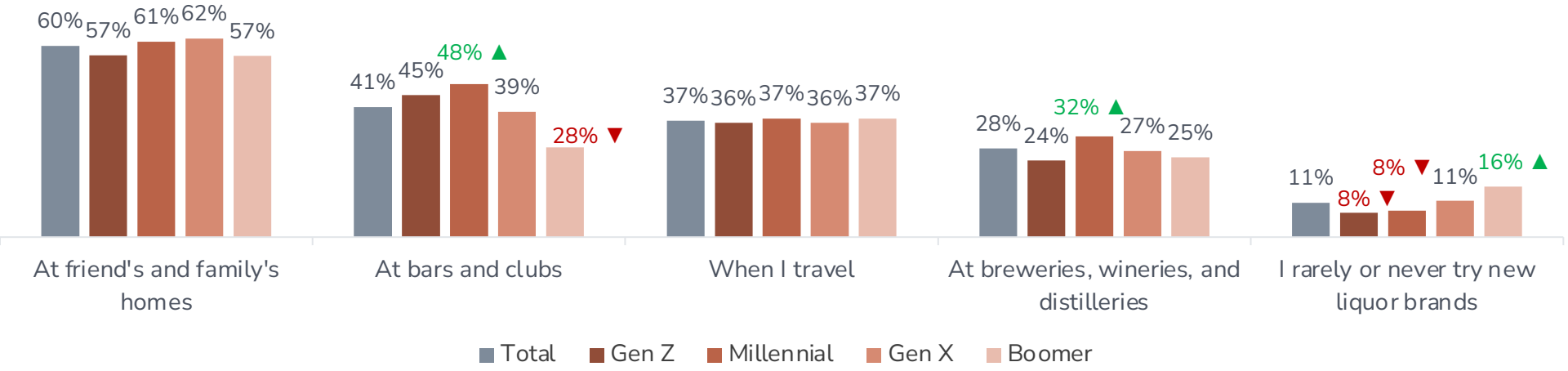
Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Friend’s and family’s homes are the venues of choice for trying a new liquor brand

Millennials are especially to try a new one at a bar, club, or distillery

When do you like to try liquor brands you haven’t had before?



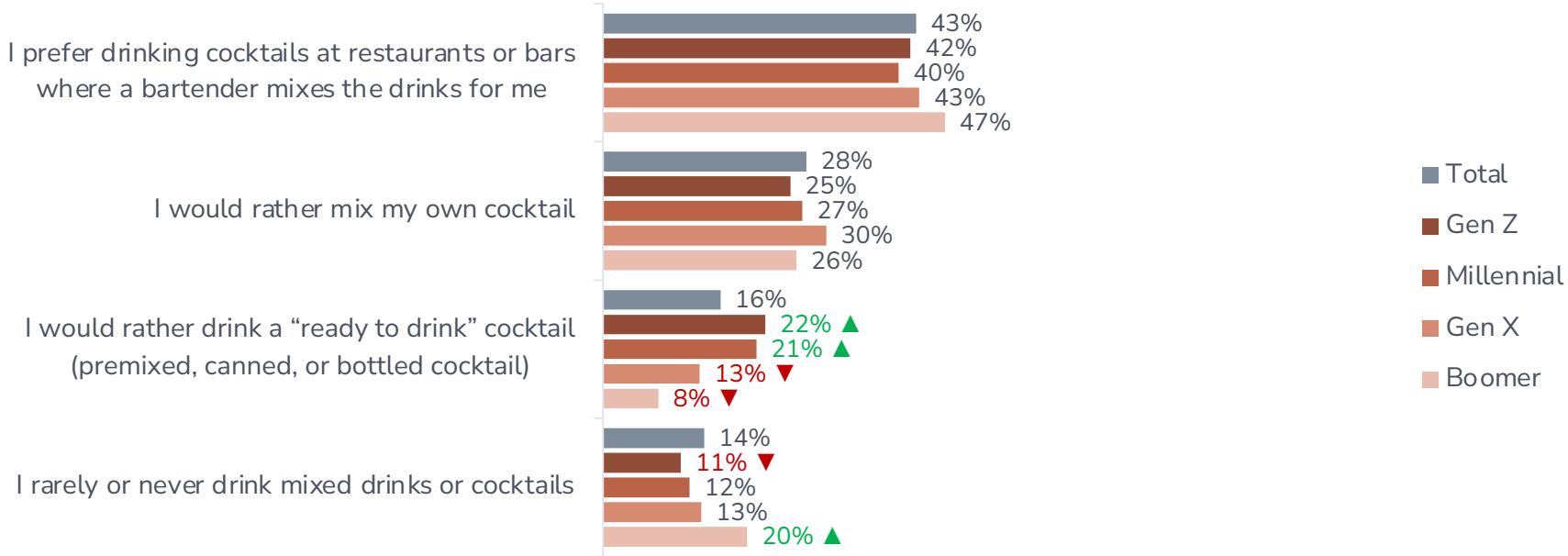
Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Gen Z and Millennials drive interest in “ready to drink” cocktails

Most prefer a cocktail home-made either by themselves or a bartender

Which best describes how you feel about cocktails?

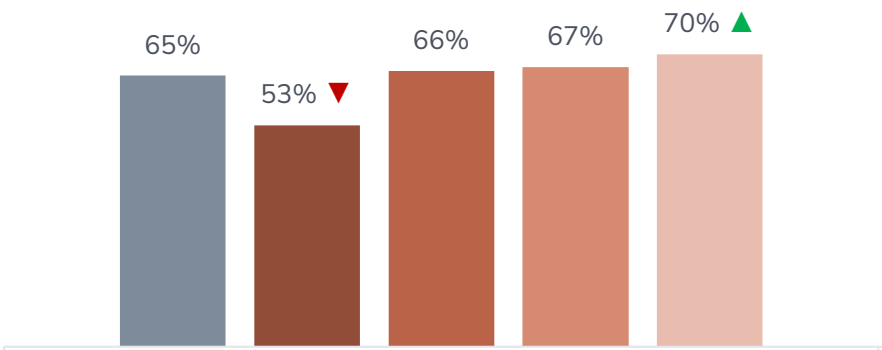


Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

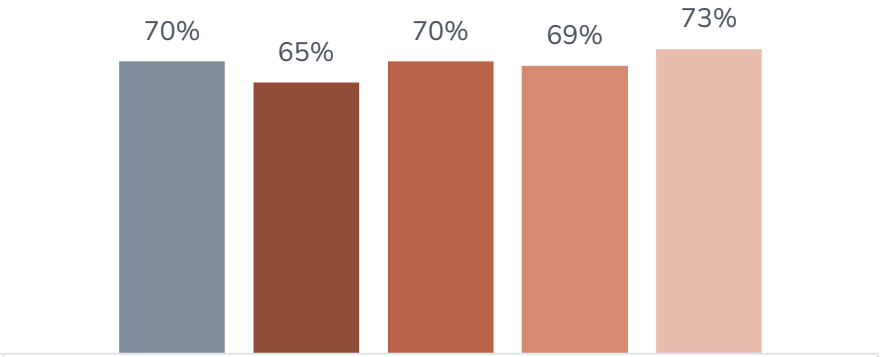
COLLAGE GROUP CONFIDENTIAL

Boomers care the most about having the highest quality ingredients for their cocktails both at home and out at restaurants and bars

It's important that the cocktails I make at home use the highest quality ingredients



It's important that the cocktails I get from bars and restaurants use the highest quality ingredients

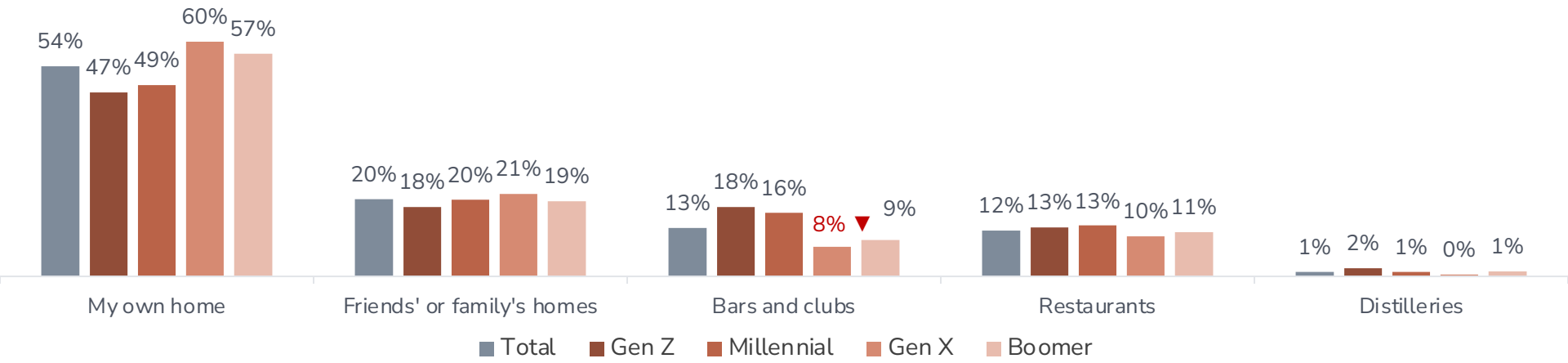


Total Gen Z Millennial Gen X Boomer

Source: Collage Group Category Essentials Spring 2024 (21-78 Liquor consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

Venue preferences: Cognac

Where do you most often have the following liquor drinks? ***Cognac***

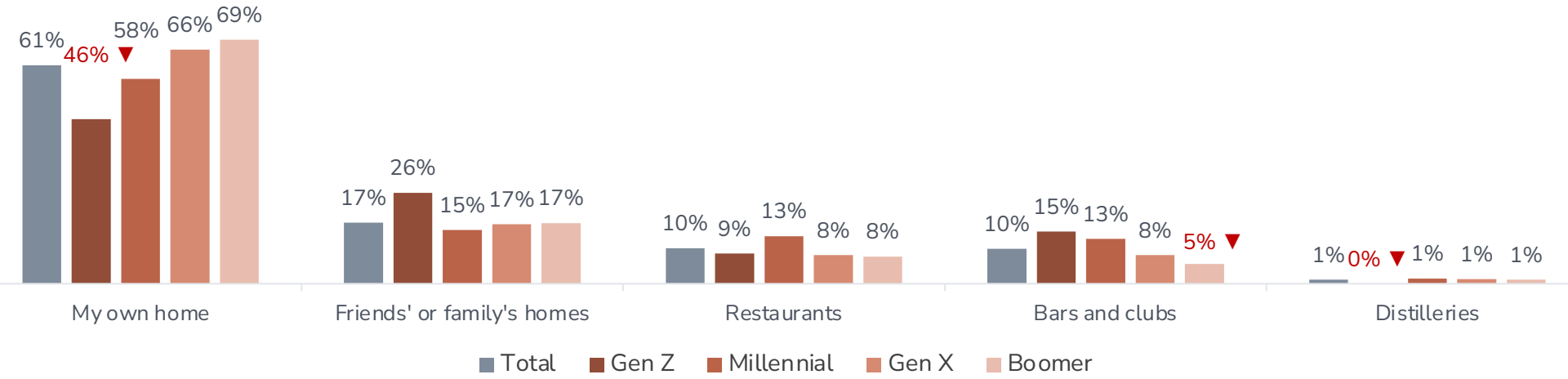


Source: Collage Group Category Essentials Spring 2024 (21-78 Cognac consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Brandy

Where do you most often have the following liquor drinks? ***Brandy***

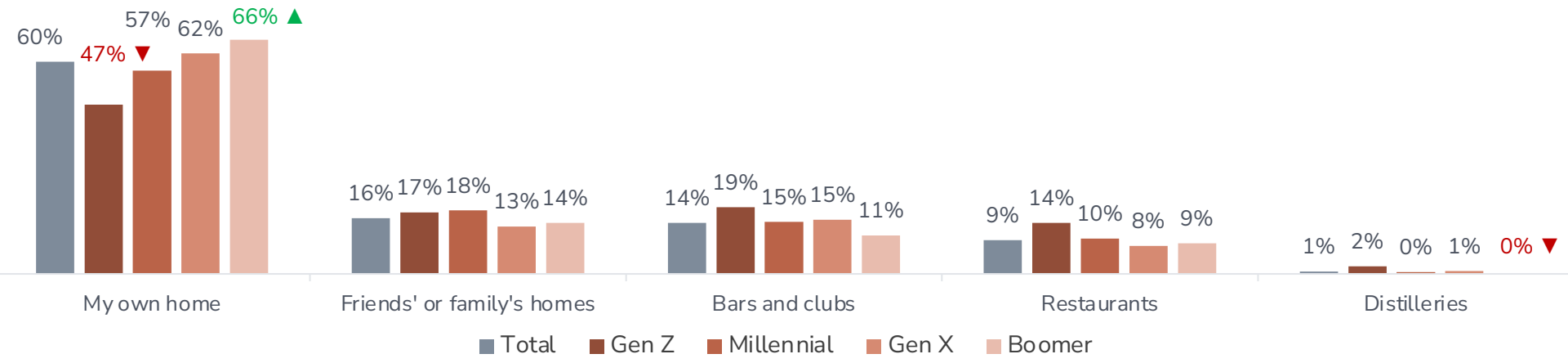


Source: Collage Group Category Essentials Spring 2024 (21-78 Brandy consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Whiskey

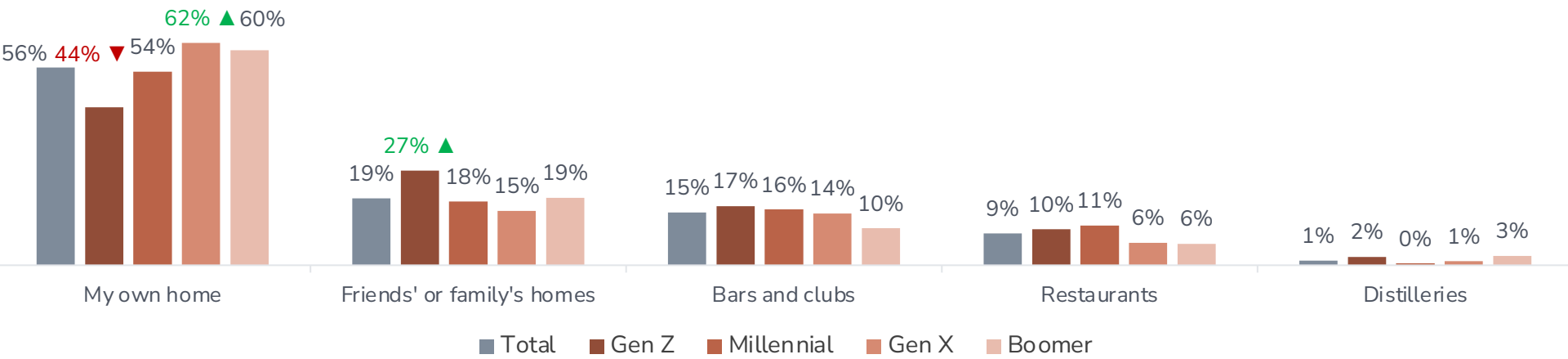
Where do you most often have the following liquor drinks? ***Whiskey (includes Scotch, Bourbon, Rye)***



Source: Collage Group Category Essentials Spring 2024 (21-78 Whiskey consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

Venue preferences: Flavored whiskey

Where do you most often have the following liquor drinks? ***Whiskey (flavored)***

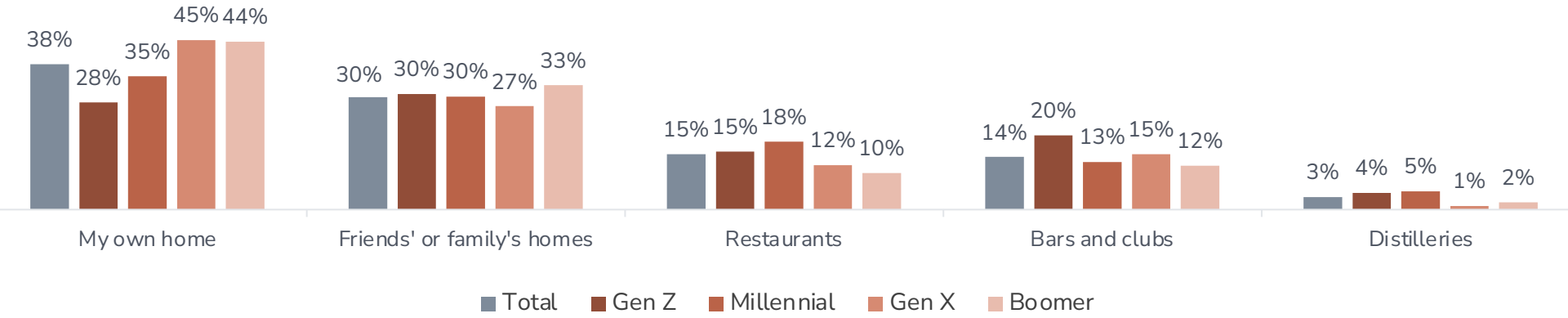


Source: Collage Group Category Essentials Spring 2024 (21-78 Flavored whiskey consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Mezcal

Where do you most often have the following liquor drinks? ***Mezcal***

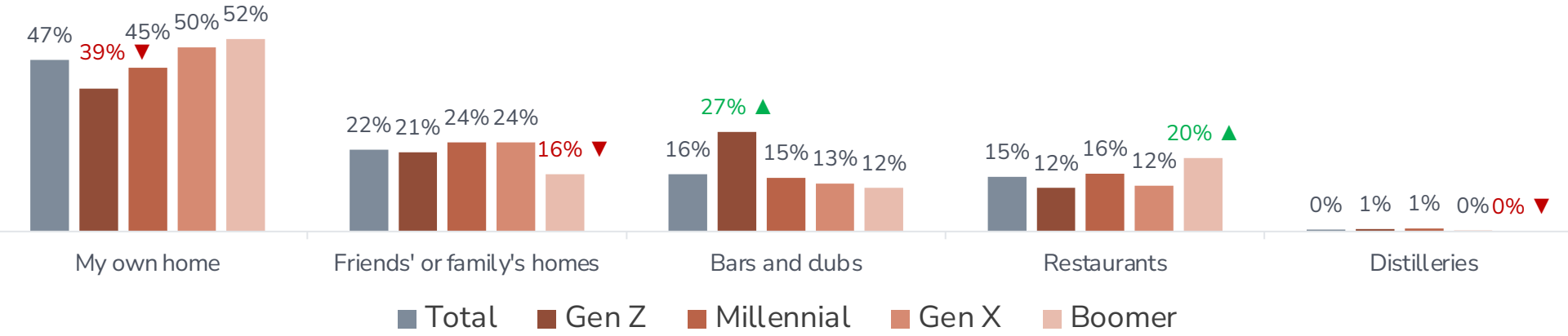


Source: Collage Group Category Essentials Spring 2024 (21-78 Mezcal consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Tequila

Where do you most often have the following liquor drinks? ***Tequila***

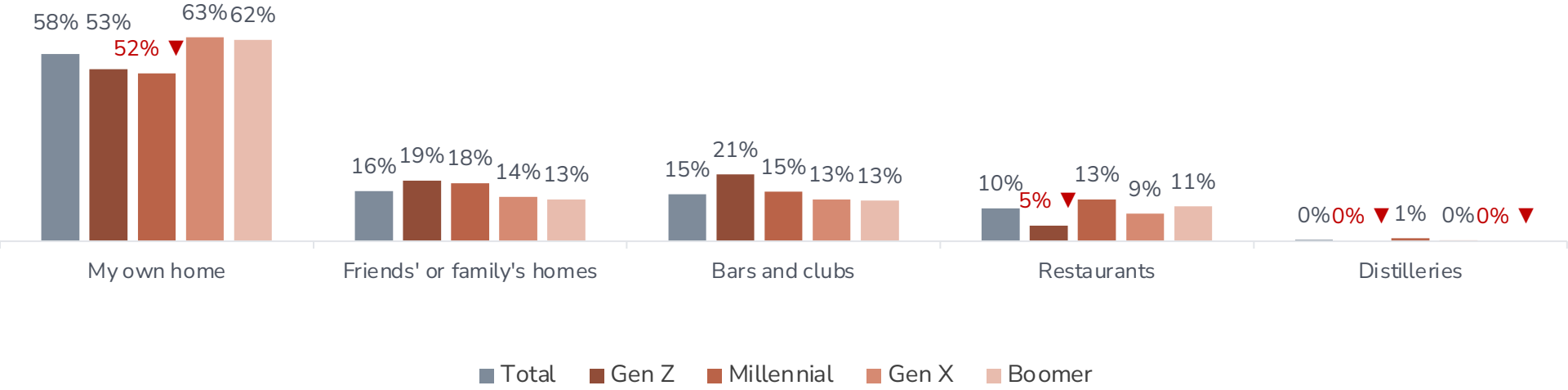


Source: Collage Group Category Essentials Spring 2024 (21-78 Tequila consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Vodka (unflavored)

Where do you most often have the following liquor drinks? ***Vodka (unflavored)***

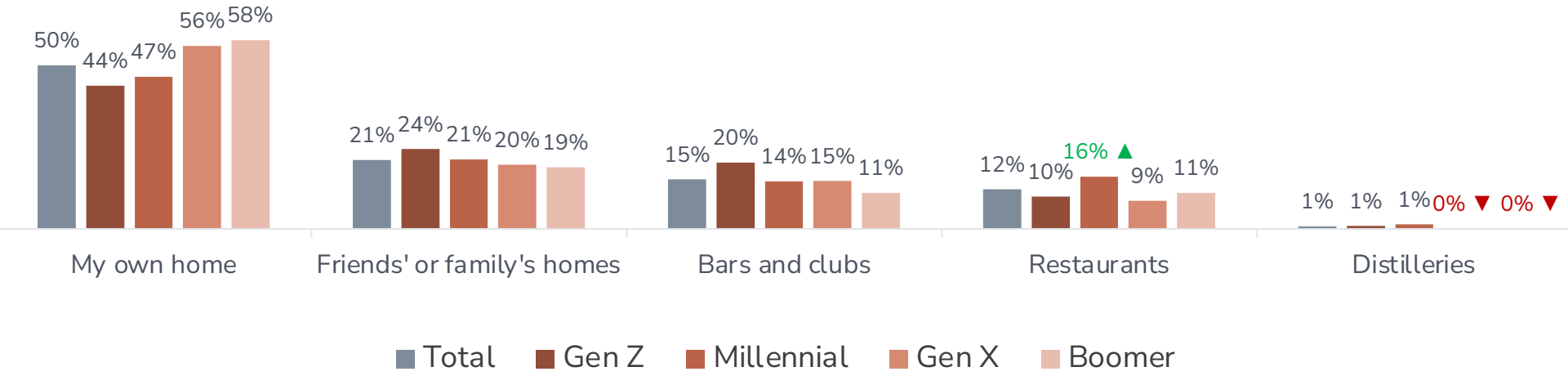


Source: Collage Group Category Essentials Spring 2024 (21-78 unflavored vodka consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Flavored vodka

Where do you most often have the following liquor drinks? ***Vodka (flavored)***

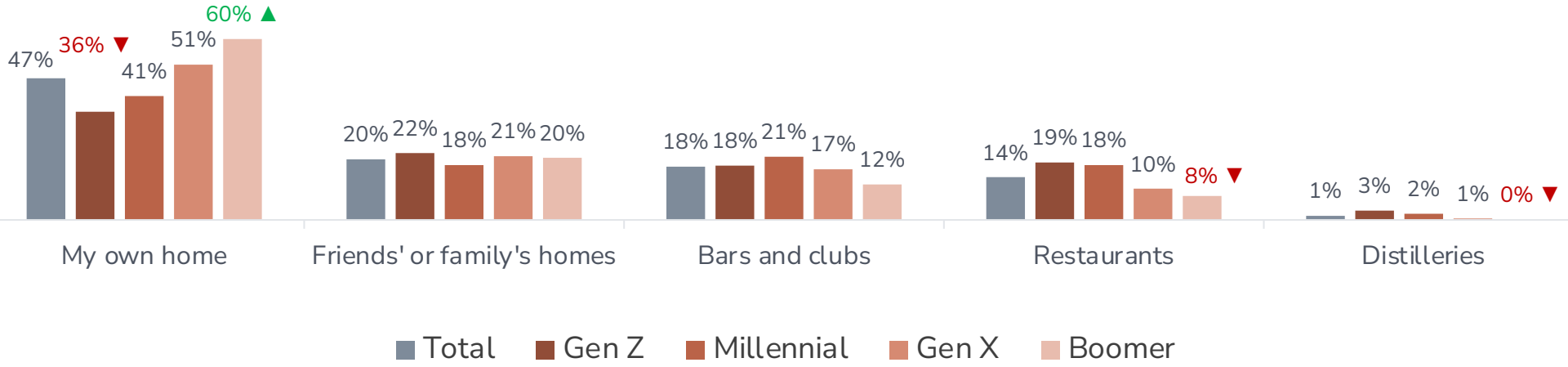


Source: Collage Group Category Essentials Spring 2024 (21-78 Flavored vodka consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Gin

Where do you most often have the following liquor drinks? ***Gin***

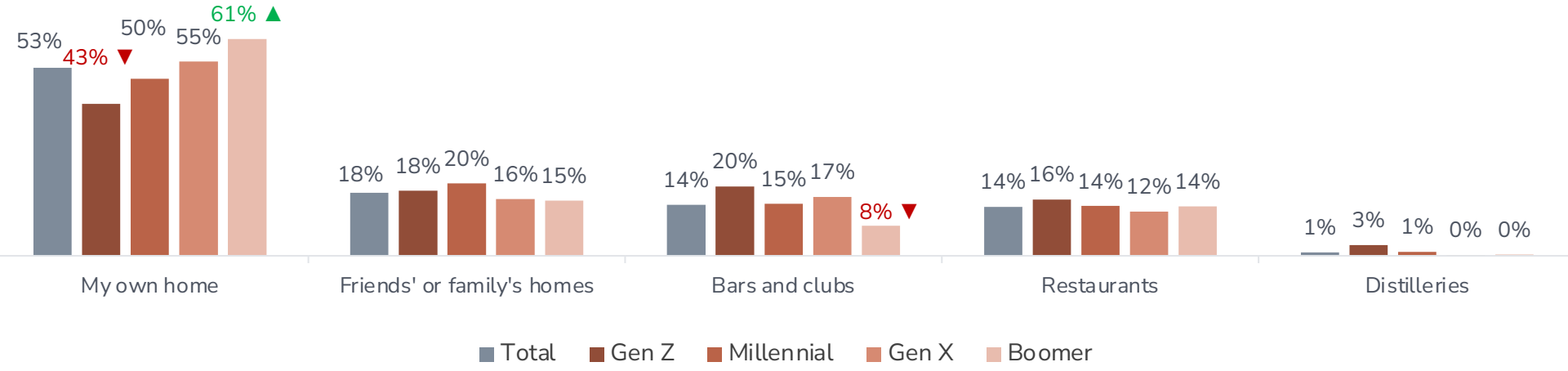


Source: Collage Group Category Essentials Spring 2024 (21-78 Gin consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Rum

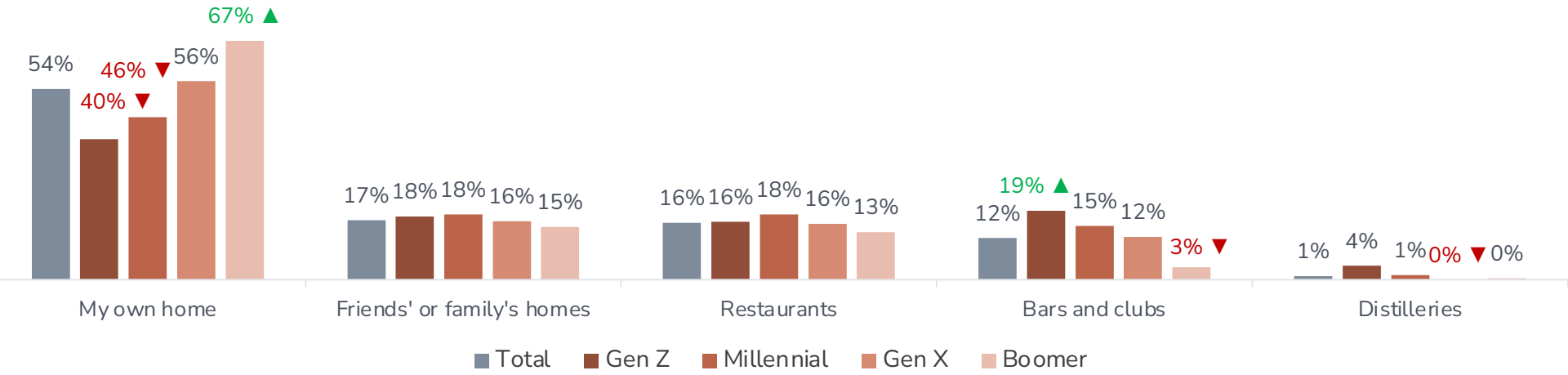
Where do you most often have the following liquor drinks? ***Rum***



Source: Collage Group Category Essentials Spring 2024 (21-78 Rum consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

Venue preferences: Liqueurs

Where do you most often have the following liquor drinks?
Liqueurs (like amaretto, Irish cream, triple sec, coffee liqueur, digestifs and aperitifs)



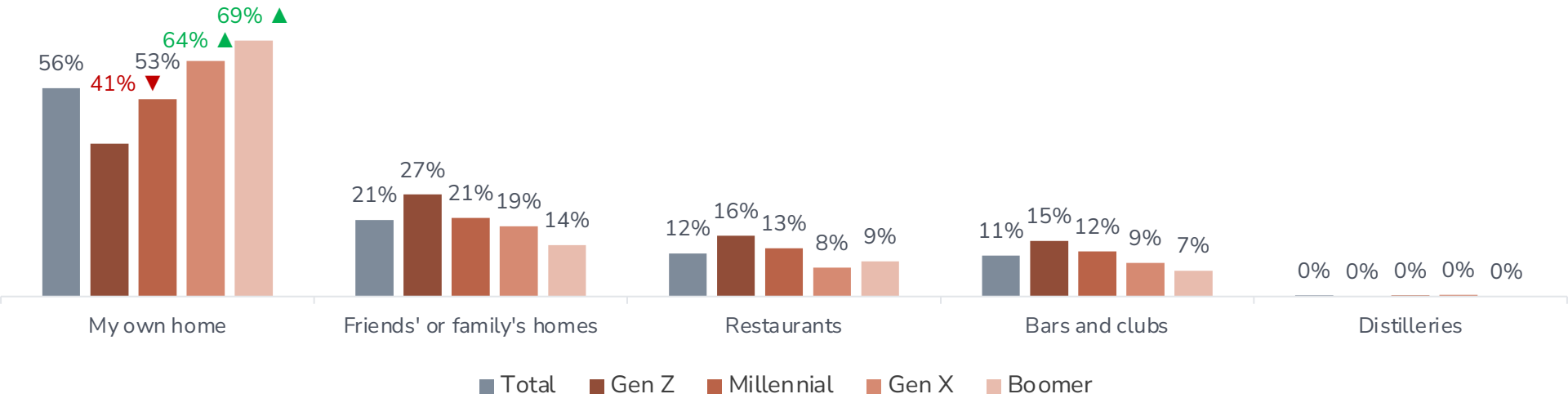
Source: Collage Group Category Essentials Spring 2024 (21-78 Liqueur consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Venue preferences: Canned and pre-mixed cocktails

Where do you most often have the following liquor drinks?

Canned cocktails and pre-mixed cocktails



Source: Collage Group Category Essentials Spring 2024 (21-78 Canned and pre-mixed cocktails consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

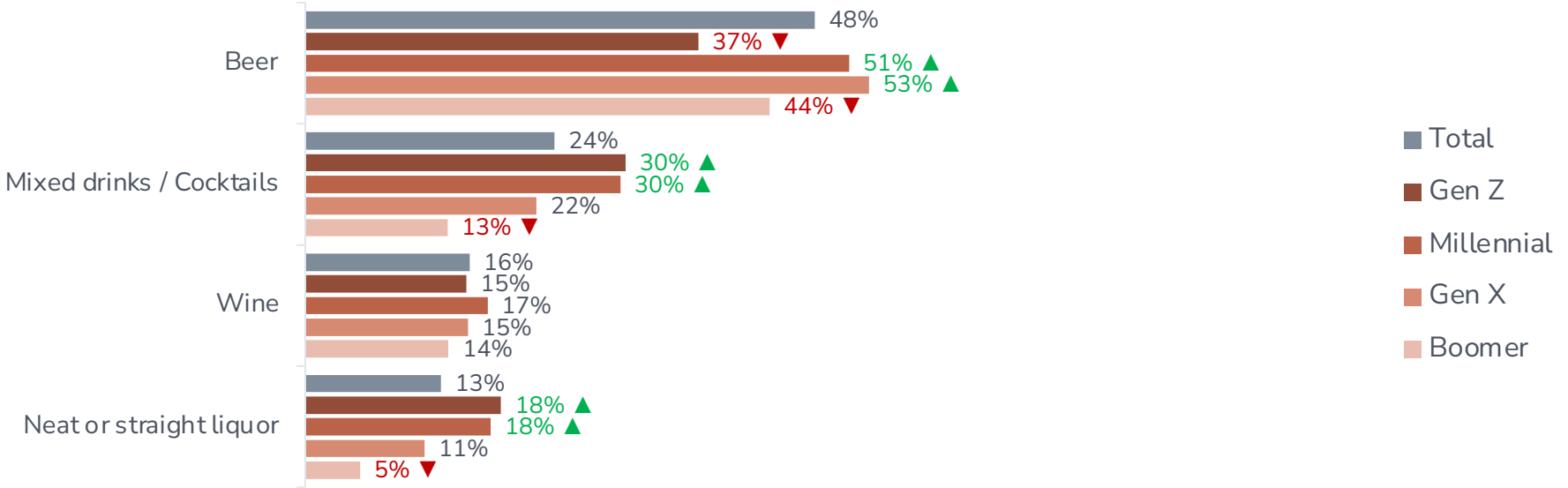
5

Drinking Occasions



Drinking occasion: Live music or sports event

What types of alcoholic beverages do you usually drink during the following occasions?
A live music or sports event

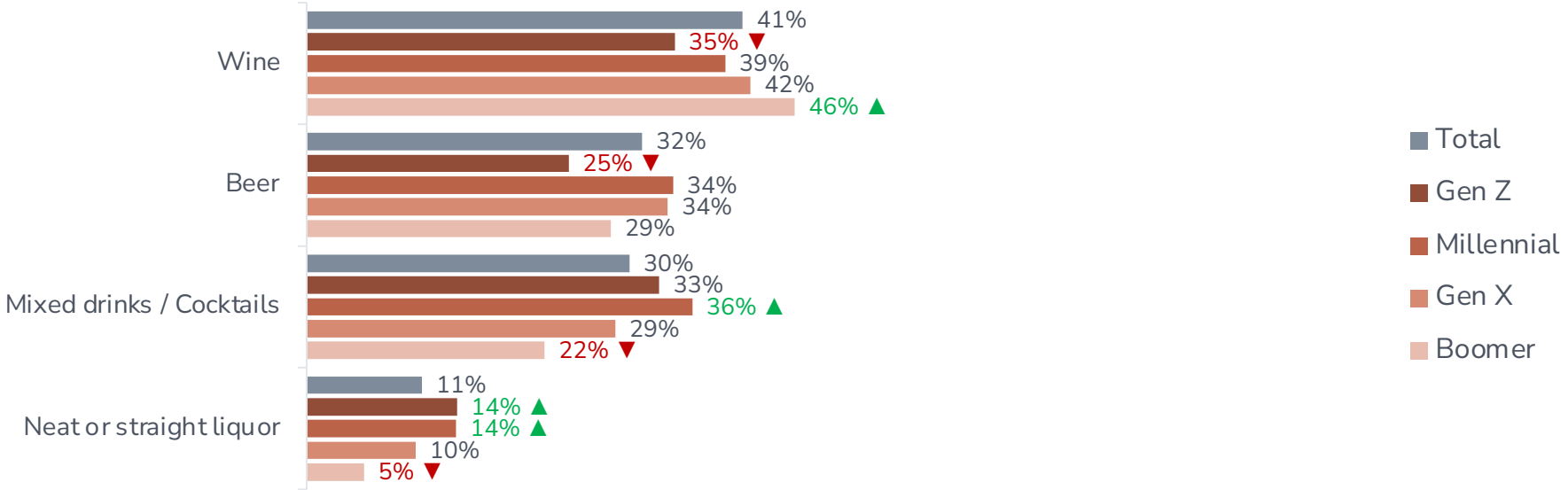


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Meals at restaurants

What types of alcoholic beverages do you usually drink during the following occasions?
During meals at restaurants

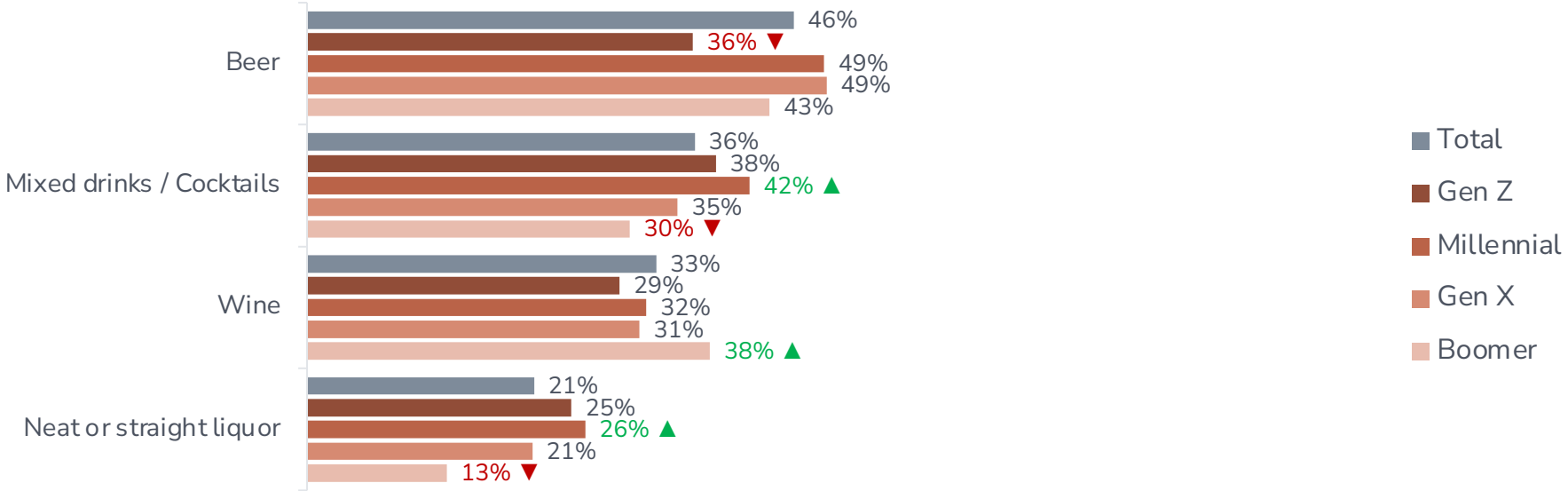


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Socializing with friends

What types of alcoholic beverages do you usually drink during the following occasions?
Socializing with friends

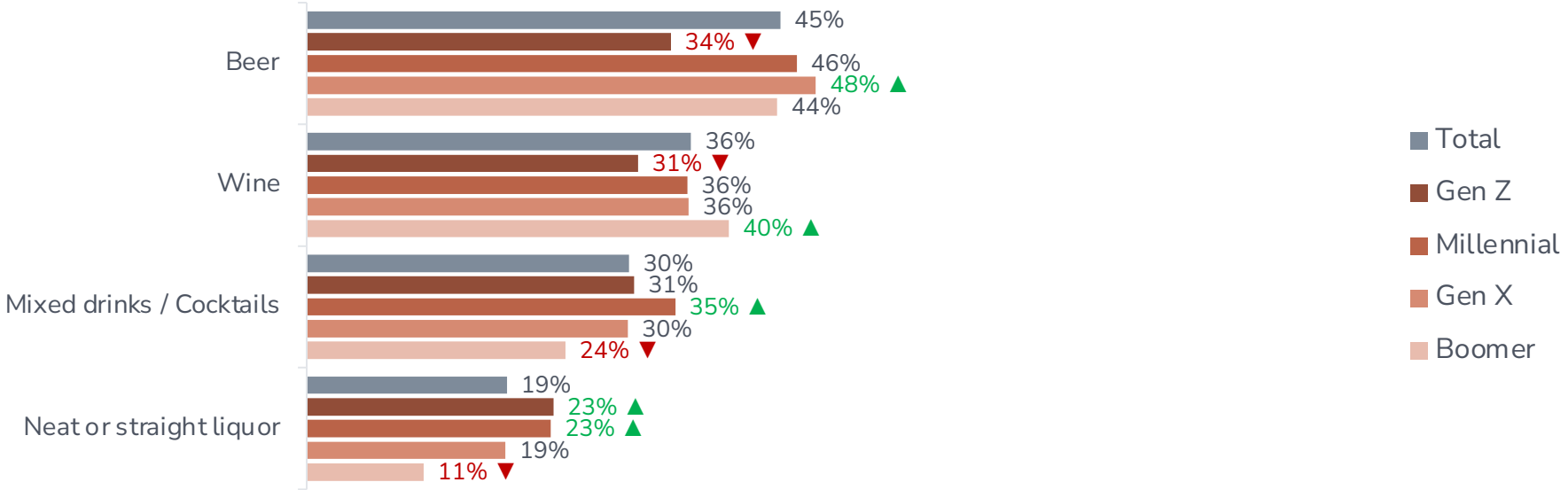


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Family gatherings

What types of alcoholic beverages do you usually drink during the following occasions? ***Family gatherings***

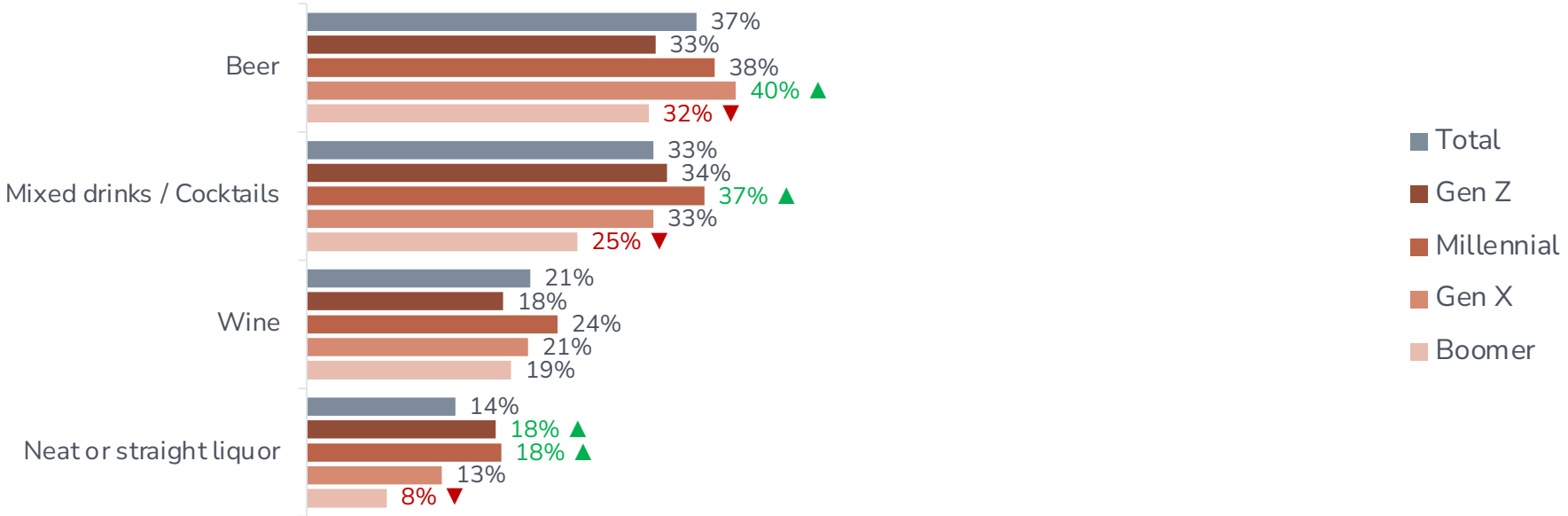


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Happy hour with coworkers

What types of alcoholic beverages do you usually drink during the following occasions?
Happy hour with coworkers

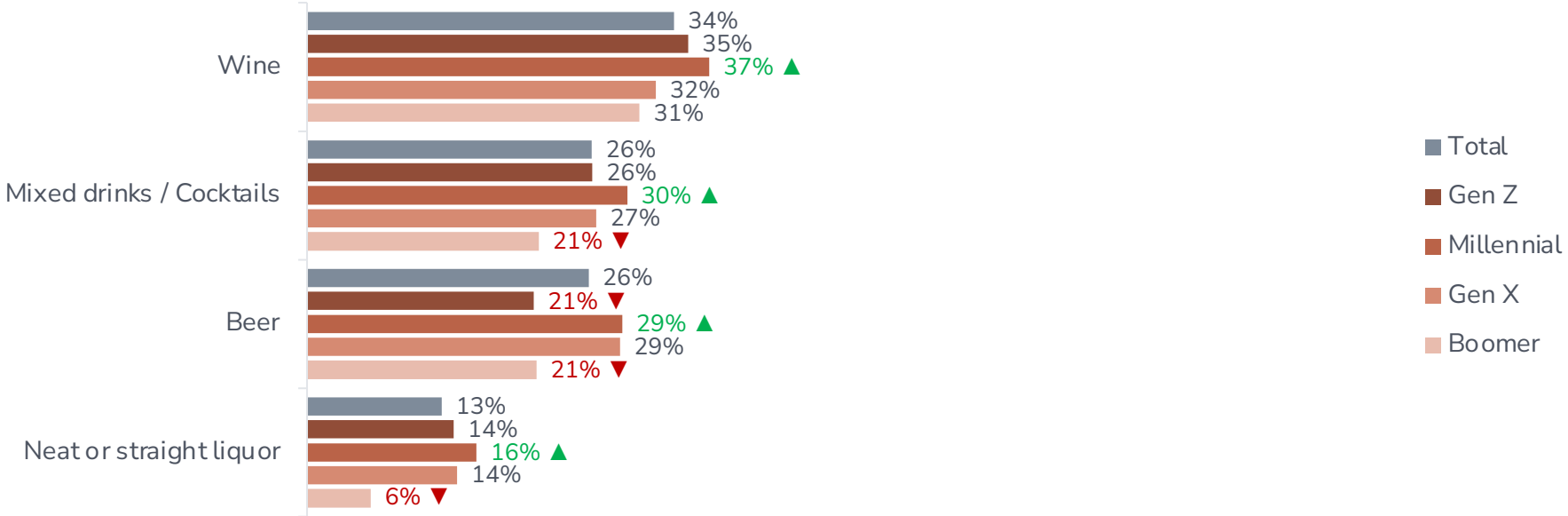


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Professional/business events

What types of alcoholic beverages do you usually drink during the following occasions?
Professional/business events, such as an office party, networking event, etc.

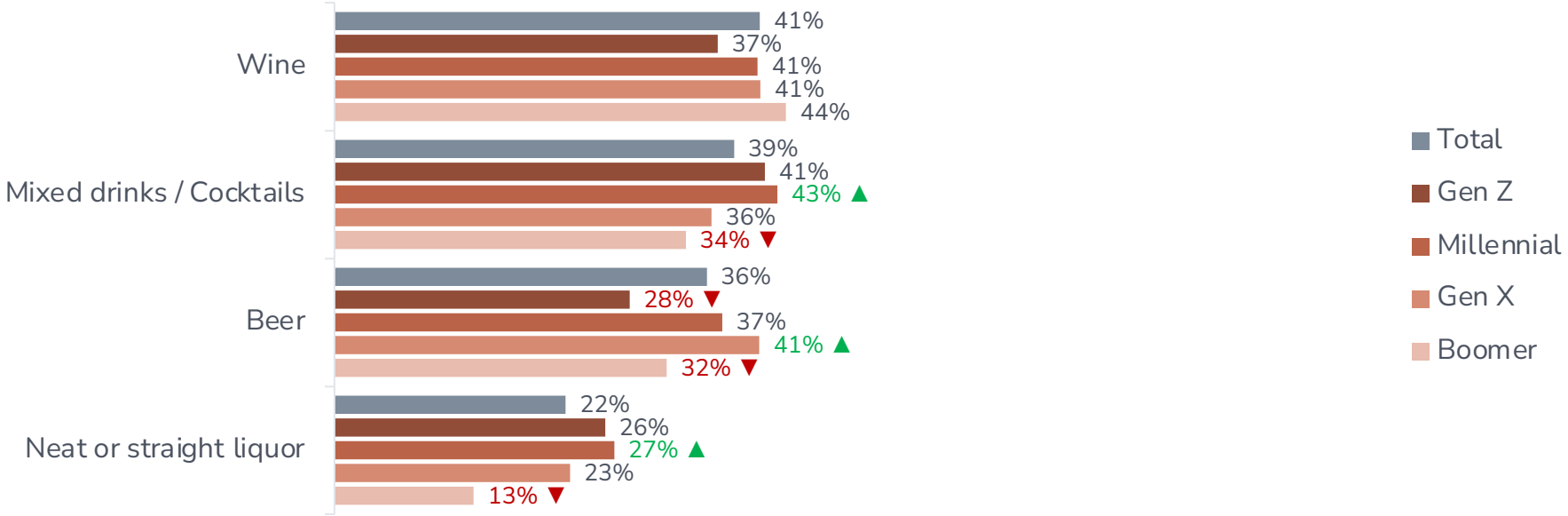


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Drinking occasion: Special occasions such as birthdays, anniversaries, weddings, etc.

What types of alcoholic beverages do you usually drink during the following occasions?
Special occasions such as birthdays, anniversaries, weddings, etc.

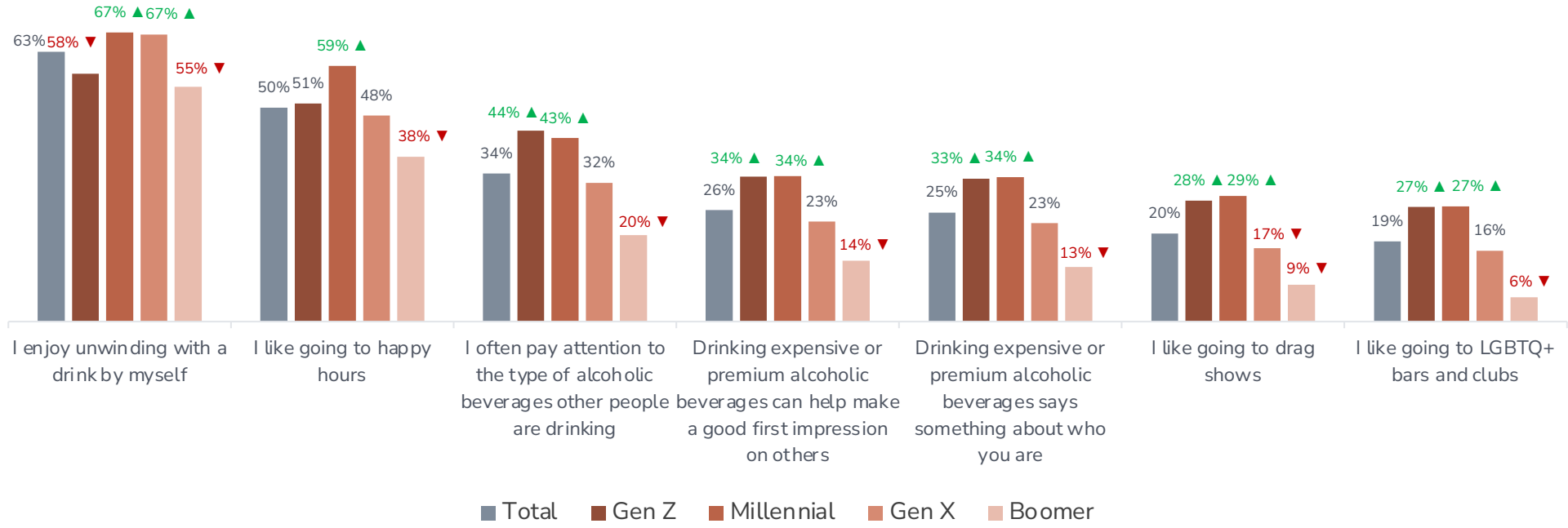


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Most consumers, but especially Millennials and Gen X, enjoy drinking to unwind

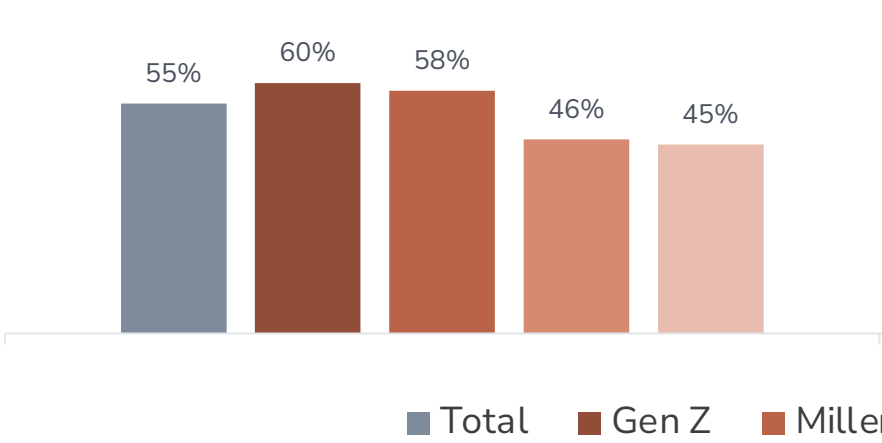
Gen Z and Millennials are more likely to drink in various social settings and be cognizant of their own and others' drink choices



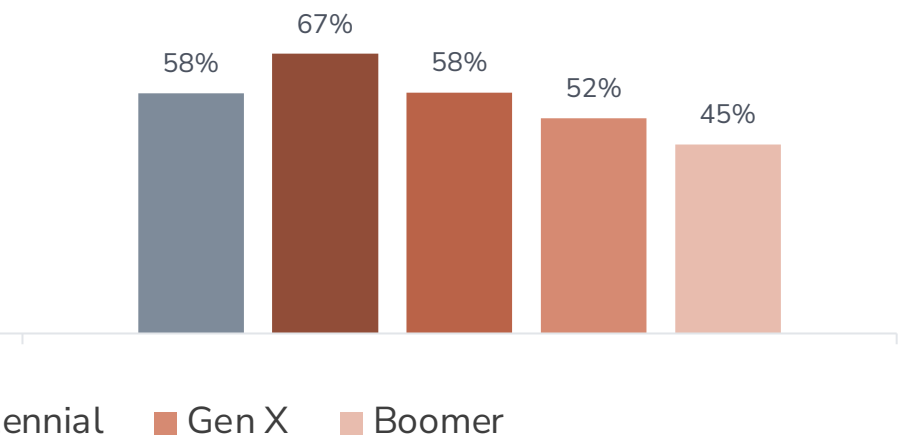
Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

Among LGBTQ+ consumers, younger gens especially prefer LGBTQ+ friendly bars and clubs, and desire more of these venues

I feel most comfortable in bars and clubs that are explicitly LGBTQ+ friendly



I wish there were more LGBTQ+ bars and clubs in my area

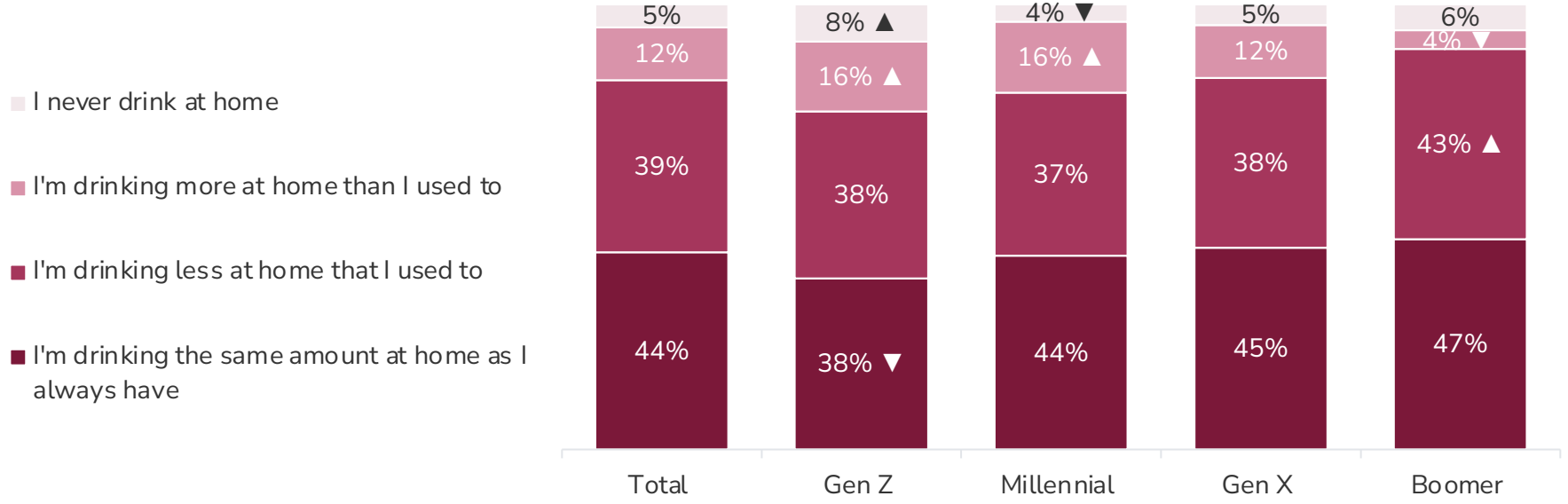


Total Gen Z Millennial Gen X Boomer

Source: Collage Group Category Essentials Fall 2023 (21-78 LGBTQ+ Alcohol consumers), weighted data
Note: Low sample size for Boomers (42); Use data directionally.
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total

Gen Z and Millennials are more likely to drink at home while Boomers have cut back recently

*Which best describes your alcohol consumption **at home**?*

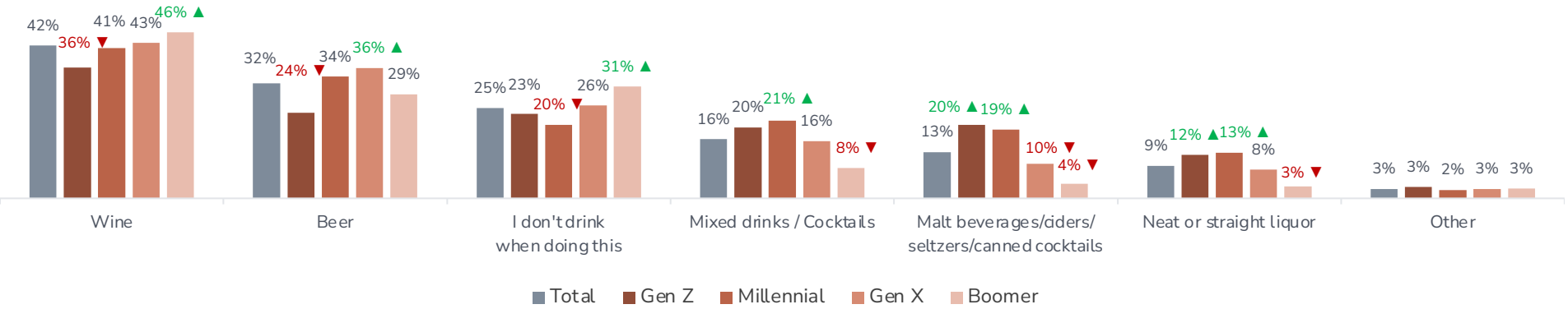


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Single select
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

At-home drink preferences: Having a meal at home

What types of alcoholic beverages do you usually drink when doing the following things at home?
Having a meal at home

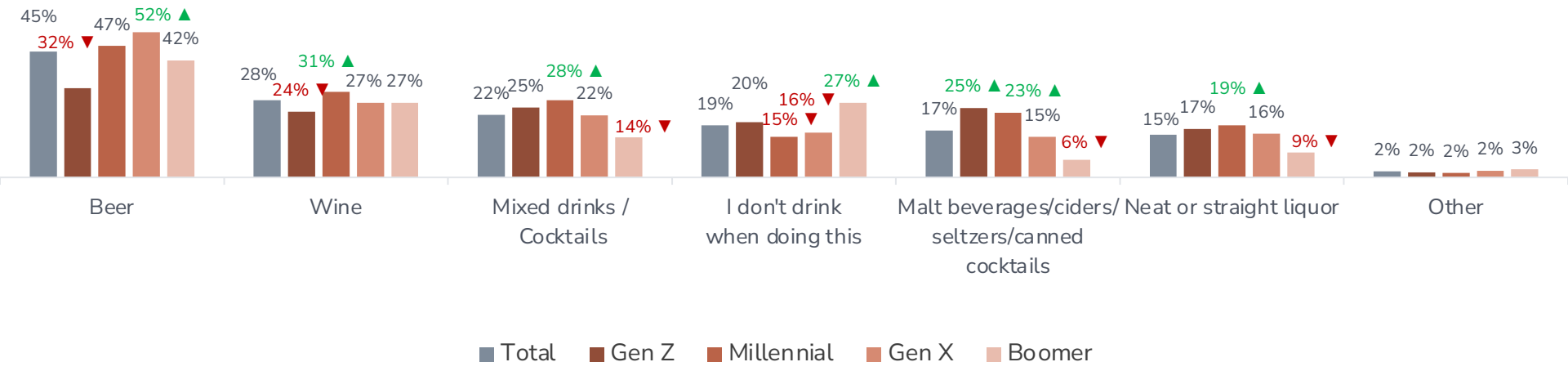


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

At-home drink preferences: Watching TV/movies/sports at home

What types of alcoholic beverages do you usually drink when doing the following things at home?
Watching TV/movies/sports at home

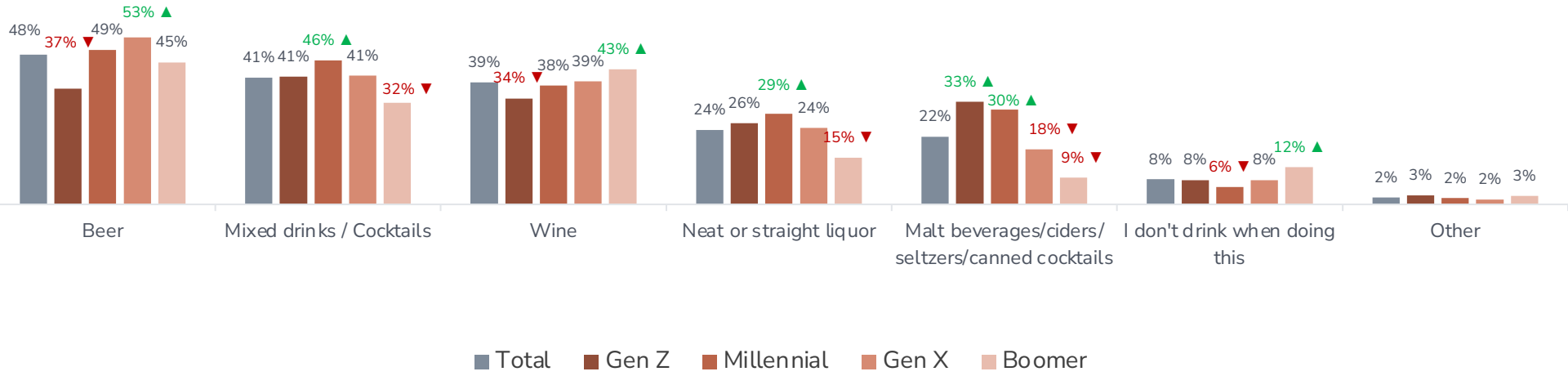


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

At-home drink preferences: Hosting a party or get-together at home

What types of alcoholic beverages do you usually drink when doing the following things at home?
Hosting a party or get-together at home

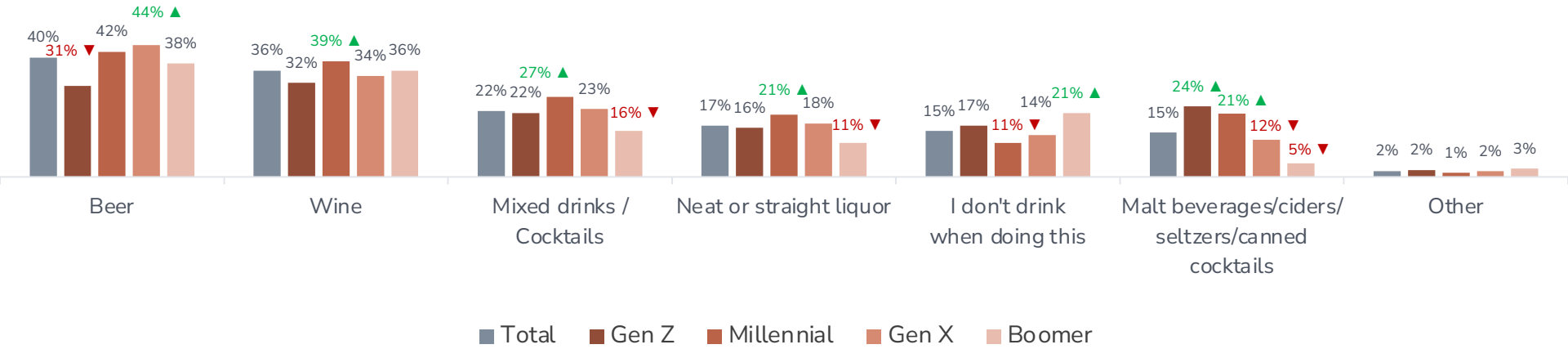


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

At-home drink preferences: Relaxing after work at home

What types of alcoholic beverages do you usually drink when doing the following things at home?
Relaxing after work at home

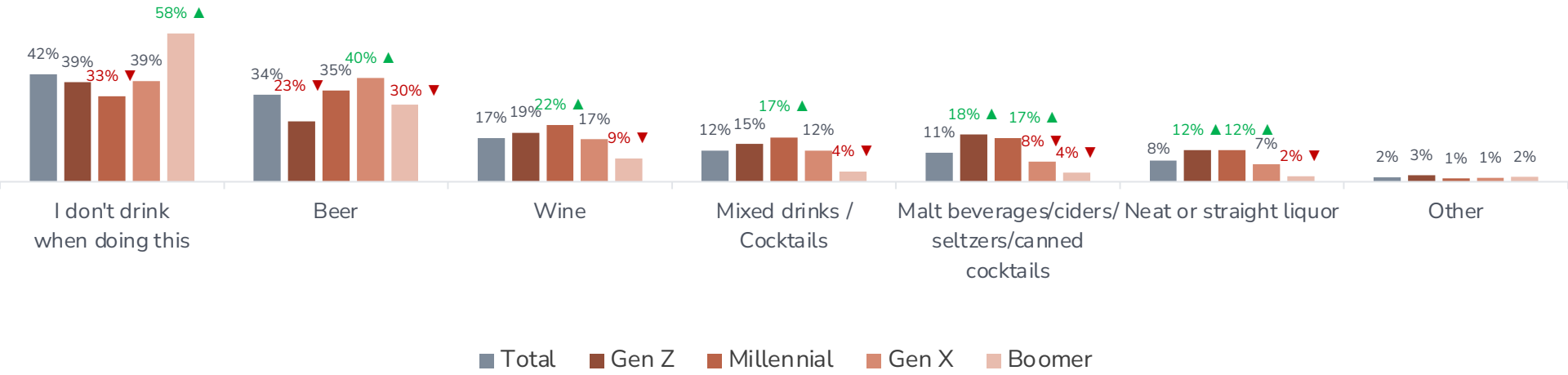


Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

At-home drink preferences: Cleaning/doing house or yardwork

What types of alcoholic beverages do you usually drink when doing the following things at home?
Cleaning/doing house or yardwork



Source: Collage Group Category Essentials Spring 2024 (21-78 Alcohol consumers), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Total

COLLAGE GROUP CONFIDENTIAL

Key Takeaways & Action Steps

KNOW THIS	DO THIS
Gen Z is leading the low/no alcohol movement. Motivated by a desire for better mental health, they are the generation most likely to participate in Dry January.	• Consider Gen Z's desired functional outcome from the beverages they consume. **Position products around social connection and taking time to unwind**, which will serve to improve the mental wellness of the cohort.
Millennials are continuing trends they started years ago – like beer snobbery and experiential drinking- but bringing them forward into adulthood by prioritizing casual, daytime (read: kid friendly) venues like beer gardens and distilleries.	• Move with Millennial beer aficionados into new life stages by **focusing your engagement efforts at family-friendly, casual venues.**
Gen Xers drive casual beer consumption at home. They are most likely to have beers when doing housework, unwinding, or having a meal at home.	• **Position beer to shake up mundane routines** for Gen Xers, who are often caught up in caregiving or career routines.
With the pandemic in the rearview, and retirement on the horizon, many **Boomers** are reducing alcohol consumption at home and seeking out premium ingredients.	• **Highlight premium ingredients and occasion-based wine drinkers** to Boomers, who are ready to indulge.

COLLAGE GROUP CONFIDENTIAL

COLLAGE
GENERATIONS

INFO@COLLAGEGROUP.COM

COLLAGEGROUP.COM

(240) 482-8260

© 2024 Collage Group