

What's happening with wheat ales?

October 2022

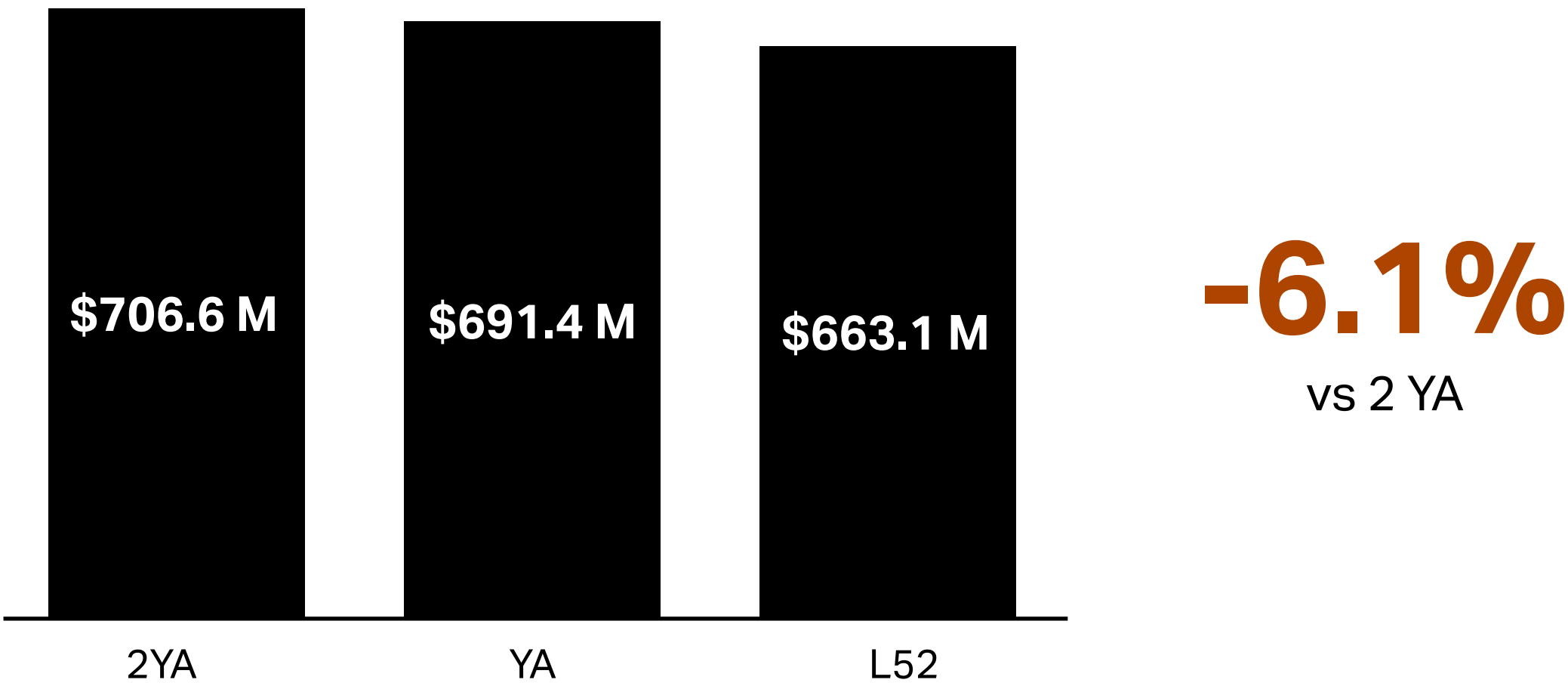
Wheat ales performance

NielsenIQ measured off premise channels; latest 52 weeks ending 10/08/22

▶▶▶ **\$663.1 M** Dollars spent on wheat ales

Wheat ales are facing declines over the past year in the off premise, down -4.1%. When the L52 weeks is compared to 2YA, wheat ales are down (-6.1%). Declines are driven across all channels, with the **convenience** channel suffering the greatest absolute dollar declines. Despite segment declines, tropical flavored wheat ales and two of the top five brands are growing vs YA.

Wheat ales trended \$ sales



Channel performance of wheat ales (\$ sales in millions & % change vs year ago)

\$316.0 M -1.7% Food	\$166.9 M -7.2% Conv	\$89.6 M -8.6% Liquor	\$14.0 M -12.0% Drug
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Top 5 wheat ale flavors & chg vs YA

Ranked on L52 week dollar sales

1	Unflavored	-5.9%
2	Citrus	-10.7%
3	Tropical	+37.3%
4	Berry	-6.5%
5	Stone fruit	-8.9%

