

On Premise Impact Reports

Subscription access to frequent updates on consumer behavior and sales velocities across the US

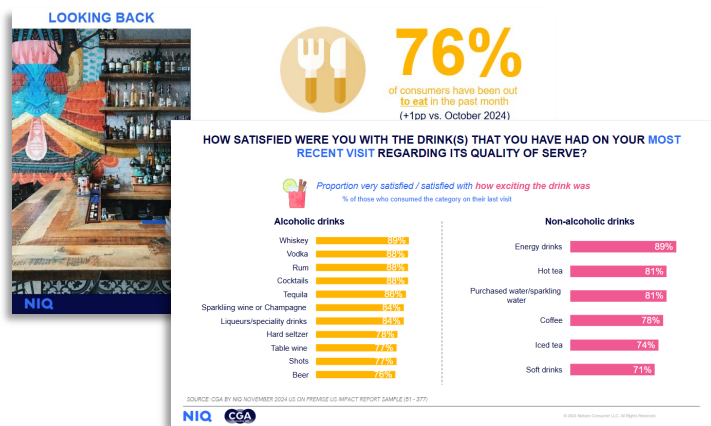
CGA by NIQ



CGA by NIQ Impact Reports

CGA's On Premise impact reports help suppliers and manufacturers across food & beverage keep a pulse on the industry by featuring current insights derived from a variety of our best-in-class data tools.

4 PPT reports sent per months – with unlimited member access included in the subscription



2 Sales Impact Reports

Provides sales velocity and ticket count trends drilling into specific states to measure bar and restaurant sales performance

1 Consumer Impact Report

Gauging perception of On Premise visitors nationally on trends that are taking place in the channel. Subjected topics change with each month for fresh, relevant content.

1 OPM+ Impact Report

The latest share data in the Total US and a deep dive into several new territories each month, detailing interesting shifts in category.

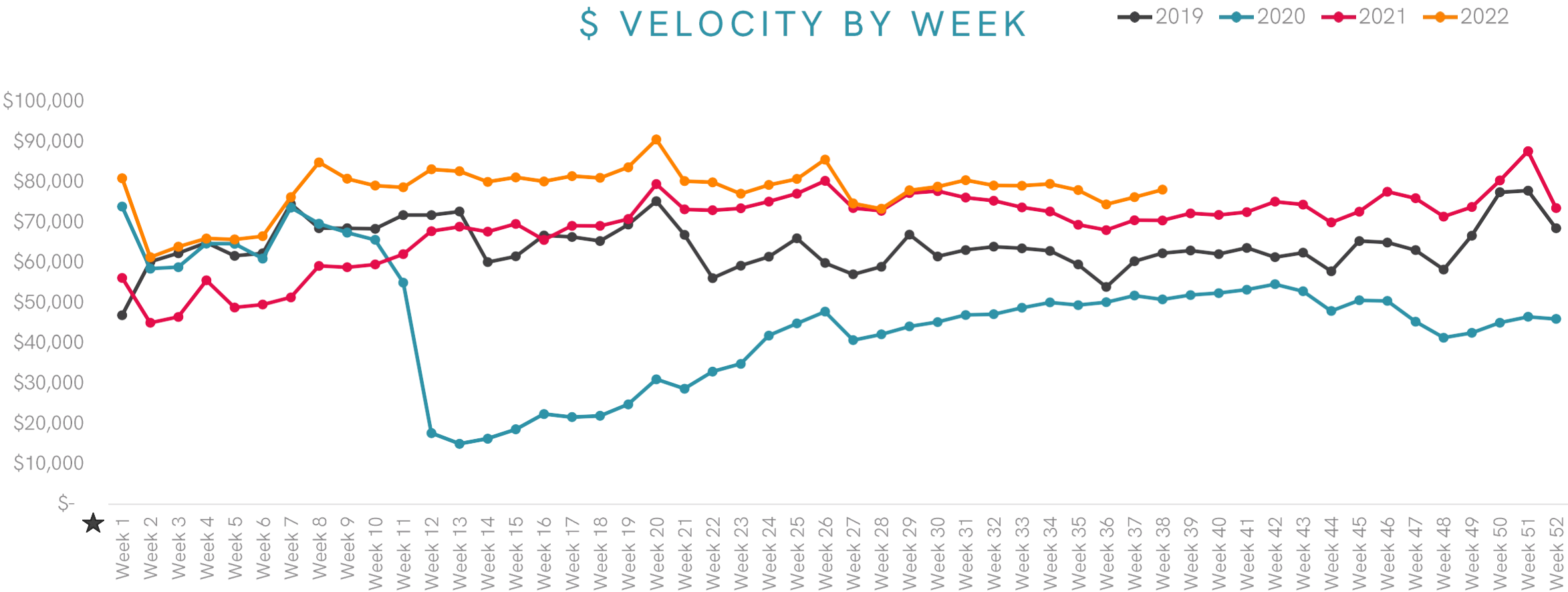
All contracted CGA clients gain full access to Impact Reports within their subscription to core CGA services

Sales Impact Report

TOTAL US MARKET SALES: RECAP

Total US velocity continues to exceed last year (+11%)

\$ VELOCITY BY WEEK



SOURCE: BEVERAGETRAK

Key states included:

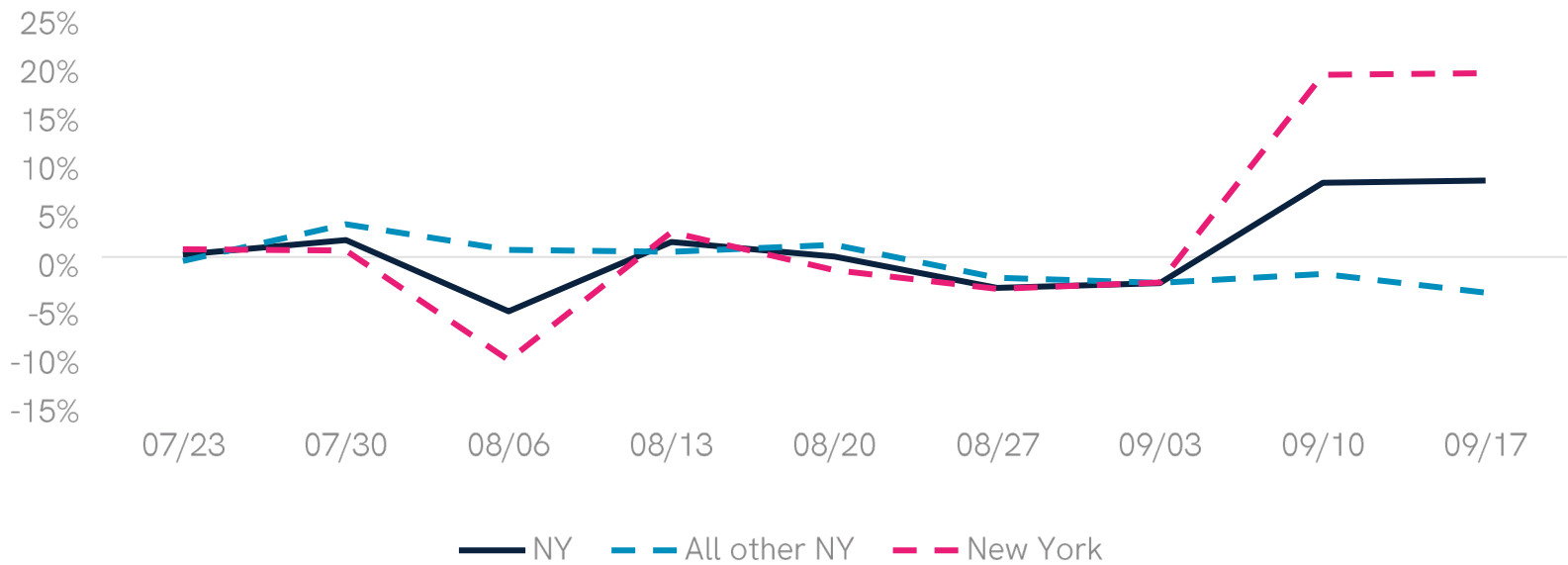
- New York State
- Illinois
- California
- Texas
- Florida

NEW YORK STATE

+14% +8%

v September 18 2021 v September 10 2022

\$ VELOCITY % CHG - WEEK ON WEEK



SOURCE: BEVERAGETRAK

Consumer Impact Report

WHICH OF THE FOLLOWING CATEGORIES WAS THE NEW DRINK THAT YOU TRIED?

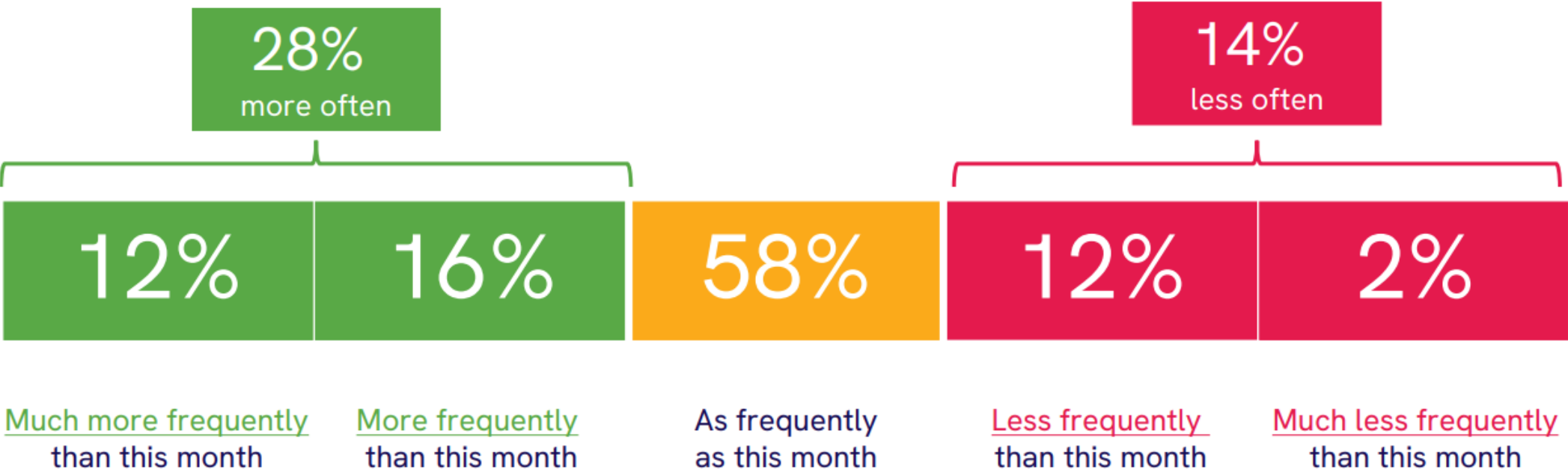
Top new drink categories consumers have tried in the past month

Shown to individual drink category consumed in the past month



HOW OFTEN DO YOU PLAN TO VISIT BARS, RESTAURANTS OR OTHER SIMILAR VENUES OVER THE NEXT MONTH?

Asked to those planning to visit the On Premise in the next month



SOURCE: CGA by NIQ SEPTEMBER 2024 US ON PREMISE IMPACT REPORT SAMPLE (1462)

CGA BY NIQ CONSUMER TOOLS

Additional Consumer Reporting where CGA by NIQ's expertise can be leveraged

Custom RFP Support Decks

Take chain-specific sales stories to your national account customers to speak to their consumers and showcase how your portfolio aligns with their strategies

Consumer Segmentation

Strategically and effectively target specific On Premise drinkers to identify offerings and opportunities that relate to them, ensuring \$ are spent more effectively in On Premise brand building

Optimum Assortment

CGA's assortment tool allows you to enable your teams to showcase the optimal range for outlets and highlight where brands should be placed within a range to achieve highest sales and increase customer satisfaction

Custom Research

From online surveys to focus groups and in-outlet interceptions, CGA has access to millions of consumers across the world to answer your most important questions

Path to Purchase

Understand the decision corridor consumers go through when purchasing products, and identify how these choices impact the decisions that result in final sales

Bartender Research

Bartenders and servers are the final touch point of influence in the channel. With such change, understanding advocacy and bartender needs is extremely important in influencing the sales of your products

OPM+ Report

Best in class *On Premise Market Measurement*

- CGA's On Premise Measurement service is a volumetric measurement of alcohol sales in the traditional On Premise (bars and restaurants) across mainland US.
- It uses sample-bases methodology, built using a combination of data sources within both the model and for validation purposes.
- It provides a barometer for Brand and Category performance in any market.
- Used to track KPIs such as brand and category share, competitive benchmarking, volume and value velocity (Rate of Sale), total distribution points, and price.



OPM has now been upgraded to OPM+

Here's what's changed:

The story so far

OPM is the sole On Premise measurement service in the US

- Phenomenal early success has resulted in OPM being adopted by the vast majority of major Beer, Spirits, and Wine suppliers and distributors
- OPM is now the industry standard for BevAI sales performance across the US On Premise
- The largest manufacturers and distributors share outlet level depletion data ensuring OPM data is validated at the lowest possible levels

Actioning client feedback

OPM launched in March 2016. Expansion has always been front of mind and we have listened to our clients who have asked for:

- Better granularity
- More DMAs, facts and brands
- State Lines and channel breaks



OPM

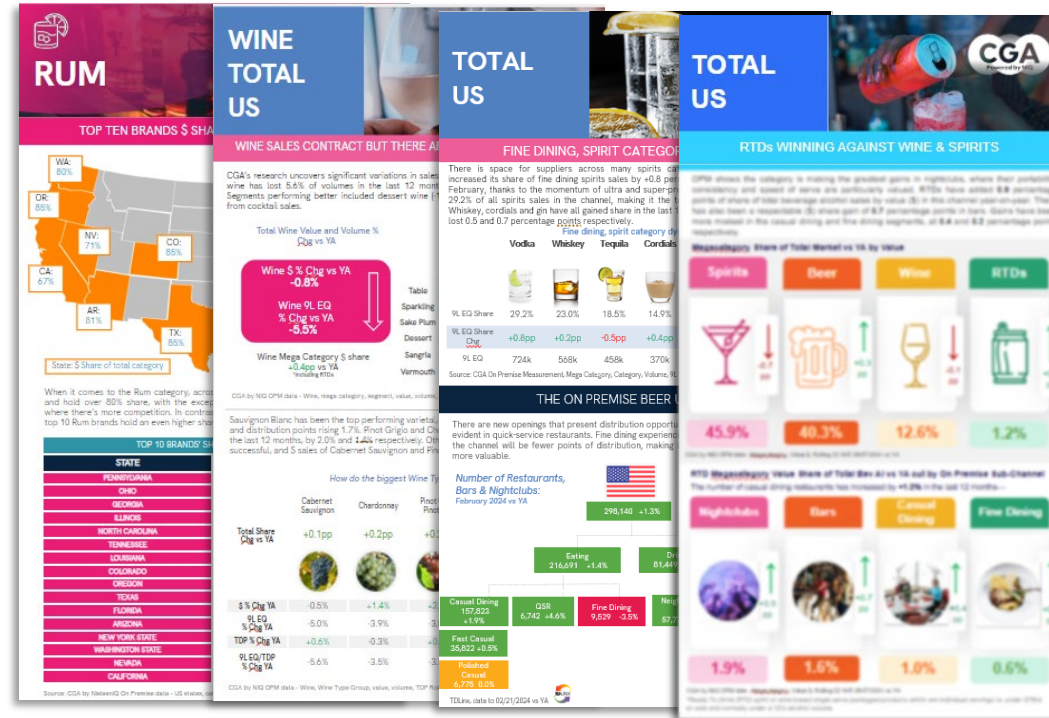


OPM

OPM is the only fully projected,
extensively validated, measure
of beverage alcohol
performance in the American
On Premise

Used to track share and trends by all the leading beverage suppliers, OPM is the **most robust view of sales performance** for bars and restaurants ever produced in the US.

OPM has recently been enhanced to include performance tracking in 16 individual US states, a total of 19 DMAs, measurement across four sub channels (casual dining, fine dining, bars, and nightclubs), and tracking of small, premium brands on an ongoing basis.



2025 Strategy

Talk to us about your 2025 strategy

CGA by NIQ's defining purpose is to build unique services which help our clients to offer better solutions to the trade, to sell more product and to more easily navigate a difficult and complex channel. 2025 and beyond brings many opportunities for the channel and for suppliers, retailers and distributors alike, as the market continues to navigate through a challenging period.

To keep delivering the most effective solutions, we want to stay aligned with your priorities and business challenges, to ensure our solutions are designed to add the most value possible to you and your teams. We would welcome the opportunity to reach out to you over the next month to talk through your plans and our new services to demonstrate how we can best help.

[Click here to talk to the On Premise experts](#)

