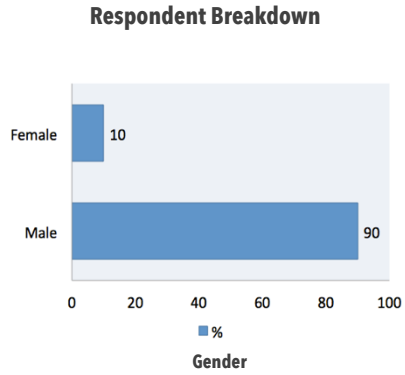
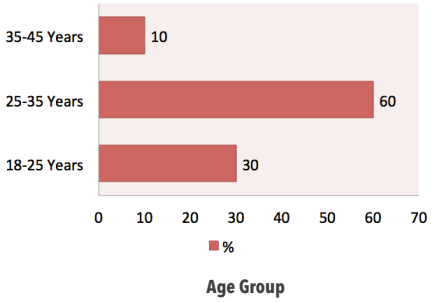


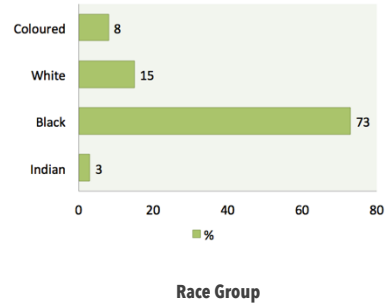
Beer drinking occasions

TrendER Insights 2015









Research Methodology

❖Research
A sample of 60 respondents who are all beer consumers.

❖Digestion
This phase involves the collection of all research data for analysis. In the digestion phase, our trend analysts scrutinise all the information received, in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend'.

❖Report
In the report phase we use the research insights from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path, to developing differentiating brand positioning, impactful communication and campaigns.

Beer occasions

When asked "which occasions are you most likely to have a beer beverage in preference to any other alcoholic beverage?" Figure 101: Beer Drinking Occasions, shows that most respondents regarded a night out with friends as their first choice with *(65%)* . *This was* closely followed by concerts/big events with *(62%)* .

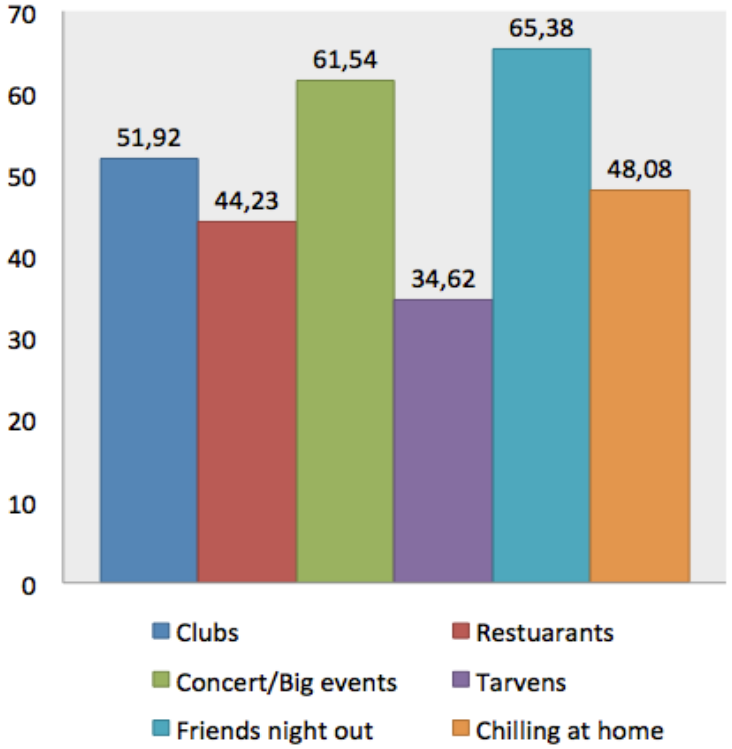


Figure 101: Beer Drinking Occasions



A night out with friends

(65%)

A night out with friends for our respondents most likely means a more informal setting, where one does not require going through the effort of having to go through fancy dress ups, preparations and bookings - but rather a more sleeves rolled up casual environment that could also be an ad hoc hang out with friends.

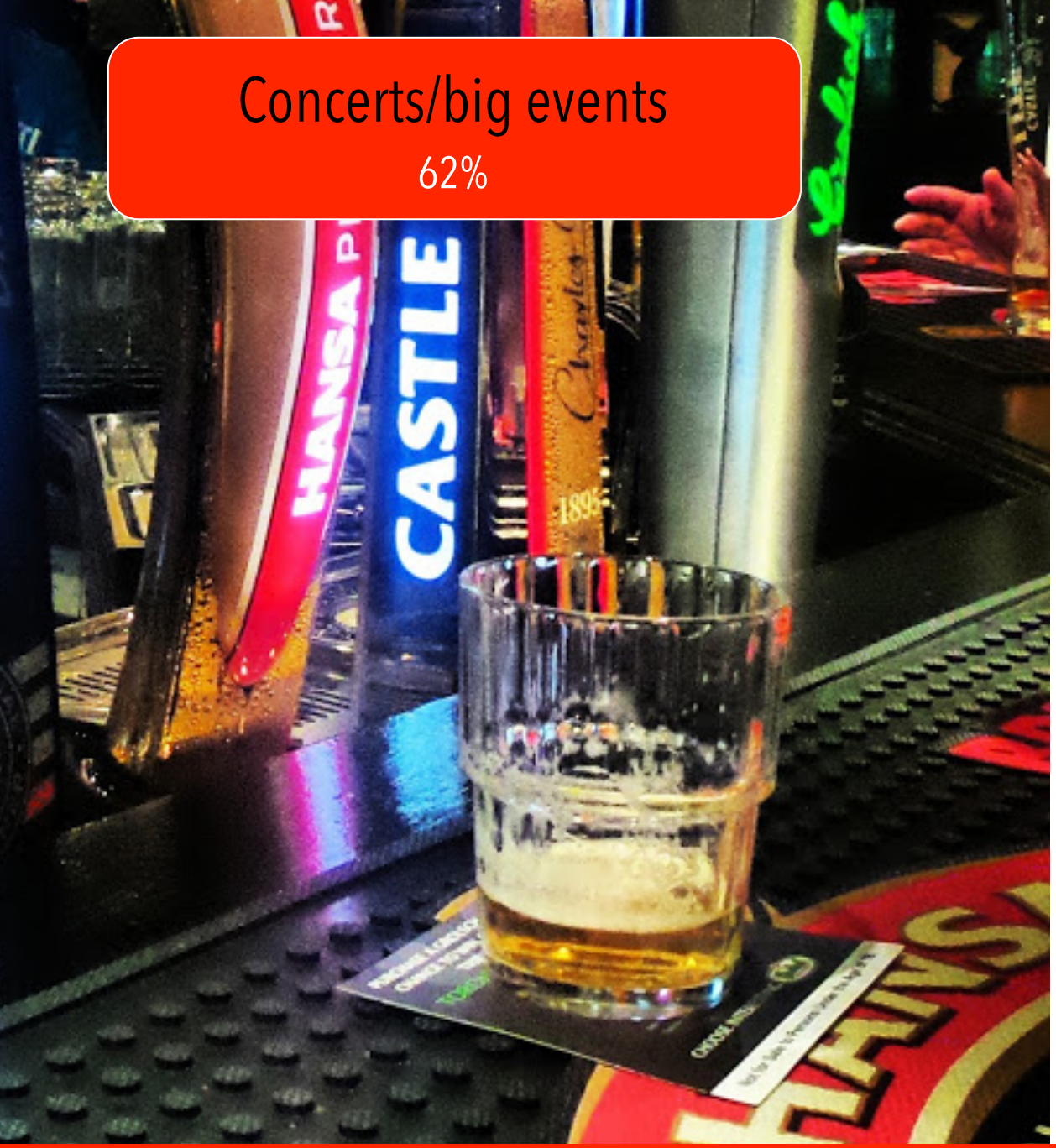
Most likely also a rather more chilled out space, where our respondents are at ease and can be themselves in the company of their friends. Others also mentioned under friends night out, that this also could be a typical after hours office drinking session. Respondents again would rather opt for a beer whilst making conversation with colleagues, as they perceive it as a much more neutral drink that will not grab much attention or raise eyebrows.



"A beer is a social catalyst best enjoyed amongst friends, when one is more at ease and in a relaxed casual environment".

Concerts/big events

62%

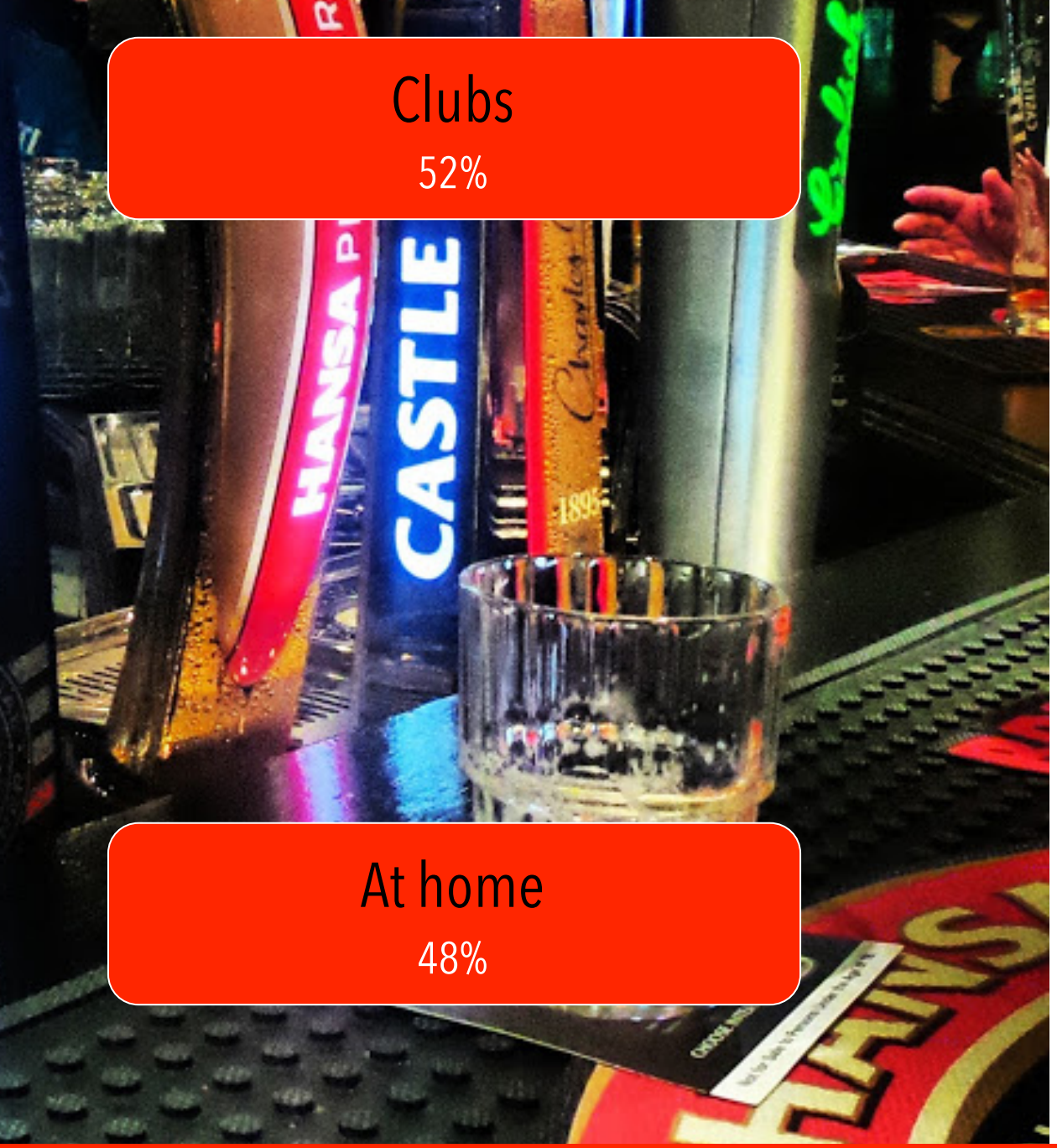


Concerts/big events represent an atmosphere where there is lots of hype, fun and interaction with other people - especially friends. (As one tends to attend these types of occasions with others and will not necessarily go on their own.)

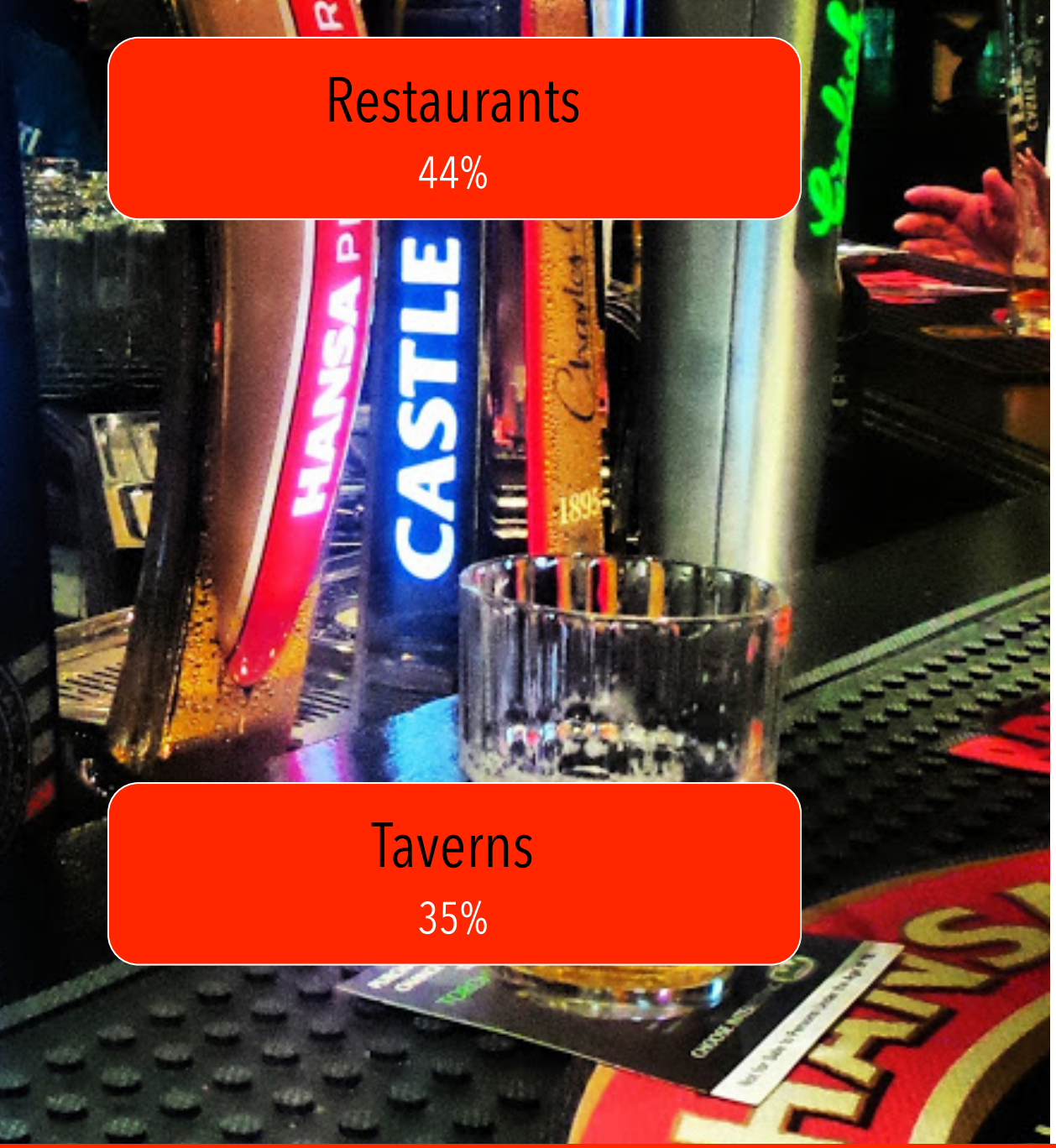
Concerts in this case represent mass crowd music environments that include big acts, which could either be local, international or a combination thereof. Event types identified by respondents were sporting events, with soccer being the most widely mentioned.

Convenience in these environments are an important consideration, as beer in this regard is an easy hassle free drink to buy and consume. Accessibility also plays a role as in most cases beer is the most widely available alcoholic beverage compared to other drink types in these scenarios.

Hanging out with friends at concerts/big events highlight the relaxed environment that beer is associated with. Again, in this regard a beer is seen as a social drink, a hassle free, quick grab that makes one blend in easily at any social event.



Concerts/bigClubs followed in 3rd with *(52%)* Chilling at home followed in at 4th place with *(48%)* - this represents those that usually have friends over for braais and family gatherings. However for the majority of respondents who would not necessarily host at their homes, beer consumption was usually outside the home space.



Restaurants
44%

Taverns
35%

Restaurants came in at 5th place with *(44%)*.

Taverns were the last on the list with *(35%)*, even though they are believed to be the place well known to serve beer, or so it's thought. The profiles of the respondents in our sample represent an urban younger crowd where taverns to them, are a thing of the past and associated with the older generation.

Beer Is A Social Lubricant

- People are more likely to drink a beer in a more casual environment, where they are accompanied by their friends or colleagues.

- With this in mind, brands need to remember that these are non-pretentious occasions and therefore call for a more authentic, down to earth type of communication that would fit in to these type of environments.

- This concludes that it is more about the shared moments between the individuals - whether through friendships or work relationships. And just as much as beer brands' appeals are important, highlighting the 'moment' is just as important.

TrendER

'The human truth behind the trend'

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