PREMIUM BOTTLED ALE MARKET REPORT 2015

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INTRODUCTION

Welcome to the 2015 Premium Bottled Ale (PBA) market report from Marston's Beer Company.

As the category leaders in PBA we take responsibility for generating ideas and innovation that will deliver sustainable long term category growth for brewers and retailers.

We use the widest possible range of data sources to understand brand, category and consumer trends; this includes an independently commissioned shopper and consumer survey of 1,000 people, filmed shopper behaviour of 900 shoppers, over 100 independent store audits as well as the latest Kantar and IRI market data.

Using this, we deliver a number of actionable recommendations for the category that are aligned with our vision of creating a £1bn Off-Trade category by 2020. PBA is still the fastest growing beer category in the Off-Trade and has recruited another 100,000 new consumers in the past year. This growth is a result of continued investment, innovation and new ideas from brewers and retailers.

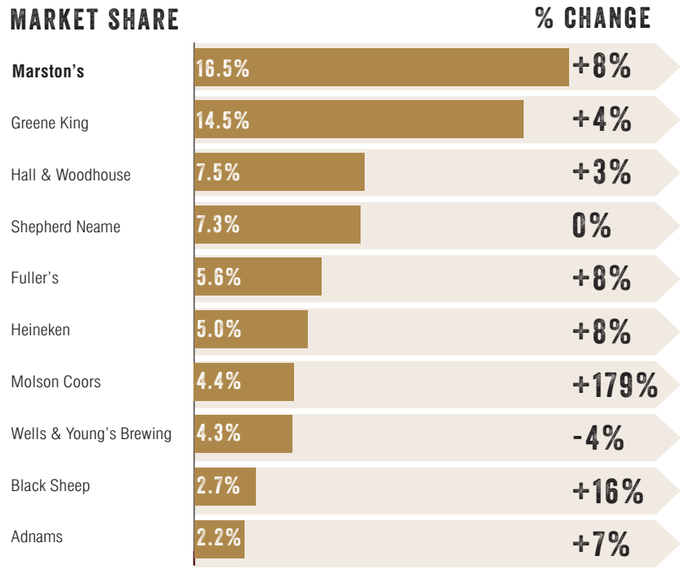
In this report we will demonstrate the opportunity for sustainable and long term value growth and how the industry can meet consumer demands for quality British beer that is differentiated and tasty.

I hope that you enjoy reading our 2015 report and find our insights and recommendations both interesting and useful. Most importantly we need to continue our collaboration to maintain the record levels of recruitment and value creation we are seeing in the category.

P. Warren

Paul Warren
Senior Category Manager

TOP 10 BREWERS BY VALUE



Source: IRI 52 w/e 28 Feb'15

CATEGORY MISSION

THE PREMIUM BOTTLED ALE CATEGORY GREW BY £47M IN 2014 REMAINING ON COURSE FOR £1BN OF RETAIL SALES VALUE (RSV) BY 2020.

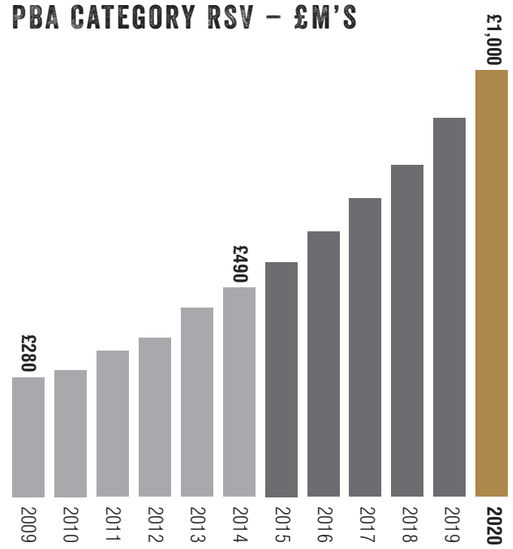
In the past 12 months the total UK Off-Trade Beer market has grown by +2.5% creating an additional £119m RSV meaning that more beer is now sold in the Off-Trade than the On-Trade.

This growth was driven primarily by two categories, lager and PBA. With+10.5% YOY growth PBA generated an incremental +£47m of RSV and was responsible for 40% of Total Beer category growth.

In the past 5 years the PBA category has increased in value by +75% which has added +£210m at RSV in the Off-Trade and if the current rate of annual growth continues until 2020 the category will be worth over £1bn per year.

This level of growth is only coming as a result of progressive action from brewers and retailers to recruit new shoppers and consumers; this report focuses on how we can maintain this momentum by continuing to innovate and execute new ideas in three key areas;

PBA CATEGORY RSV – £M'S



+10.5% PBA YOY growth

Source: using BBPA volume and IRI Av. RSV data; 52 weeks to 3rd Jan 2015

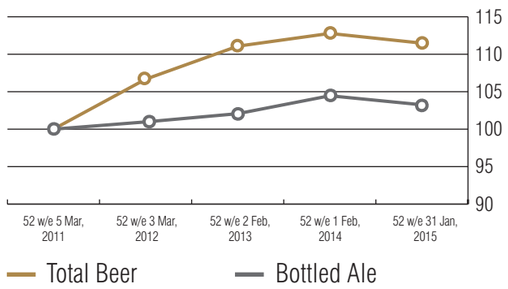
	2014 ACHIEVEMENT	REMAINING 2020 OPPORTUNITY
1 CONSUMER AND SHOPPER ENGAGEMENT ■ Clear and engaging communication at point of connection ■ Increase category participation in retail events ■ Clear role for own-brand	+£15m	+£176m
2 RETAIL ENVIRONMENT ■ Continued increase of space to reflect current and future category growth ■ Adapt category to all retail channels; convenience and online opportunity ■ Improved space and availability of drive brands	+£19m	+£152m
3 BRAND INNOVATION ■ Differentiated and incremental new brand launches ■ Stretching the appeal of the category to continually attract new consumers ■ Mission based pack and format developments	+£13m	+£182m

CONSUMER BEHAVIOUR

Falling levels of household disposable income over the past 5 years have changed the ways that people do their grocery shopping. While these changes are complex, the most significant is a shift away from one 'big weekly shop' towards smaller but more frequent trips across multiple channels.

Now, despite an upturn in consumer confidence, shoppers are holding onto this new 'value awareness' and are maximising their spending power by spreading their shop across different retailers and formats. This is fuelling fierce competition for every £1 between retailers who are investing more heavily than ever in price.

RETAIL PRICE INDEXED GROWTH

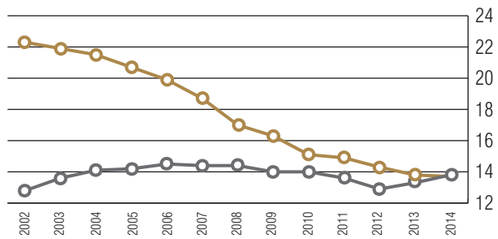


Source: IRI All Outlets

The beer category is not immune to these pressures and the first chart above shows that the PBA category, while still growing at +10.7% value, has fallen into value deflation for the first time ever.

This level of value erosion is not sustainable for either retailers or brewers and the industry needs to work hard to create greater value perceptions for consumers; value is a balance between quality and price.

MARKET VOLUME IN MILLIONS OF BARRELS



DEC '14 **13.8** Off Trade | **13.7** On Trade

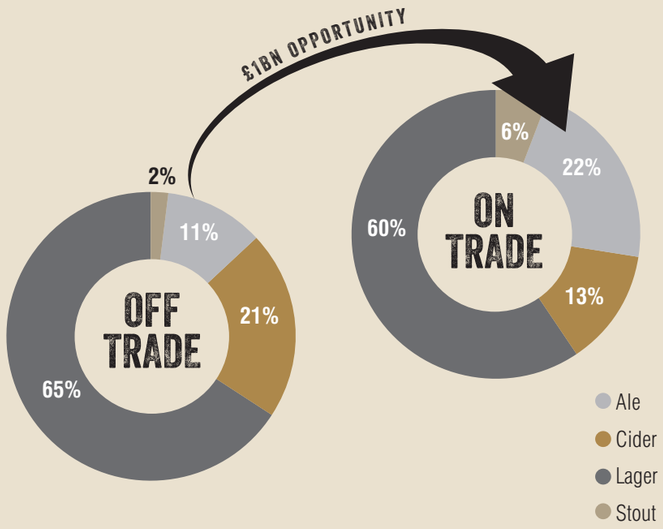
MILLIONS OF BARRELS

Source: BBPA report

Within the UK beer category the other major shift is one of spend moving away from the On-Trade towards the Off-Trade, which has been happening for over 20 years.

This year the Off-Trade overtook the On-Trade in both volume and value for the first time and now represents over 50% of total beer sold in the UK.

Despite the significance of the shift, Ale remains under half its rightful share size in Off-Trade. This report focuses on ways of addressing this opportunity and doubling the value of Ale in the Off-Trade.



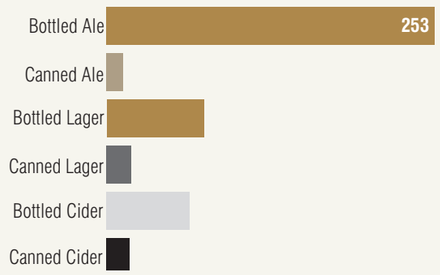
INNOVATION

NPD launches in the past 24 months accounted for £28m in sales value in the PBA category which is 49% of the total category growth.

This figure compares favourably with other beer categories and once again over the past year PBA has been the most innovative category within beer and cider with 253 new products launches.

We will question whether the industry is approaching innovation in the most effective and efficient way and how as brewers and retailers we could look to deliver a stronger return on our investment all round.

NPD LAUNCHES IN THE LAST YEAR



Source: IRI All Outlets, 28 Feb, 15

CRAFT BEER

Consumers view 'craft beer' as a slightly more innovative take on PBA with niche styles, but one where value is currently lacking.

'Craft beer' has become a widely used term but remains ill-defined as a retail category. However consumers have a much clearer view of 'craft', as differentiated beer styles with provenance and unique flavours.

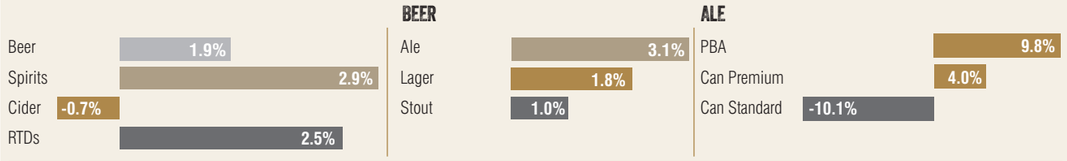
Therefore it is clear that the PBA and 'craft beer' categories show a great deal of overlap in consumer perceptions around flavour and uniqueness. Notably the current in-store predominance of 'craft beer' being imported and in smaller bottles is contrary to consumer perceptions.

This report will share learnings from the On-Trade, where craft beer has been highly successful, looking at how these can be adapted into actions for Off-Trade retailers.

Source: RBD OCQ Feb 2015

MARKET SNAPSHOT

DRINKS CATEGORY PERFORMANCE (YoY MAT VALUE CHANGE)



+9.8% PBA GROWTH YoY

Source: IRI All Outlets, 28 Feb, 15

TOP 20 BOTTLED ALES

Source: IRI All Outlets, 28 Feb, 15

	Market Share	MAT Value	MAT Value % Change
Bottled Ale (Excl. Mix Packs)		**£281,130,392**	**10%**
Old Speckled Hen	**6.3%**	£17,582,308	-1%
Hobgoblin	**5.0%**	£14,094,294	2%
Newcastle Brown Ale	**4.7%**	£13,224,648	7%
Sharp's Doom Bar	**4.5%**	£12,671,312	187%
Fuller's London Pride	**4.0%**	£11,157,904	11%
Spitfire	**3.9%**	£10,909,392	-13%
Badger Fursty Ferret	**2.8%**	£7,772,033	6%
Bishops Finger	**2.1%**	£5,890,611	20%
Black Sheep Ale	**2.0%**	£5,617,524	22%
Theakston Old Peculier	**2.0%**	£5,506,364	-8%
McEwan's No 1 Champion Ale	**1.9%**	£5,464,045	22%
Old Crafty Hen	**1.7%**	£4,916,255	19%
Old Golden Hen	**1.6%**	£4,448,612	-4%
Tribute	**1.6%**	£4,446,807	19%
Abbot Ale	**1.5%**	£4,113,905	8%
Marston's Pedigree	**1.3%**	£3,661,810	-9%
Punk IPA	**1.3%**	£3,602,885	68%
Landlord	**1.2%**	£3,509,741	17%
Badger Golden Champion	**1.2%**	£3,487,355	5%
Marston's Old Empire	**1.2%**	£3,420,093	7%

TOP 10 MIXED PACKS

Source: IRI All Outlets, 28 Feb, 15

	Market Share	MAT Value	MAT Value % Change
Mixed Packs		**£15,157,068**	**10%**
Marston's Classic Ales	**41.7%**	£6,326,942	7%
Marston's Golden Ales	**12.1%**	£1,837,425	129%
Head Brewers Selection	**11.6%**	£1,762,808	-14%
The Badger Sett	**6.3%**	£962,244	12%
Great British Ales	**4.4%**	£659,517	157%
Greene King Golden Beer Collection	**4.0%**	£610,493	-12%
Wychwood Beers Of Character	**3.1%**	£475,498	-55%
Shepherd Neame Kentish Collection	**2.9%**	£444,533	-18%
Master Brewers Collection	**2.6%**	£391,137	262%
British Ale Selection	**2.1%**	£319,567	49%

TOP 10 PREMIUM CANNED ALES

Source: IRI All Outlets, 28 Feb, 15

	Market Share	MAT Value	MAT Value % Change
Premium Can		**£84,002,930**	**4%**
Old Speckled Hen	**31.1%**	£26,145,108	22%
McEwan's Export	**16.2%**	£13,621,803	9%
Abbot Ale	**6.7%**	£5,664,266	-2%
Hobgoblin	**4.8%**	£4,000,282	-4%
Tanglefoot	**4.7%**	£3,972,717	6%
Newcastle Brown Ale	**4.1%**	£3,414,267	5%
Whitbread Gold Label	**4.0%**	£3,347,443	0%
Bass Draught	**3.8%**	£3,184,140	-11%
Bombardier	**3.7%**	£3,126,089	-19%
Fuller's London Pride	**3.5%**	£2,954,676	-8%

STYLE

	£ Share TY	YoY £ % Chg
Golden	20.1%	20.3%
Amber	64.6%	10.7%
Dark	15.3%	6.5%

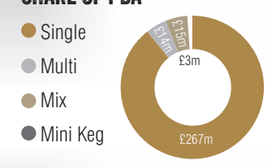
Source: IRI All Outlets, 28 Feb, 15

GOLDEN +20.3% GROWTH

AMBER +10.7% GROWTH

DARK +6.5% GROWTH

PACK FORMAT SHARE OF PBA



Source: IRI All Outlets, 28 Feb, 15

MARKET SNAPSHOT

PBA SHOPPER NUMBERS

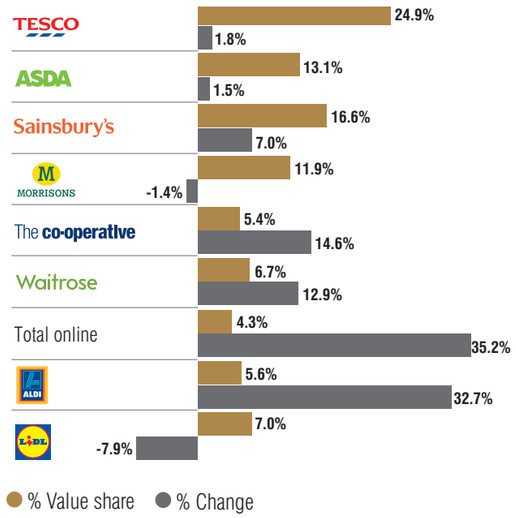
Source: Kantar WPO 2 feb, 15

	2014	YoY Growth
Total PBA	**7,976,000**	**1.5%**
Hobgoblin	**1,854,000**	0.1%
Old Speckled Hen	**1,377,000**	8.7%
Spitfire	**1,288,000**	-9.6%
Banks's Bitter	**1,034,000**	1.9%
Badger Fursty Ferret	**838,000**	-2.5%
Theakston Old Peculier	**831,000**	21.1%
Marston's EPA	**776,000**	16.0%
Doom Bar	**760,000**	113.1%
Newcastle Brown Ale	**727,000**	18.1%
Old Golden Hen	**584,000**	-2.7%

364,000 MORE SHOPPERS IN PAST YEAR

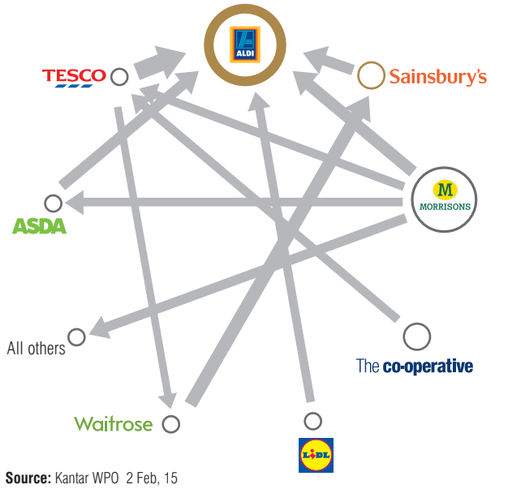
1.5% INCREASE IN SHOPPERS

RETAILER SHARE OF PBA (VALUE)



Source: Kantar WPO 2 Feb, 15

PBA VALUE SWITCHING



Source: Kantar WPO 2 Feb, 15

net gain

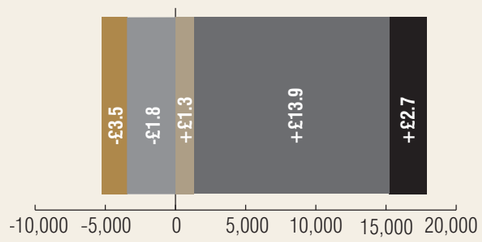
net loss

Width indicates importance of switch. Size of bubble represents total switching value.

SHOPPER NUMBERS ARE UP AGAIN BUT MOST OF THE GROWTH IS COMING FROM HIGHER FREQUENCY OF SHOP.

6 BOTTLES OF PBA ARE CONSUMED EVERY SECOND

PBA SOURCE OF GROWTH (£M)



Source: Kantar WPO 2 Feb, 15

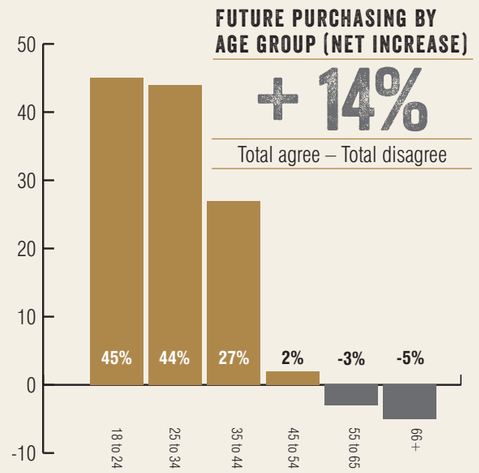
- Average Price (£)/(Litres)
- Volume per Trip (Litres)
- Penetration %
- Frequency
- Total Households

£13.9 Driven by increased frequency

PBAs ARE RECRUITING YOUNGER CONSUMERS...

Healthy growth categories in any sector need to recruit new consumers and PBA is appealing to greater numbers of younger consumers than ever before.

Across all PBA category consumers there is a +14% YOY increase in intent to purchase in the next 12 months. Encouragingly this figure is driven by the under 44s, in particular 18-34 year olds.



Source: RBD Shoppertrack 2015

PBA SHOPPERS ARE YOUNGER...

CATEGORY SPEND FROM UNDER 44S

CANNED ALE

BOTTLED ALE

Source: Kantar WPO 2nd Feb '15

Bottled Ale already attracts a younger average shopper than canned ale with 38% under 44 years.

Taken alongside the positive future intent of this age group there is a clear opportunity for sustained long term category growth for PBA; our challenge is to keep the category moving forward in a positive and engaging way.

7 IN 10

18-34 year olds consume their bottled ale straight from the fridge.

Source: RBD Shoppertrack 2015

MIXED PACKS ARE RECRUITING CONSUMERS AND DRIVING GROWTH

We have shared mixed-pack category performance numbers in the snapshot section of our report for the first time this year, but we also have a much clearer view about why consumers are buying these packs.

70% of people buy mixed packs for personal consumption and they do so because a variety of ales has already been selected for them.

The other **30%** are buying for someone else, primarily as a gift.

	VARIETY MIX PACK
For myself/family to drink at home	70%
As a present or gift	30%

Source: RBD Shoppertrack 2015

66% SAY "I LIKE A VARIETY OF ALES"

Source: RBD Shoppertrack 2015

Mixed packs are a high value and growth opportunity which also recruit new shoppers into the category, so complement single bottle ranges across all store formats.

CREDIBLE OWN-BRAND HAS A ROLE TO PLAY IN THE PBA CATEGORY...

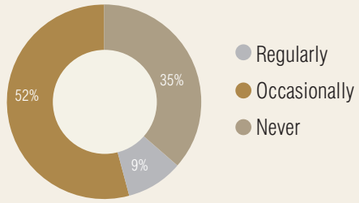
Retailer own-brands act as category recruiters with 20% of own label shoppers buying into the PBA category for the first time this year.

Shoppers say that the main driver of an own-brand purchase is value and given that this remains the greatest barrier to recruitment for PBAs in general then a credible own-brand offers benefits the whole category.

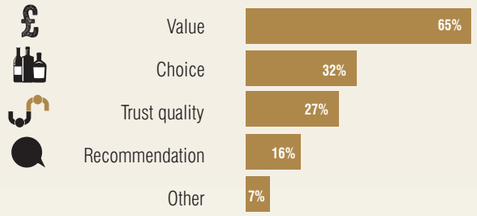
Other motives for own-brand purchasing within PBA are variety and trust, therefore own-brand provides a good platform for trialling new beer styles and flavours.

Source: RBD Shoppertrack 2015

61% OF CATEGORY SHOPPERS TELL US THAT THEY BUY AN OWN-BRAND PBA EITHER REGULARLY OR OCCASIONALLY



WHY PEOPLE BUY OWN-BRAND



THERE ARE TWO MAIN PBA RECRUITER BRANDS

3 out of 4 consumers who entered the PBA category for the first time in the past 5 years chose Hobgoblin or Old Speckled Hen as their first purchase.

Source: RBD Shoppertrack 2015

Hobgoblin and Old Speckled Hen are also the two most valuable brands in the category, so in order to recruit new consumers and grow value, retailers should ensure that these brands are always available, visible and also in the chiller.

★ KEY RECOMMENDATIONS ★

- **MERCHANDISE BY STYLE**
- **IMPROVED VISIBILITY AND AVAILABILITY OF RECRUITER BRANDS**
- **MIXED PACKS PERMANENTLY RANGED**
- **CREDIBLE "OWN BRAND" RANGE FOCUSSED ON VALUE**

MERCHANDISE PBA CATEGORY BY BEER STYLE...

Shoppers make their purchase decision using two main factors; primarily by beer style and then brewer/brand.

In the main, retailers currently adopt one or the other of these approaches to merchandising their PBA fixtures with the majority now leading with style.

We recommend listening to consumers on this as it is the best way of simplifying the category for new shoppers who are unfamiliar with the plethora of different brewers. This also allows more informed shoppers to experiment between different styles and brewers more easily.

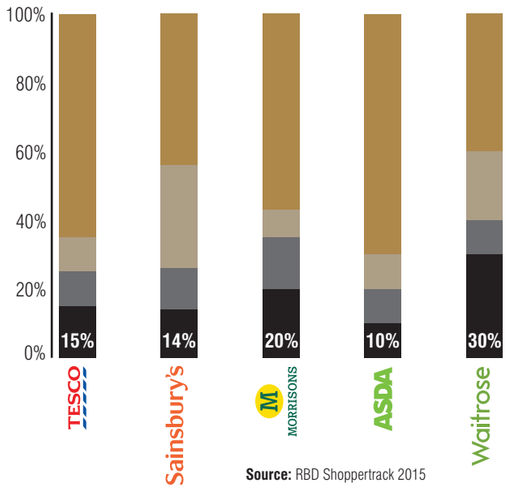
Retailers who merchandise their category by style have grown their category value by £1.9m in the past year.

	SHOPPER DECISION HIERARCHY
Colour or style	34%
Brewer or brand	32%
Strength	13%
Unsure	11%
Regional	10%

Source: RBD Shoppertrack 2015

MORE SPACE = PBA CATEGORY OVERTRADE

The retailers who dedicate more of their overall beer space to PBA are the ones with the category overtrades; specifically Waitrose and Morrisons enjoy a greater share of PBA compared with their overall grocery share.

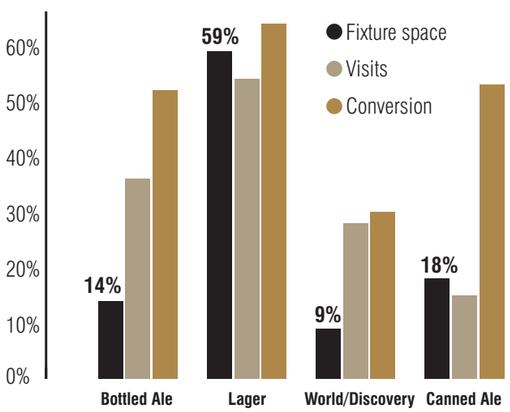


Source: RBD Shoppertrack 2015

This additional space allows a more varied range but more importantly gives more space to the big brands and protects availability for shoppers.

PBA JUSTIFIES HAVING MORE SPACE WITHIN OVERALL BEER CATEGORY

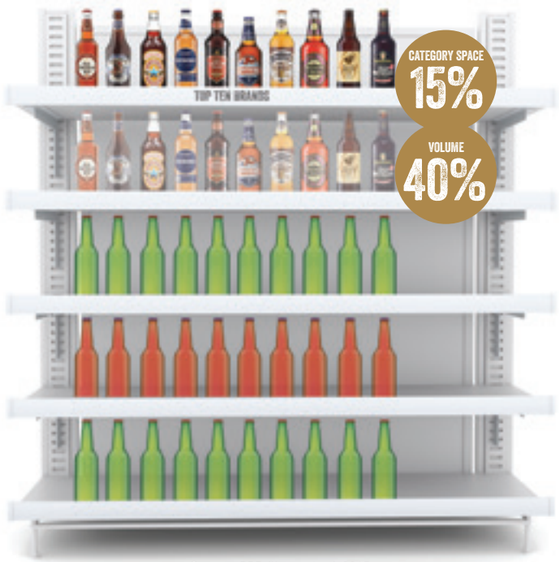
When compared with other beer categories PBA has less space relative to numbers of shopper visits and also conversion levels.



Source: RBD Shoppertrack 2015

CATEGORY DRIVE BRANDS NEED MORE SPACE

The top ten brands in the PBA category deliver 40% of category sales value yet receive only 15% of space, this leads to availability issues on an ongoing basis.



Source: RBD Shoppertrack 2015

These drive brands deliver most of the category recruitment and help consumers to navigate the category. We estimate that there is a £20m RSV/year opportunity if these brands are available all of the time.

PBA SHOPPERS ARE MORE ENGAGED AND DELIVER MORE VALUE

The bottled ale fixture over-justifies its space in the category; higher shopper dwell time leads to higher buy-conversion as well as higher average weight of purchase.

SHOPPER DYNAMICS – PBA VS BEER & CIDER

PBA fixture delivers

- Higher dwell time
- Higher rate of purchase
- Higher conversion

Source: RBD Shoppertrack 2015

RETAIL ENVIRONMENT

OUT OF STOCKS RESULT IN 23% LOST SALES

23% of PBA shoppers say that they will either 'not buy' or 'go somewhere else' if their intended brand is not available – PBA has the highest category penetration within Beer, so by not converting 23% of these shoppers because a brand is out of stock we are missing out on a huge opportunity.

61% would still look to buy within the category but only from the same brewery or brand group.

We recommend that retailers should double the space for the top 10 brands to 40% of the PBA category in order to ensure full availability at all times.

50% OF SHOPPERS SAY RETAILERS SHOULD DO MORE TO IMPROVE AVAILABILITY OF PBAs

Source: RBD Shoppertrack 2015

BOTTLED ALES IS A £104M OPPORTUNITY IN CONVENIENCE

The biggest single opportunity for further category growth sits within the convenience channel. Just by achieving a fair share of sales, convenience could add +£108m RSV to its PBA category value.

The question is what do convenience retailers need to do differently to unlock this value? We believe it is as simple as getting three things right; **range, space and value.**

BOTTLED ALE IS A £104M RETAIL OPPORTUNITY IN CONVENIENCE

	SUPERMARKETS	CONVENIENCE
RSV	£228M	£63M
PBA share value of beer and cider	8.6%	£104M OPPORTUNITY 3.3%

Source: IRI All Outlets, 28 Feb,15

OUR RECOMMENDED CONVENIENCE STORE RANGE FOR A TYPICAL 1M BAY IS...

The main shopper mission in convenience is topping-up and more likely to be for instant consumption. Given that 70% of under 34s consume bottled ale straight from the fridge it is important to treat PBAs the same as the rest of the beer category – **keep it in the chiller.**

★ KEY RECOMMENDATIONS ★

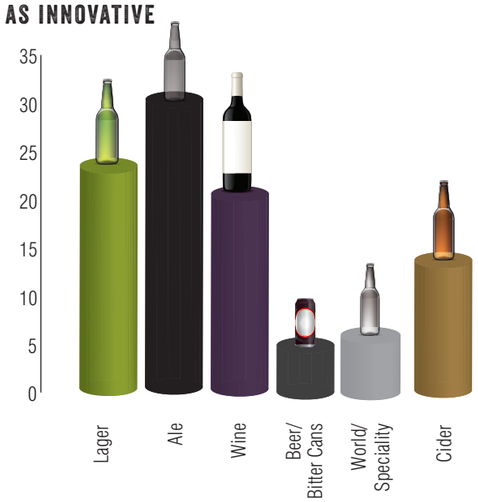
- DOUBLE SPACE OF TOP 10 BRANDS
- RANGE TO COVER BIG BRANDS AND STYLES
- CATEGORY MULTI-BUY; OFFERS VALUE AND PROTECTS AVAILABILITY
- VALUE OFFERING TO ENCOURAGE TRIAL
- MERCHANDISE IN CHILLER

INNOVATIVE ALE!

In a deflationary PBA category, new product launches are protecting and increasing category value by generating interest in styles and flavours that are new to the consumer.

Value-enhancing NPD launches will play an important role in keeping the 'premium' in PBA in the face of continued pressure on consumer-spending.

% OF CONSUMERS VIEWING THE CATEGORY AS INNOVATIVE



Source: RBD Shoppertrack 2015

PBA "OVER-INNOVATION"

Despite these many positives, the high number of NPD launches is leading to a high level of churn – 1 in 3 pieces of NPD launched last year has now been delisted.

Whilst consumers see the PBA category as highly innovative and interesting, this suggests that much of the NPD investment in the category is not delivering a return.

The category as a whole would be better served taking a more focused and longer-term view of NPD that is more closely aligned with consumer needs.

NPD CHURN FIGURE

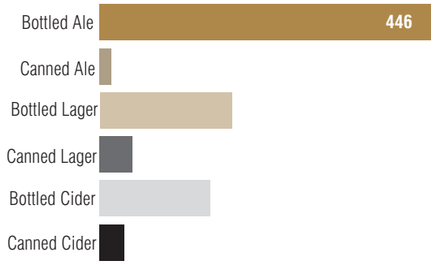
1 IN 3

BOTTLED ALE LAUNCHES GETS DELISTED WITHIN 2 YEARS

Source: IRI All Outlets, 28 Feb, 15

Consumers continue to view Ale as the most innovative drinks category in the Off-Trade market. This perception is driven by PBA having the highest number of NPD launches across total beer and cider.

NPD LAUNCHES IN THE PAST 2 YEARS



Source: IRI All Outlets, 28 Feb 2015

These new brands and packs are satisfying consumers who are typically more adventurous and are demanding more new beer styles than ever before.

I ALWAYS AIM TO TRY SOMETHING NEW

16% (UP FROM 8% LAST YEAR SO HAS DOUBLED)

Source: RBD Shoppertrack 2015

In the last year NPD has added £13m in RSV to the PBA category. This is clearly an important strategic opportunity for brewers and retailers to continue category growth. The most successful NPD launches in the past 2 years are…

TOP 5 NPD LAUNCHES IN THE LAST 2 YEARS

MAT Value	£1.8M	£1.2M	£1.1M	£0.8M	£0.7M
Launch Date	May,13	May,13	July,14	August,14	April,14

Source: IRI All Outlets, 28 Feb, 15

This is an interesting and diverse mix of products, a mixed pack, an amber beer, a porter and two differentiated golden beers, and shows that there is no single formula for launching successful NPD in the bottled ale category.

CRAFT

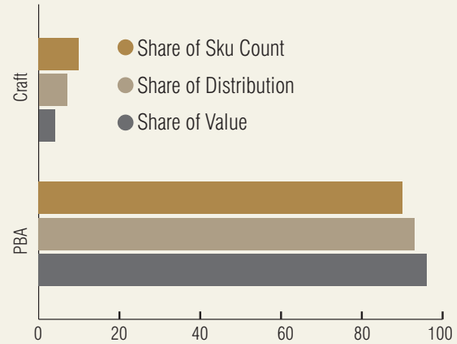
'Craft beer' has become one of the main focus areas for brewers and retailers. Retailers are currently defining 'craft' as imported 330ml bottles, primarily from the US, as opposed to 500ml and UK-brewed PBA.

More diligence is needed in this area as consumer research shows that consumers do not view 'craft' by bottle size or as imported.

Consumers instead highlight flavour and differentiated style as the primary attributes of a craft beer.

NPD launched in the bottled ale category delivers a far higher value return on space than skus launched into the 'craft' category.

CRAFT VS PBA NPD LAUNCHES



A PBA launch delivers over double the RSV of a 'craft' launch.

Source: IRI All Outlets, 28 Feb, 15

CONSUMER VALUE AWARENESS

Learnings can be taken from the On-Trade where 'craft' has been driving more consumers into Premium Ale by offering comparable value to other Premium Ales. 'Craft' currently commands a 11% price premium over Premium Ale in the On-Trade clearly showing that consumers are prepared to pay more for the uniqueness of a 'craft beer'.

In the Off-Trade however, the price differential currently stands at 44% between 'craft' and PBA. The result is PBA offering far superior value to 'craft'. Replicating elements of the On-Trade model in the Off-Trade would allow for 'craft' to offer a value equation for the consumer that is in line with PBA.

AVERAGE RETAIL PENCE PER 100ML

ON-TRADE		OFF-TRADE
CRAFT KEG 60p	Vs	330ML CRAFT 46p
PREMIUM CASK 54p	Vs	PBA 32p

Source: CGA and IRI

To do this we recommend that future 'craft' NPD is focused in 500ml format with the provenance of UK brewery heritage.

STYLE

It's quite easy to segregate the PBA category into three basic beer styles; golden, amber and dark as this is clear and simple for consumers to understand.

As the category is growing and consumers become more knowledgeable it's also possible to identify some more specific beer styles that are becoming more interesting and popular; the figures right show growth of the 3 standard style categories as well as a couple of more specific beer styles…

- **Golden** +20% YoY
- **Amber** +11% YoY
- **Dark** +7% YoY
- **IPA** +25% YoY
- **Bottle conditioned** +16% YoY

Consumers now identify and differentiate between styles of beer on wider grounds than simply colour – although colour remains the merchandising method of choice.

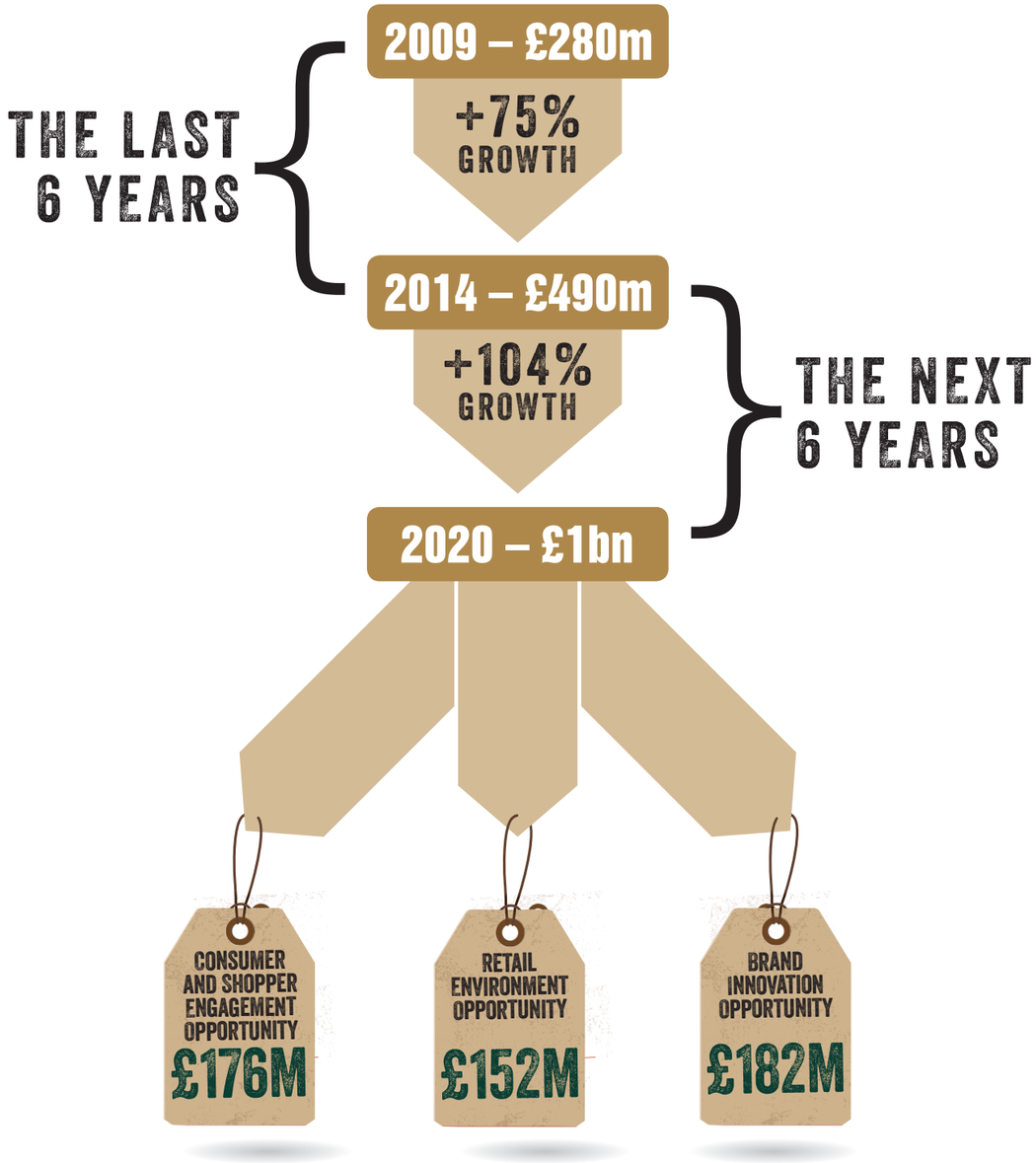
There is a clear action for the category to take from this: **Focus NPD around specific beer styles and look to bring new styles to market.**

Source: IRI All Outlets, 28 Feb, 15

★ KEY RECOMMENDATIONS ★

- CONTINUED INNOVATION PIPELINE
- NEW AND DIFFERENTIATED STYLE AND FORMAT
- ALIGN CRAFT LAUNCH WITH MAINSTREAM PBA
- FEWER BUT BIGGER NPD LAUNCHES

THE 2020 VISION OF BECOMING A £1BN CATEGORY WAS SET OUT 3 YEARS AGO... ...WE REMAIN ON TRACK TO ACHIEVE THIS OBJECTIVE



The three key focus areas above remain the same but the actions to drive the growth within these have evolved in line with market trends and shopper behaviour.

FOCUS AREAS

CONSUMER & SHOPPER ENGAGEMENT

- Merchandise category by style
- Better visibility and availability of recruiter brands
- Permanently range a mixed pack in all retail formats
- Credible own-brand range focused on value

£176M

RETAIL ENVIRONMENT

- Increase PBA category macro-space and double space of top 10 brands to protect availability
- Permanent category multi buy mechanic to encourage trial and weight of purchase
- Including a value PBA offering will achieve trial and recruitment
- £108m convenience opportunity; range, space, value and merchandise in chiller

£152M

BRAND INNOVATION

- NPD launches delivered 50% of category growth last year, need for a sustainable innovation pipeline
- Focus on fewer but bigger NPD launches for more efficient scale
- Differentiated beer styles and pack formats that broaden category appeal
- Alignment of 'Craft' with PBA category, meeting consumer needs

£182M

UK beer sales in the Off-Trade overtook the On-Trade for the first time this year and PBAs have maintained their position within beer and cider as the fastest growing category.

The category is continuing to attract new shoppers and it is important to execute appropriate merchandising solutions and promotions while keeping up to date with current beer styles trends to engage and excite these consumers.

The top 10 PBA brands have held onto their share of the market highlighting that these familiar brands are still appealing to both new and existing shoppers of the category.

Developments in the category have improved the shopper experience encouraging existing shoppers to purchase more PBAs through visiting the fixture more often. We believe that the recommendations set out in this year's report will maintain this momentum of recruitment and growth.

I hope you have found this report interesting and that the recommendations are clear and actionable. If you have any questions and would like to discuss developing your PBA category further please feel free to get in touch.

P. Warren

Senior Category Manager
paul.warren@marstons.co.uk

HOP ONBOARD FOR A TASTE TOUR OF OUR COUNTRY'S FINEST BEERS

FROM MARSTON'S

OUR CONTINENTAL FRIENDS MAY KNOW A THING OR TWO ABOUT WINE BUT NO ONE KNOWS BEER QUITE LIKE THIS GREAT NATION. EACH REGION HAS ITS OWN UNIQUE BREWING HERITAGE COMPLETE WITH DISTINCTIVE TASTES AND LOCAL FAVOURITES.

HERE'S A FLAVOUR OF OUR FULL RANGE OF BEERS, HOP ON BOARD AND TAKE A TASTE TOUR FROM THE LAKES TO THE SOUTH COAST.

JENNINGS CUMBERLAND ALE

Superbly refreshing golden ale, brewed with Pure Lakeland water. Cumberland Ale is synonymous with the Lake District and has been in continuous growth over a number of years.

Golden Pale Ale
ABV 4.0%

BANKS'S BITTER

From the heart of the black country comes this classic easy drinking bitter famous across the West Midlands for its malty, hoppy flavours and clean bitter finish.

Bitter
ABV 3.8%

WYCHWOOD HOBGOBLIN

The legendary Hobgoblin brewed with roasted malts for a well balanced, rich, smooth taste, full of mischievous character. The No.2 top selling PBA and most shopped brand in the category.

Ruby Beer
ABV 5.2%

MARSTON'S PEDIGREE

Brewed in the world famous Burton Union brewing system, Pedigree ferments and slowly matures like no other beer in the world. No wonder it's the favourite beer of the England Cricket team.

English Pale Ale
ABV 4.5%

BRAKSPEAR OXFORD GOLD

Craft brewed in Witney, using Target and Goldings hops to provide a zesty aroma and fruity flavour, delivering the taste of Oxfordshire.

Organic Golden Ale
ABV 4.6%

RINGWOOD OLD THUMPER

The wild boar of beers, Old Thumper is a copper coloured full-flavoured strong ale currently amongst the fastest growing brands in the PBA category.

Strong Ale
ABV 5.1%

MARSTON'S