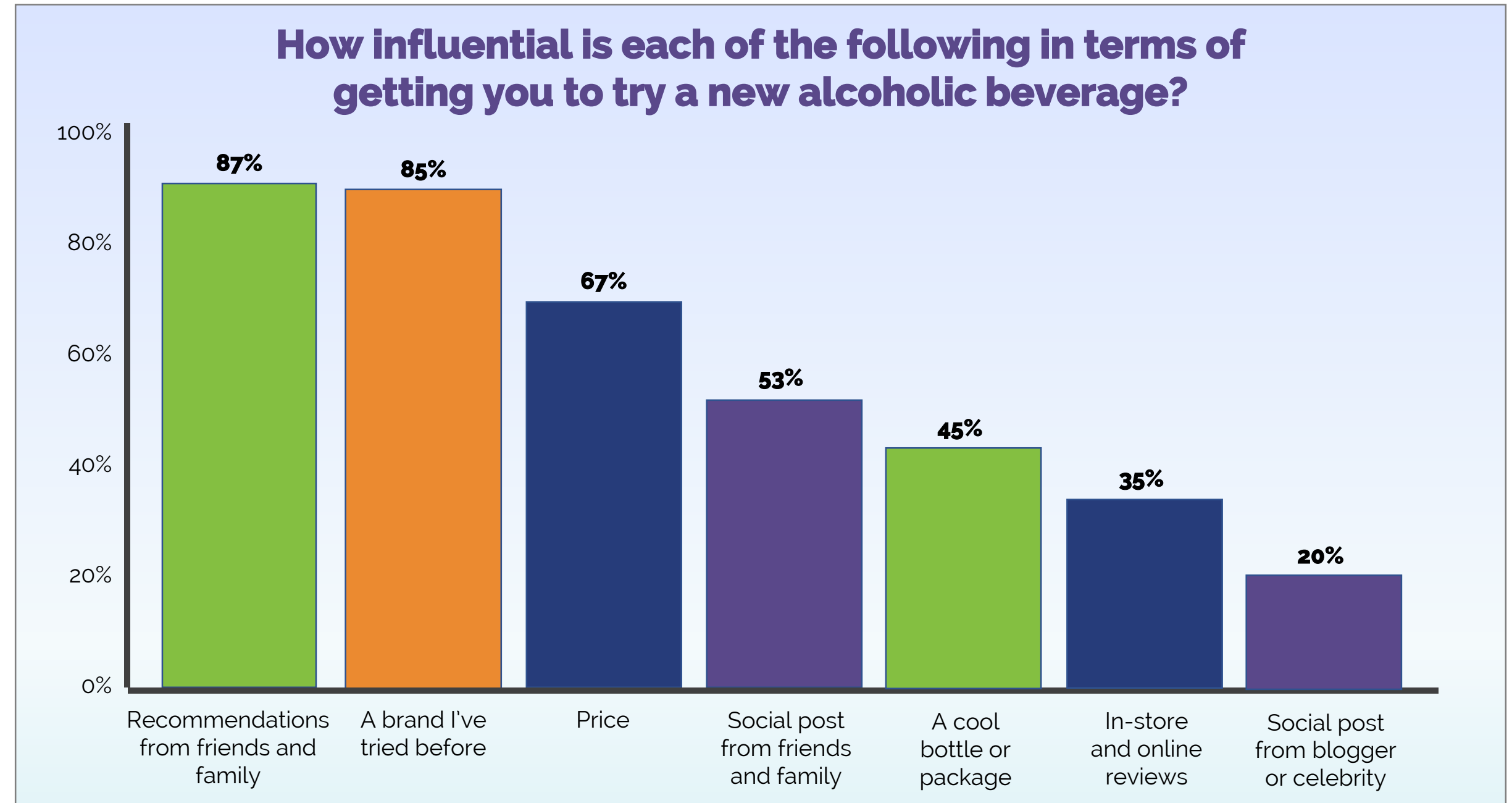


RECOMMENDATIONS FROM FRIENDS AND FAMILY HAVE THE GREATEST INFLUENCE WHEN IT COMES TO TRYING A NEW BEER, WINE OR SPIRIT

A direct recommendation from a friend or family member (87%), or a social post from a friend or family member (53%) are 2-4x more influential in driving new product trial compared to a social post from a celebrity or top-tier influencer (20%).

Previous brand experience and price are also very influential in driving new product trial.



Sample: n=523 social media savvy consumers ages 21-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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