

# Alcohol Consumption Trends



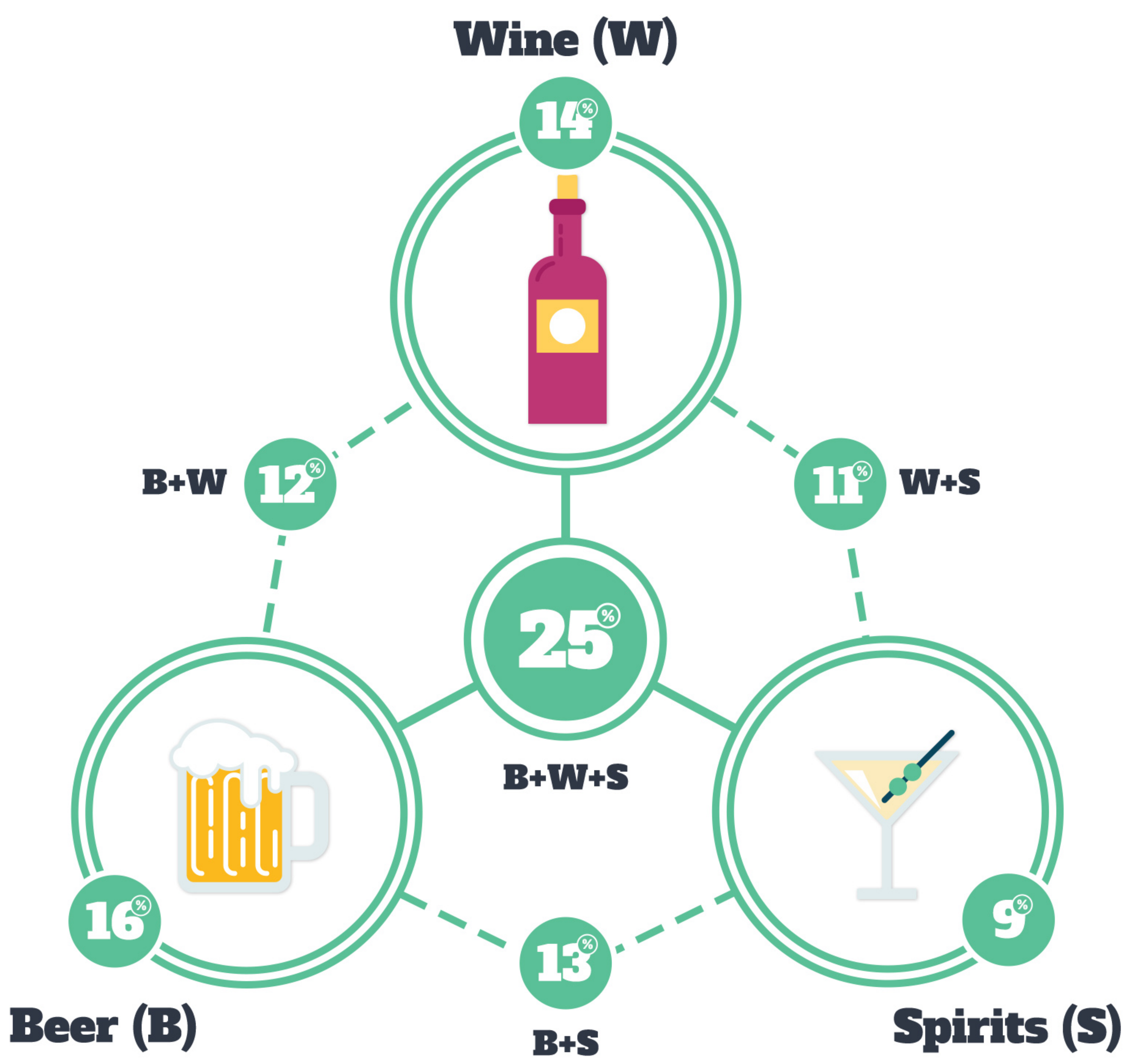
Did you know that more than 75% of LDA (legal drinking age) adults enjoyed alcohol during the last year?

According to the Wine Market Council, 25% of this group are consuming alcohol more frequently than they did just a few years ago, which is great news for our industry—as long as the consumption is safe and in moderation, of course.

The question now is, what are your customers drinking?

The Wine Market Council has the latest statistics detailing how your customers are spending their hard-earned cash at happy hour.

## Consumer Consumption WINE, SPIRITS AND BEER



## Wine Drinkers

AGE AND GENDER BREAKDOWN\*

		Wine Only	Wine & Spirits	Wine & Beer	Beer, Wine & Spirits
Age (Yr.)	21-29	21%	16%	18%	46%
	30-39	17%	15%	20%	48%
	40-49	21%	19%	17%	43%
	50-59	19%	18%	18%	45%
	60+	30%	20%	20%	30%
Gender	Male	15%	11%	24%	50%
	Female	28%	23%	15%	34%

\*ROUNDED DATA

## Frequency Breakdown CONSUMER CONSUMPTION

