



The most trusted source in beverage alcohol research.

PRESS RELEASE

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2016 IWSR US Beverage Alcohol Review Release

First comprehensive look at all 2015 spirits, wine, and beer brand/sales data, innovation insights, and the craft category with interactive online database.

(NEW YORK, May 5, 2016) – For over 40 years, International Wine & Spirits Research (IWSR) has established itself as the most trusted source in beverage alcohol industry research, with the world's largest database of market, category and brand performance in 155 countries.

The IWSR's newly created *US Beverage Alcohol Review (US BAR)* was developed in response to the need for a unified source in the United States covering the entire beverage alcohol universe: spirits, beer, wine, cider, and the important craft segment.

"We saw the need to approach our research and analysis from the perspective of our clients who look at consumptive category blur – the reality that consumers are influenced by a variety of factors that impact their brand and purchase behavior," says Brandy Rand, Vice President US Marketing and Business Development.

Available as an interactive online dashboard in addition to a comprehensive written report, the *US BAR* includes demographic and state data, five-year forecasts by category, brand advertising spends, 2015 brand volume and value data, innovation and trend insights, the impact of the emerging e-commerce and delivery space, and much more.

"Subscribers to the *US BAR* can access data in a simple interface and get the most definitive look at what is happening in a particular category, and across categories," says Rand. "Add that along with our analyst commentary, and you have everything you need to know about the beverage alcohol space in one place."

IWSR analysts have a presence in markets, allowing them to work collaboratively with the industry to triangulate actual consumption data and trends. "We dig deeper than anyone else and have a holistic approach to our methodology to ensure our numbers and insights are reliable," says Rand. The IWSR has the widest industry buy-in of any research company with more companies both using and sharing their data.

The new *US BAR* is the first product of its kind to offer both an online platform plus detailed PDF report for spirits, beer, wine, cider and craft. The full release is planned in early May. More detail on what is covered in the *US BAR* can be found at http://www.theiwsr.com/iwsr_US_BAR.html.

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About the IWSR

The IWSR is the leading source of analysis on the beverage alcohol market. We are the longest-running research company specializing exclusively in alcoholic drinks. The IWSR's comprehensive database quantifies the global and local market of wine, spirits, beer, cider and prepared cocktails by volume and value, and provides insight into short- and long-term trends. Our proprietary trend-tracker database, Radius, provides insights into brand innovation and marketing activity around the world.

The IWSR's methodology is unique. We are the only research company to annually visit distributors, importers, producers, retailers, and duty free operators in each market. This allows us to better understand market dynamics, real consumption figures, and to explain why certain trends occur. The IWSR conducts face-to-face interviews with 1,500 companies in 118 countries each year, with further input from 350 companies. We provide more detail on more brands, across more countries, than any other source. The IWSR produces several special reports each year; for more details, please visit www.theiwsr.com