

Online Beverage Alcohol

ONLINE ALCOHOL: IT'S HERE

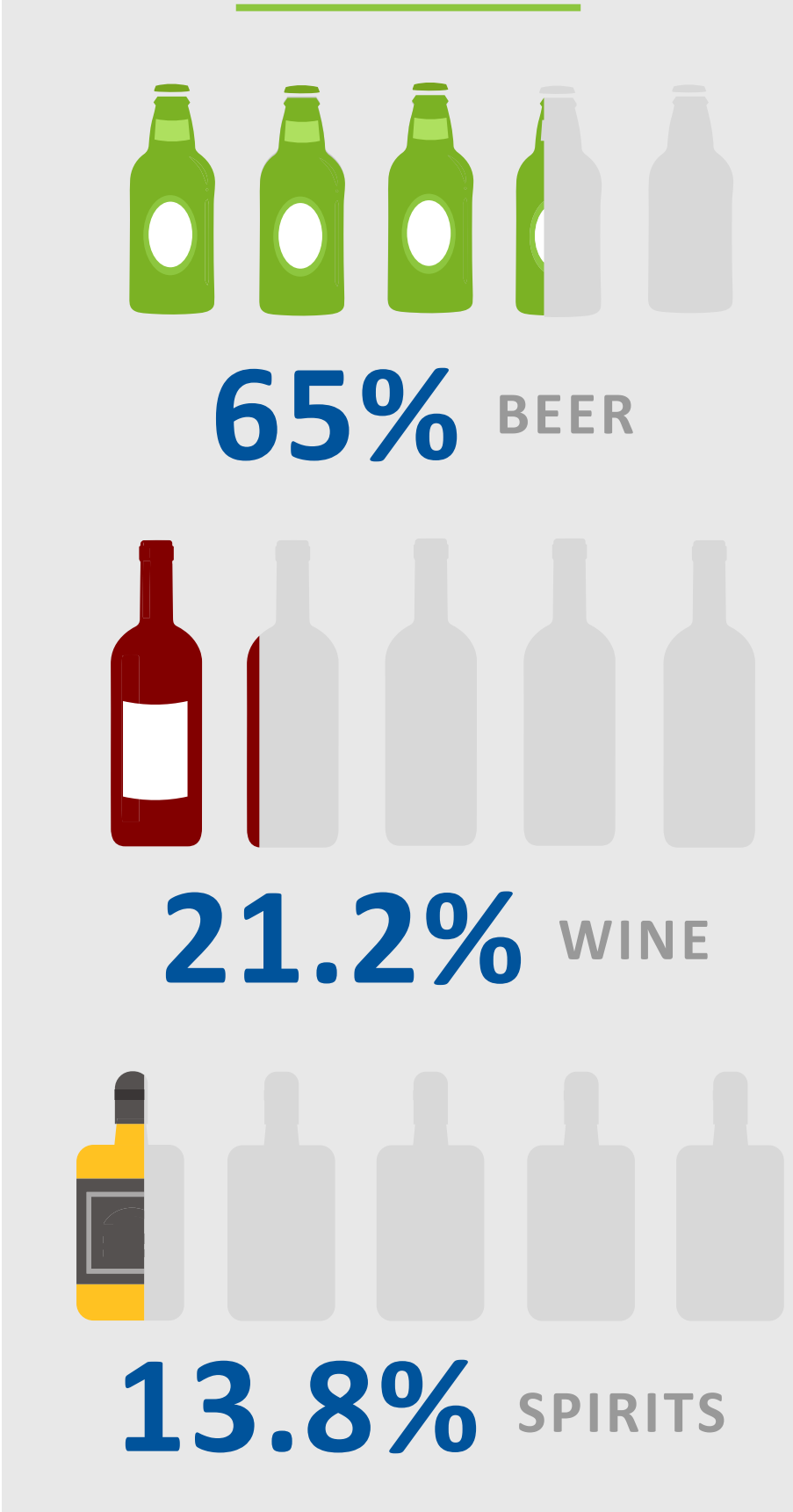
BIG



GROWING



BEER LED



UNTAPPED



ONLINE GROWTH DRIVERS

1. ONLINE DOMINANCE

Explosive growth across all types of online browsing, shopping and ordering

96% of consumers are shopping online and allocate an average of..... 36% of their shopping budgets to ecommerce

2. CONVENIENCE CULTURE

Demand from time-poor, on-the-go consumers

86.5M Americans have used an on-demand service and... 60% are willing to pay extra for same day delivery models

3. SHOPPING EXPERIENCE

Always 'on' + access to an abundance of brands + browse by brewery, flavor, ABV, style, etc.

14,000 Wine choices on a single day at Wine.com In contrast to.. 1,000 Wine items at an average liquor store

4. GEOGRAPHIC ACCESS

Availability of local craft beverages and emerging niche brands

35% are more tempted to buy "craft" alcoholic beverages This ration jumps to... 46% for men between the ages of 21 and 24

DTC PATH TO PURCHASE

Digitally native brands have led the way to disrupt the alcoholic beverage space, creating 3 new DTC models for alcohol sales:

E-COMMERCE, ON-DEMAND, AND SUBSCRIPTION

E-Commerce



SWILL



prime now



On-Demand

Subscription

