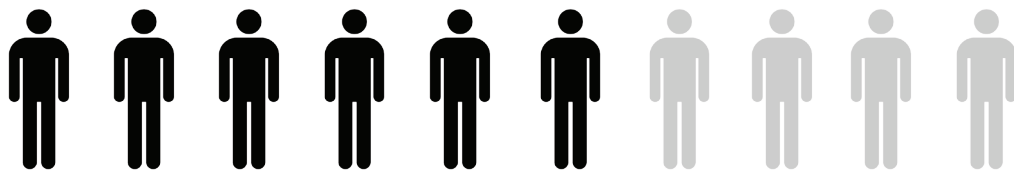


Spotlight on Hispanic Adult Beverage Consumers



60%

of respondents consumed adult beverages away from home **in the past week.**

Base: 845 respondents ages 21+

How much do you typically spend per away-from-home occasion, including tax and tip?

means shown



Spirits/mixed drinks

Wine

Beer

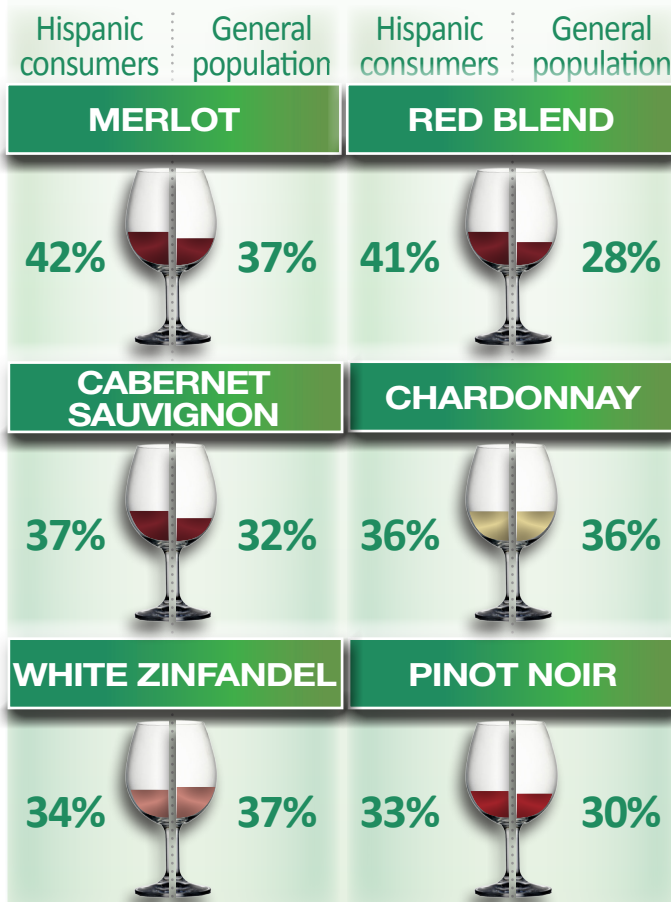
■ General population

■ Hispanic consumers

Base: 421 (Hispanic) and 1,000 (general population) respondents ages 21+ who have purchased alcohol away from home in the past 30 days

How often do you consume each of the following types of wine away from home?

once a month or more



Base: 421 (Hispanic) and 1,000 (general population) respondents ages 21+ who have purchased alcohol away from home in the past 30 days

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