



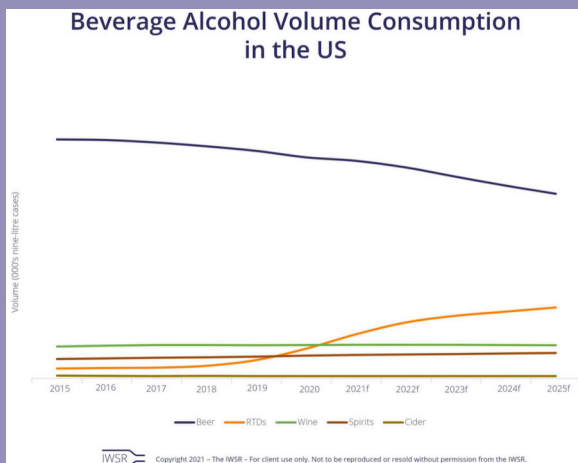
How Has Covid-19 Altered Consumer Attitudes in the U.S.?

by The IWSR Drinks Market Analysis, www.theiwsr.com

As the weight of the pandemic starts to lift, drinks brands will need to strategize according to evolving consumer behaviors

For American consumers, living with Covid-19 has become the new normal and will be so for some time yet. Throughout the pandemic, new habits have been learned and will now sit alongside long-established behaviors that are starting to return now that the market is normalizing. This has significant implications for alcoholic drinks brands and retailers, which must devise strategies with one eye on the past and another on the future.

"Understanding these evolving shopping habits offers producers and retailers a perspective on the expected rhythm of change and the need to plan for channel synergies," said Mariana Fletcher, Head of Analytics and Insights for the Americas at IWSR Drinks Market Analysis.



Spending remains strong, boosted by increased comfort levels

Despite the upheaval the pandemic has caused to people's day-to-day lives over the past 18 months, spending on alcoholic drinks has been constantly resilient, IWSR consumer data shows. Spending in the off-premise remains in growth, driven by a rebound in incomes since August 2020.

"There has been solid momentum in U.S. drinkers' spending patterns as there is less hesitancy to spend on alcohol," said Fletcher. "This is likely to continue in the immediate future with positive net-spend predictions."

Millennials continue to be one of the most enthusiastic drinking demographics in consuming a wider range of alcoholic beverage, while also being the generation that is more likely to have a higher spend average. IWSR consumer research shows that consumers who have higher levels of comfortability — including Millennials — generally have higher spend intentions.

The proportion of U.S. drinkers classified as generally 'comfortable' with life has shot up to 60%, compared with 35% in August 2020, and as a result have become more content shopping in stores, socializing and going to events. The overall positive change in spending is largely due to fewer Americans

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Lux Row Distillers Expands

Lux Row Distillers, the Bardstown, Ky., home of the Ezra Brooks, Rebel, Daviess County, David Nicholson and Blood Oath bourbon brands, has begun a \$4 million expansion. When completed in late 2022, the expansion will allow Lux Row Distillers to operate 24 hours per day and increase capacity by 75%.



Opened in 2018, Lux Row Distillers now has a wide array of products across all categories. With more than 18,000 square feet, ten barrel warehouses at capacity and a 43-foot custom copper still, Lux Row will have the ability to distill more than 50,000 barrels of whiskey annually when this expansion is fully complete.

"Lux Row Distillers broke ground nearly six years ago as a result of our company's desire to grow our brands and service our needs on our terms," said Lux Row Master Distiller John Rempe. "Expansion of our facilities represents the next chapter in our evolution as we continue to fill the growing demand for our products. I'm truly excited to see what possibilities open up when expansion is completed"

The distillery will remain fully operational throughout the construction process. Additionally, all construction work will take place "back of house" and will in no way impact tours or any other aspects of the guest experience.

Beam Suntory to Contribute Rare Bowmore & Glen Garioch Whiskies to Inaugural Distillers 'One of One' Auction

Beam Suntory will contribute two lots to the upcoming Distillers 'One of One' auction, which will be held on December 3 in Edinburgh, Scotland. The auction, led by The Distiller's Charity, the philanthropic arm of The Worshipful Company of Distillers, in partnership with Sotheby's, will benefit disadvantaged

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