

# 3. THE IMPORTANCE OF A Craft Beer Label

DOES THE LABEL IMPACT THE CONSUMER'S BUYING DECISION?  
**EVERY DENNISON STUDY RESULTS**



CRAFT BEER IS AN **EXPLODING MARKET** AND COMPETITION ONLY GROWS...



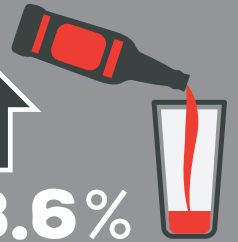
**3,418** BREWERIES

(AND ANOTHER 2,051 PLANNED)

**22.2 MILLION** BBLs OF CRAFT BEER SOLD IN 2014



**18.6%** VOLUME GROWTH BETWEEN 2013 AND 2014



WHICH LABELS DRAW YOUR EYES FIRST?



GLOSS FILM

**#1**



WOOD VENEER

**#2**



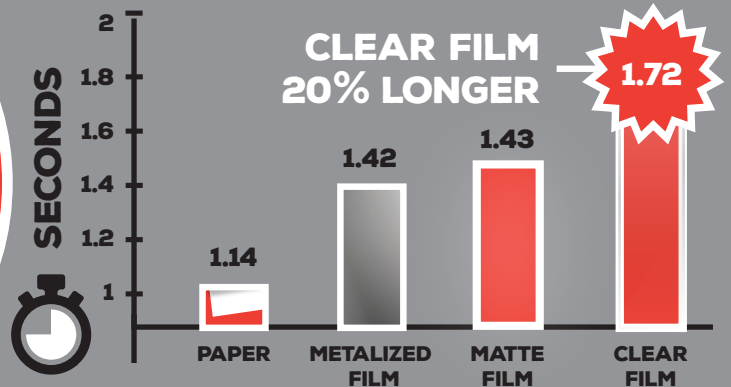
METALIZED FILM

**#3**



WHICH LABEL HOLDS YOUR ATTENTION THE LONGEST?

Customers fixated on **THE CLEAR FILM** label more than **20% longer**. The study found a **STRONG** correlation between fixation duration and product selection.



CUSTOMERS TAKE A SHINE TO METALIZED FILM

WHICH LABEL WOULD YOU CLASSIFY AS MOST EXPENSIVE?

**46%** METALIZED FILM Label

Thirty-Three Percent OF THE **+30** YEAR-OLDS PREFER WOOD VENEER

