

Craft Beer Consumer Research Membership

by Craft Beer Advisory Services



What's the Research Membership?

Our **Research Membership** tells breweries:

- ✓ **What** consumers are looking for
- ✓ **Who** is looking for what
- ✓ **Where** you can reach consumers
- ✓ **How** you compare to competitors

How do you figure all of that out?

We utilize **various methods** including:

- ✓ **Review scraping**
- ✓ **Real-time consumer surveys**
- ✓ **Focus group interviews**
- ✓ **Artificial intelligence tools**

Our work has been requested by...

200+ Breweries **40+** States **10+** Countries

"I'm enthusiastic for the forthcoming Craft Beer Advisory Services. Michael has **proven his ability to deliver actionable, targeted research that we are already utilizing in the brewery.** This program will formalize the research and give me **access to key, actionable insights**

– VP Marketing, Jack's Abby Craft Lagers

Craft Beer Advisory Services (CBAS) is the first and only market research firm exclusively dedicated to craft beer.

We provide craft breweries **attainable, approachable, and actionable** consumer trend data so you can **work smarter.**