

Table 22.7. Segments identified among beer consumers

		Segment	
		1	2
	<i>Base size</i>	118	100
	<i>Additive constant</i>	48	24
	Segment 1: Traditionalists		
E30	From Anheuser Bush	6	3
E34	Icy cold	5	4
E18	So refreshing . . . you have to drink some more	5	-5
E29	From Labatts	-6	-1
E16	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors . . . whatever you're looking for	-8	10
E09	Brewed with 5 specially roasted malts for a deep red color and hearty robust taste with the crisp finish of mixed berries	-19	18
E07	Amber ale with blue agave nectar and a natural flavor of Mexican tequila and lime	-20	16
E03	A beer blended with exotic tropical flavors	-21	12
E02	A beer mixed with real fruit juices and lightly carbonated	-21	15
E08	Michigan cherries with a generous portion of wheat malt for a bright lively ale with a crisp finish	-22	19
E04	A lager with a citrus hop flavor throughout for a fruity assertive flavor	-24	16
E06	Smooth rich cream pilsner with roasted chocolate flavor	-27	0
	Segment 2: Variety seekers		
E08	Michigan cherries with a generous portion of wheat malt for a bright lively ale with a crisp finish	-22	19
E09	Brewed with 5 specially roasted malts for a deep red color and hearty robust taste with the crisp finish of mixed berries	-19	18
E07	Amber ale with blue agave nectar and a natural flavor of Mexican tequila and lime	-20	16
E04	A lager with a citrus hop flavor throughout for a fruity assertive flavor	-24	16
E02	A beer mixed with real fruit juices and lightly carbonated	-21	15
E03	A beer blended with exotic tropical flavors	-21	12
E16	Raspberry, Berry, Lemon and Lime, Cinnamon, Honey flavors . . . whatever you're looking for	-8	10
E05	Amber ale with Nutmeg and Raspberry flavors	-29	7

Data courtesy of It! Ventures, Inc.