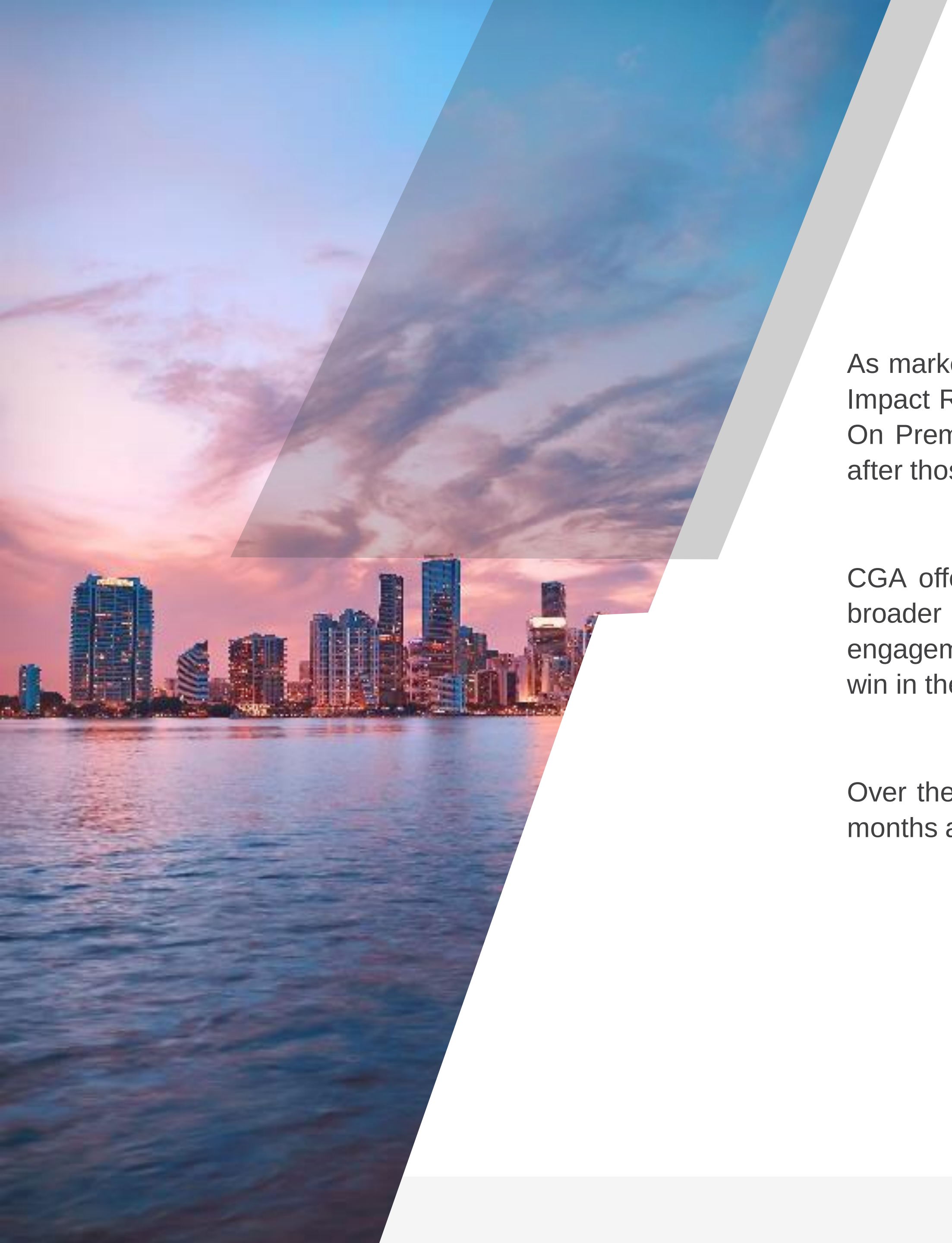
FLORIDA RE-OPENING

COVID-19 IMPACT REPORT

CGA, FEB 11 2020

CGA
PHENOMENAL DATA. EXPERT INSIGHT.



INTRODUCTION

As markets continue to re-open across the US, this month we are focusing our consumer COVID-19 Impact Report solely on Florida. This allows us to reflect on how Floridians were first returning to the On Premise, what other states can expect as they re-open more fully and how behavior continues after those initial visits.

CGA offer a suite of products which can reach into different areas or research, and if you have broader business questions please reach out to speak with us for support. We are thankful for your engagement and hope to continue bringing you studies which can help you to focus your efforts to win in the On Premise.

Over the weekend (**Feb 5-8**) we surveyed **1,224** respondents (who have drunk alcohol in the last 3 months and been out in the On Premise) and all live in Florida.

FLORIDA SUMMARY

First visits back after reopening

- Food orientated venues dominate the first venues consumers returned to, and younger consumers show a higher likelihood of going back to a drinking venue first
- Consumers across occasions and venues are currently most likely to go out/return with their partner/ spouse. This highlights a more intimate, smaller group occasion than typically seen pre-COVID-19.
- This is followed by visiting with friends, although returning with family and kids is more prominent for casual dining chains
- Different venues offer different drink categories opportunities on the first visits back. Beer dominates neighborhood bars and sports bars. While wine has a strong position in fine dining restaurants. Spirits do particularly well in neighborhood bars and the top location for cocktails is in casual dining chains.
- Drinks with food is a top occasion on first visit for most major venue types. It is particularly significant for sports bars and independently owned restaurants. Meanwhile neighborhood bars seem split across drinks with food and a regular/everyday drinking occasion. Treat/rewards are the most important outings for fine dining and second most important for casual dining chains after drinks with food.
- 3/5 consumers are spending as much on their first visit as an average pre COVID-19 visit, but celebrations are more likely to be down on spend (possibly due to group size). Romantic and everyday drinking occasions however are more likely to have a higher spend
- Consumers are most likely to visit a favorite or local venue on first visits to the On Premise – showing that affinity to protect particular outlets. Moreover, 18% returned on their first outing to the venue that they visited on their last trip before restrictions. This shows the habitual nature of consumers and highlights consumers desire to 'finish' a full circle since restrictions.
- 21-34 year olds are most likely to go to somewhere they had their eye on for a while, finally ticking off that desire – perhaps linked to a recommendation or seeing online posts (23%)

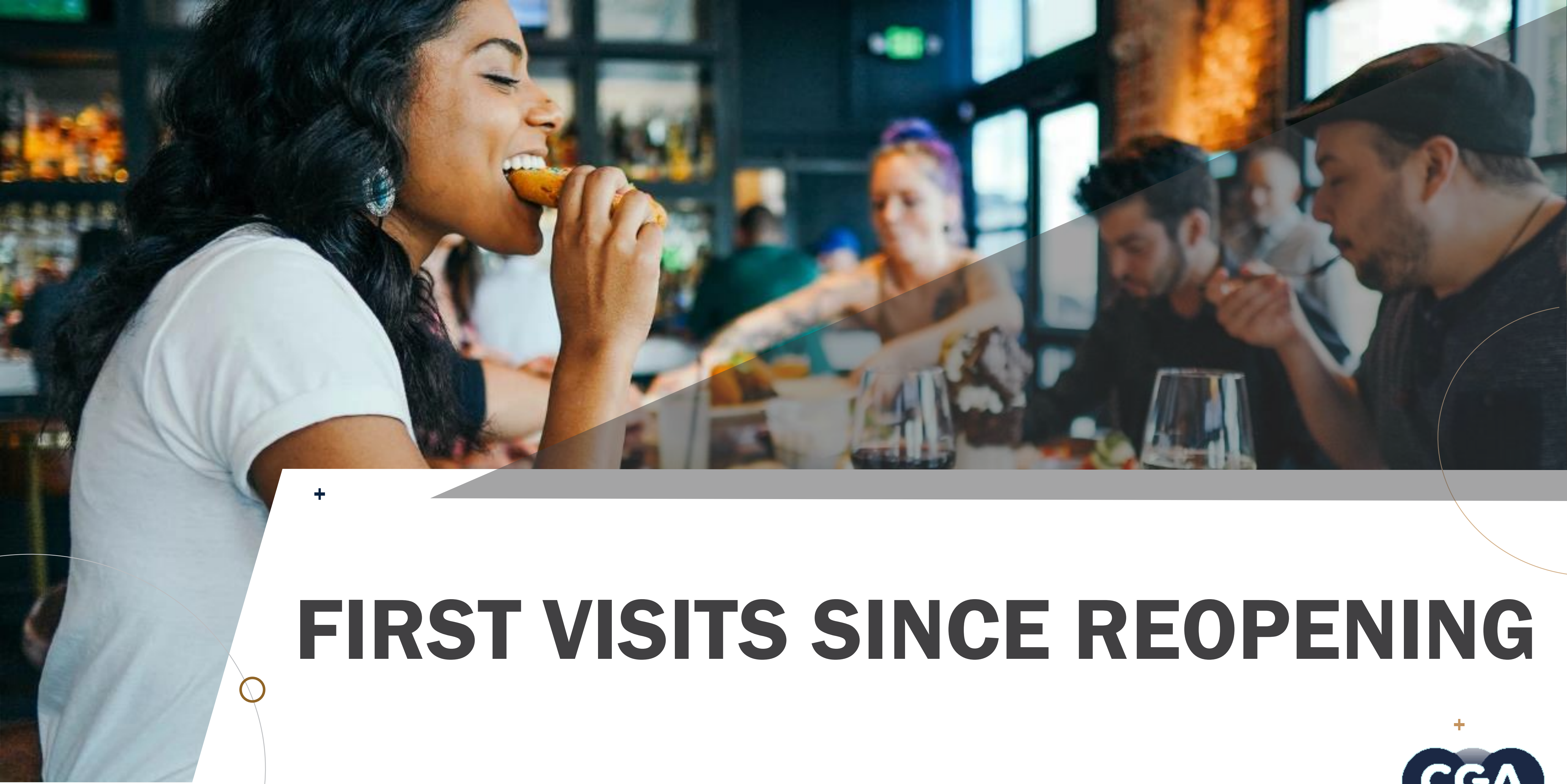
SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

FLORIDA SUMMARY

General behavior since reopening

- The same venues remain popular as consumers return after their first outing, however fine dining restaurants fall back in position after first visits, letting sports bars and neighborhood bars move up
- There is also hope for travel venues, with 16% going to a hotel bar/restaurant at least once since reopening
- Drinks with food has a strong lead as the top occasion for going out, highlighting the popularity of the more casual occasion
- There remains opportunity with high visits for treat/rewards and celebrations however. These both have trade up opportunities, with one a more low and the other a higher tempo occasion
- Partner/spouse remains a key combination on visits after venues reopened, but visitation with friends moves up. This may reflect that on first visits people were more cautious on returning with only those from their household, but later became more comfortable on visiting with friends
- 35-54 year olds are more likely than others to visit with kids and work colleagues.
- Currently 63% of consumers are spending the same or more than pre COVID-19 on alcohol per visit, a promising note for the industry after a challenging period while caution and job security is still a factor for many
- Younger consumers are more likely than other age groups to be spending more than usual

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH



FIRST VISITS SINCE REOPENING

FIRST VENUE VISITED AFTER REOPENING

	CASUAL DINING CHAINS	INDEPENDENT RESTAURANTS	FINE DINING	NEIGHBORHOOD BARS	SPORTS BARS
	30%	22%	9%	8%	8%

AGE GROUPS INDEX VS AVG CONSUMER

	CASUAL DINING CHAINS	INDEPENDENT RESTAURANTS	FINE DINING	NEIGHBORHOOD BARS	SPORTS BARS
21-34	-8pp	-7pp	+4pp	+1pp	+3pp
35-54	-2pp	-9pp	0pp	+4pp	+2pp
55+	+7pp	+12pp	-2pp	-4pp	-4pp

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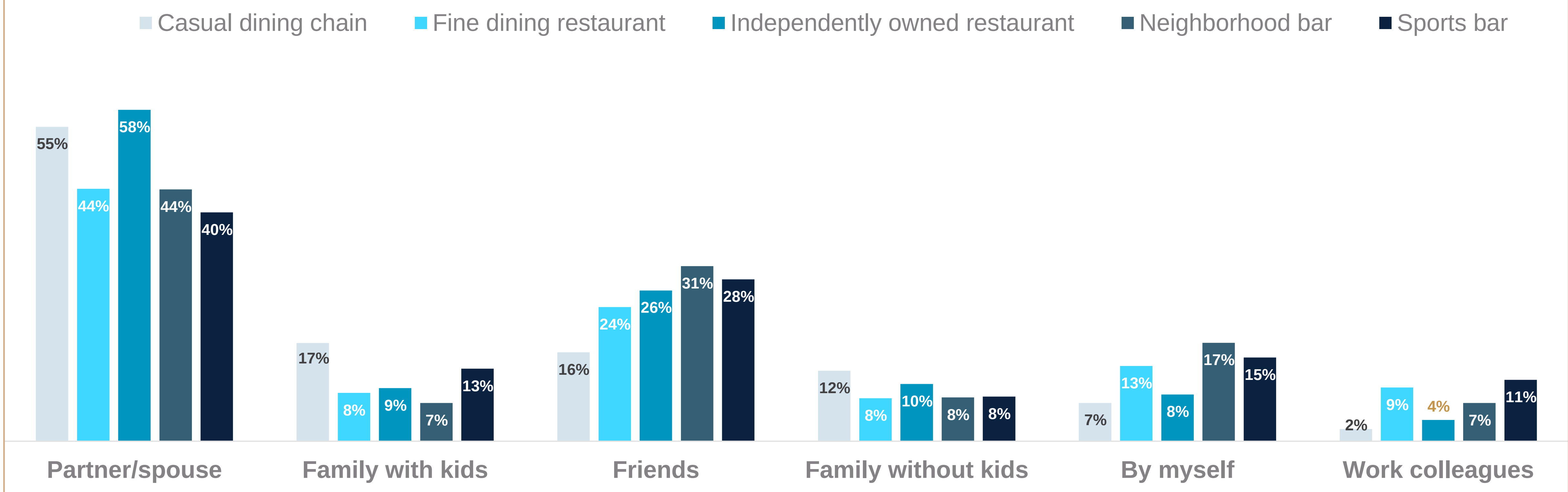
PHENOMENAL DATA. EXPERT INSIGHT.

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

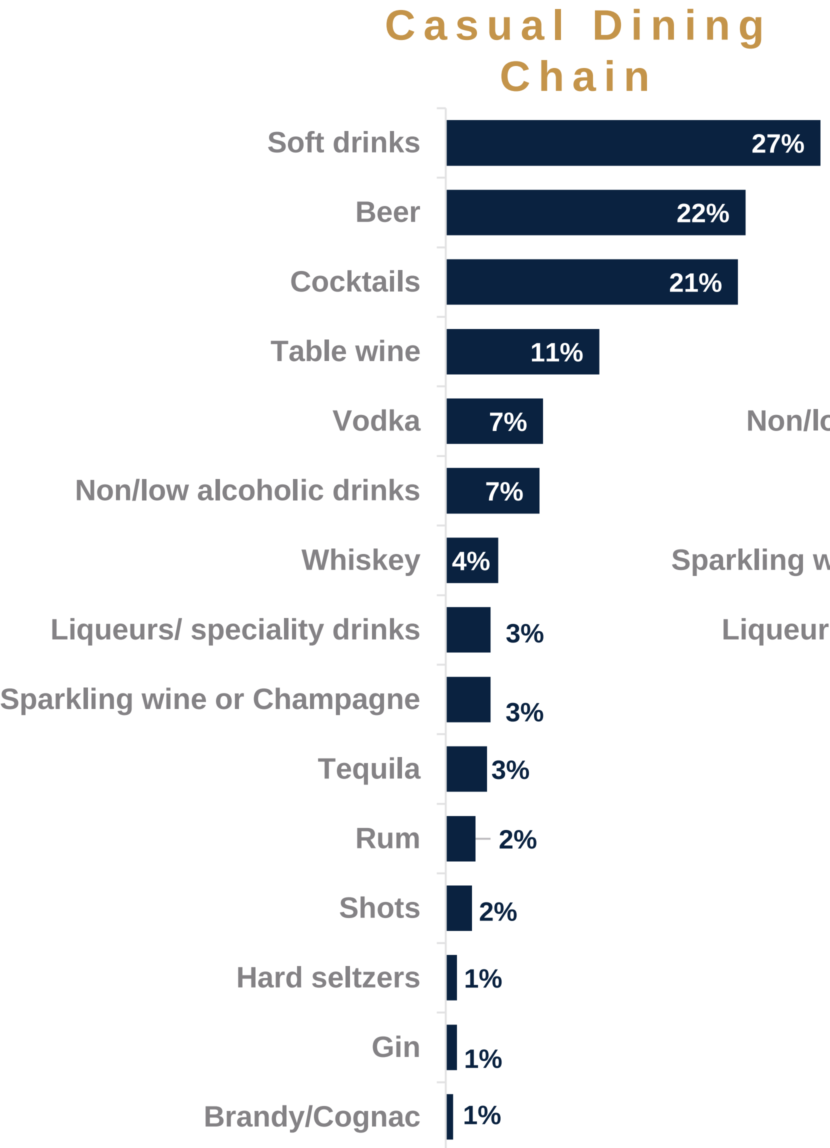
CGA COVID-19 IMPACT SURVEY Feb 11, 2020, SAMPLE SIZE: 1,224

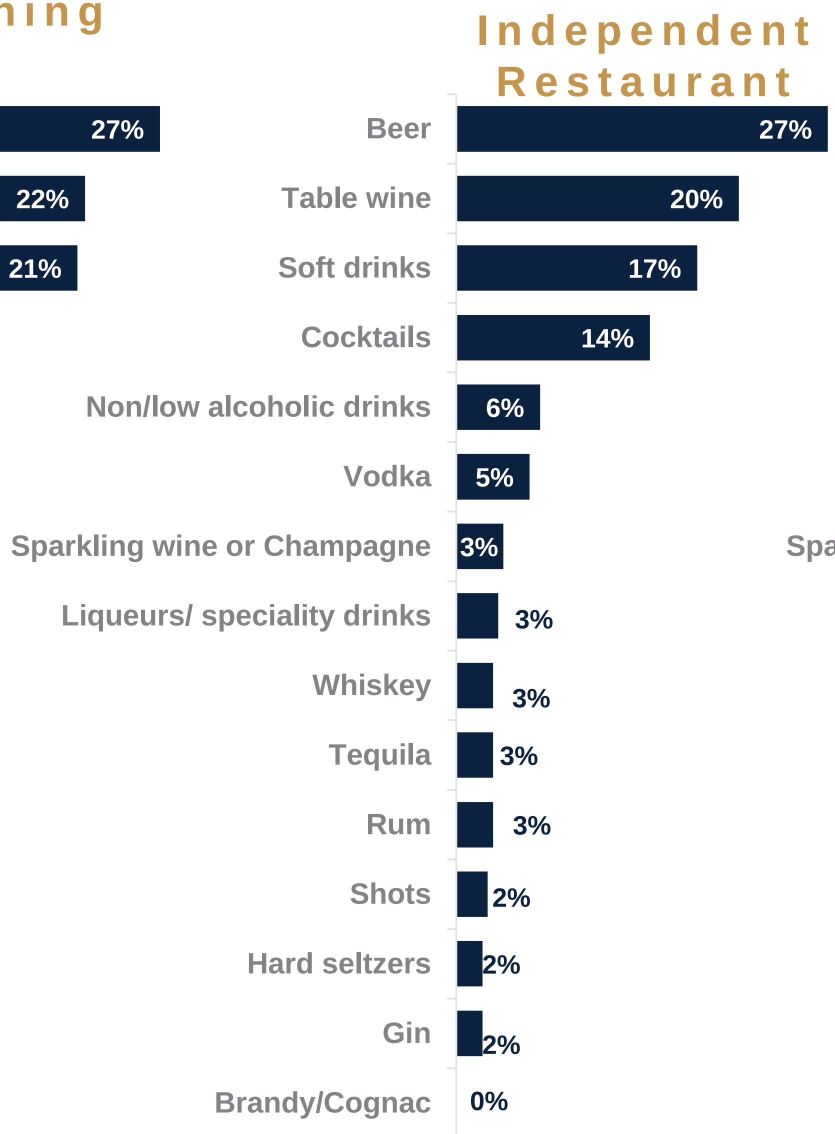
WHO DID YOU FIRST VISIT THIS VENUE WITH WHEN THEY REOPENED

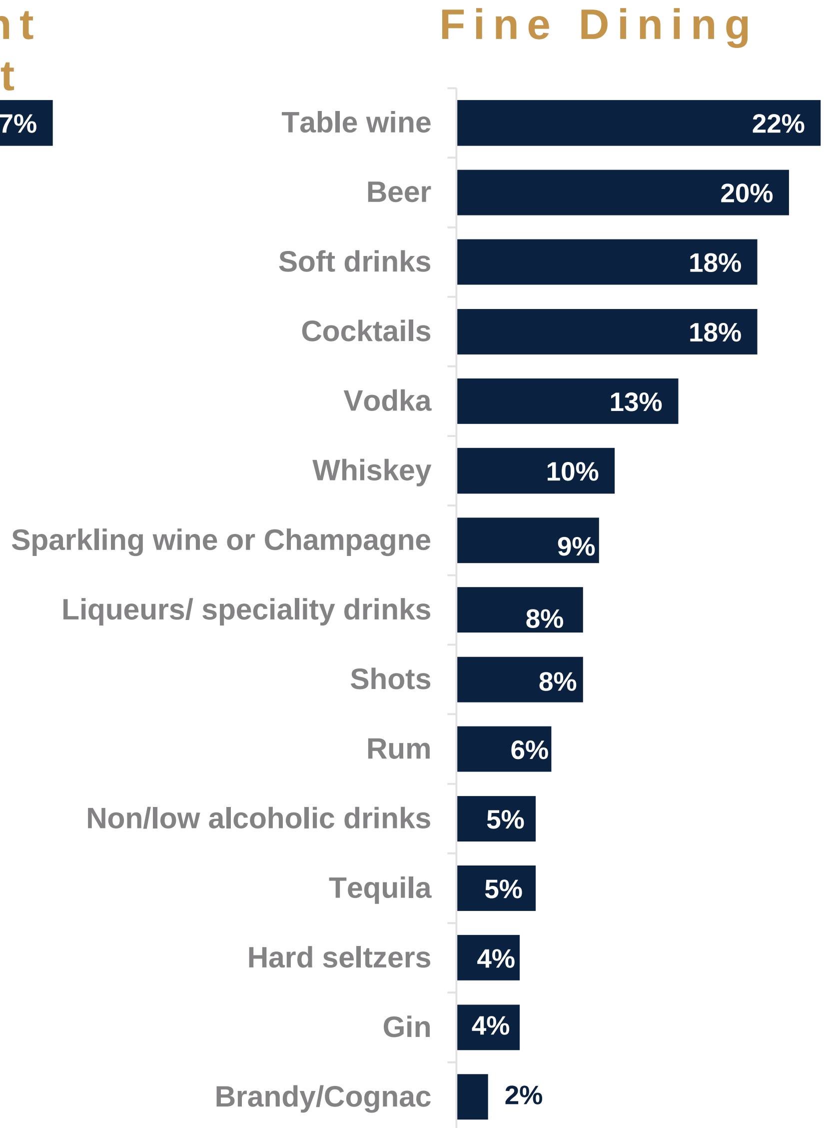


* Those who said they visited this venue first

WHAT DID YOU DRINK ON YOUR FIRST VISIT TO THIS VENUE WHEN THEY REOPENED

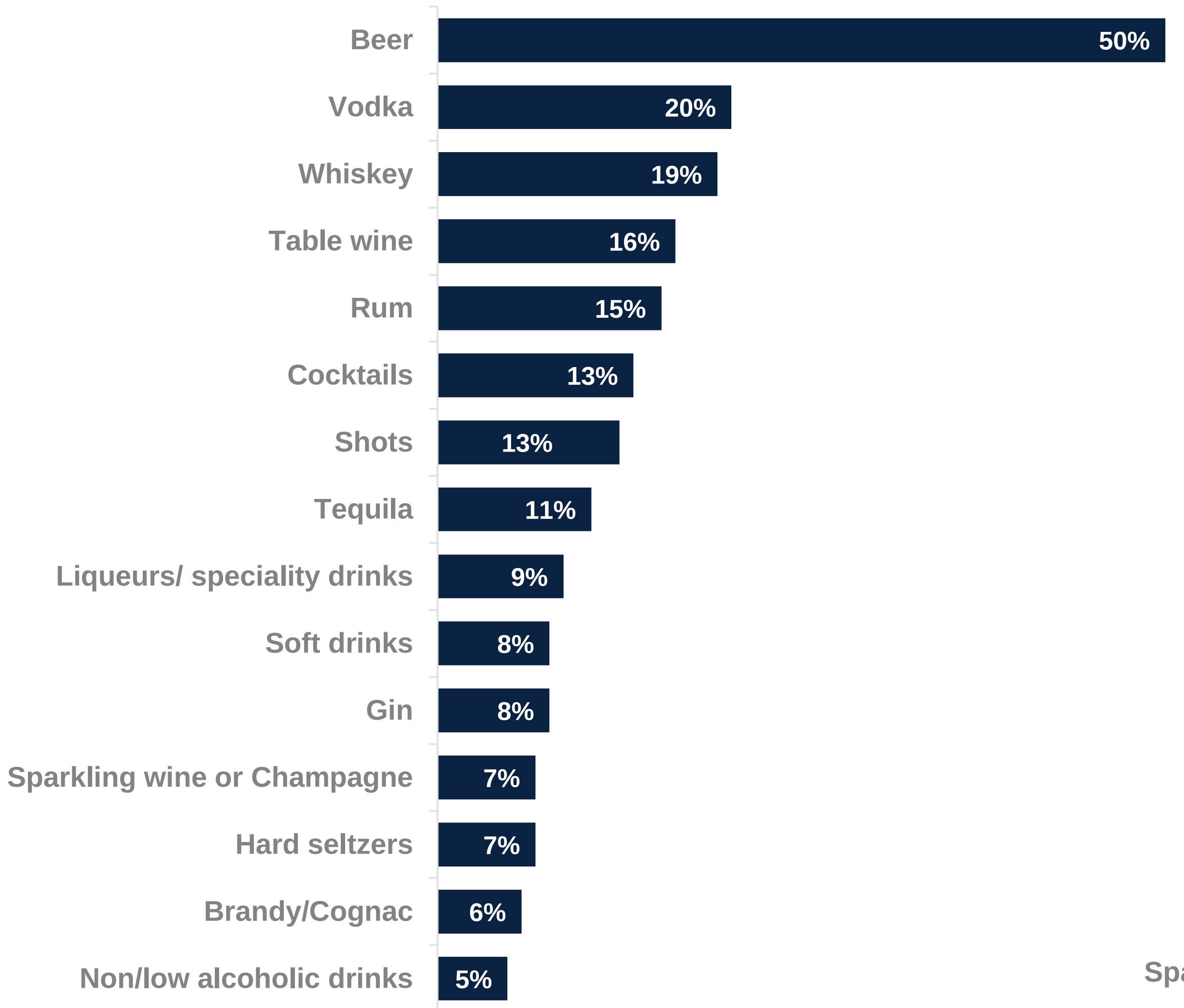




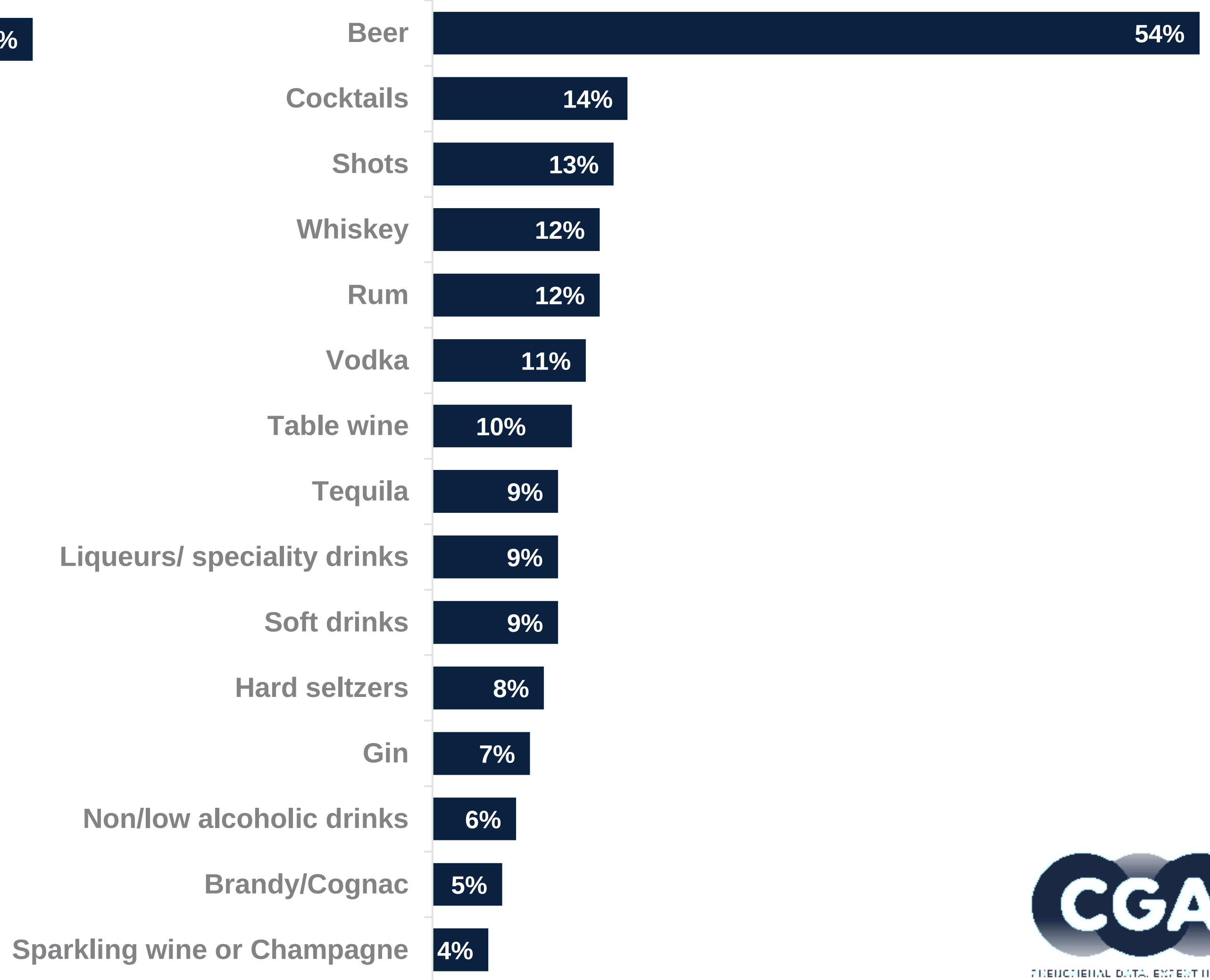


WHAT DID YOU DRINK ON YOUR FIRST VISIT TO THIS VENUE WHEN THEY REOPENED

Neighborhood Bar



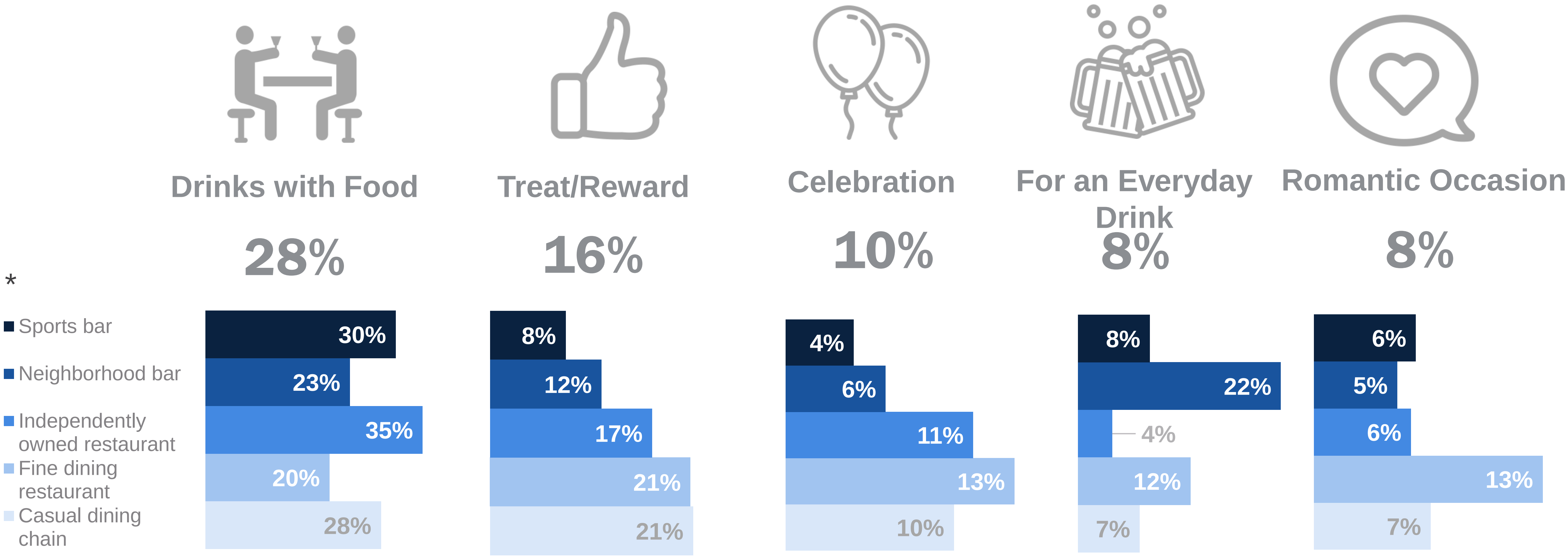
Sports Bar



SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY Feb 11, 2020, SAMPLE SIZE: 102-104

FOR WHICH OCCASIONS DID YOU VISIT THIS VENUE?



* Respondents who said they visited these venues first

CONSUMERS WHOSE FIRST OCCASION FOR VISIT WAS: DRINKS WITH FOOD

Age

21-34	35-54	55+
18%	34%	48%

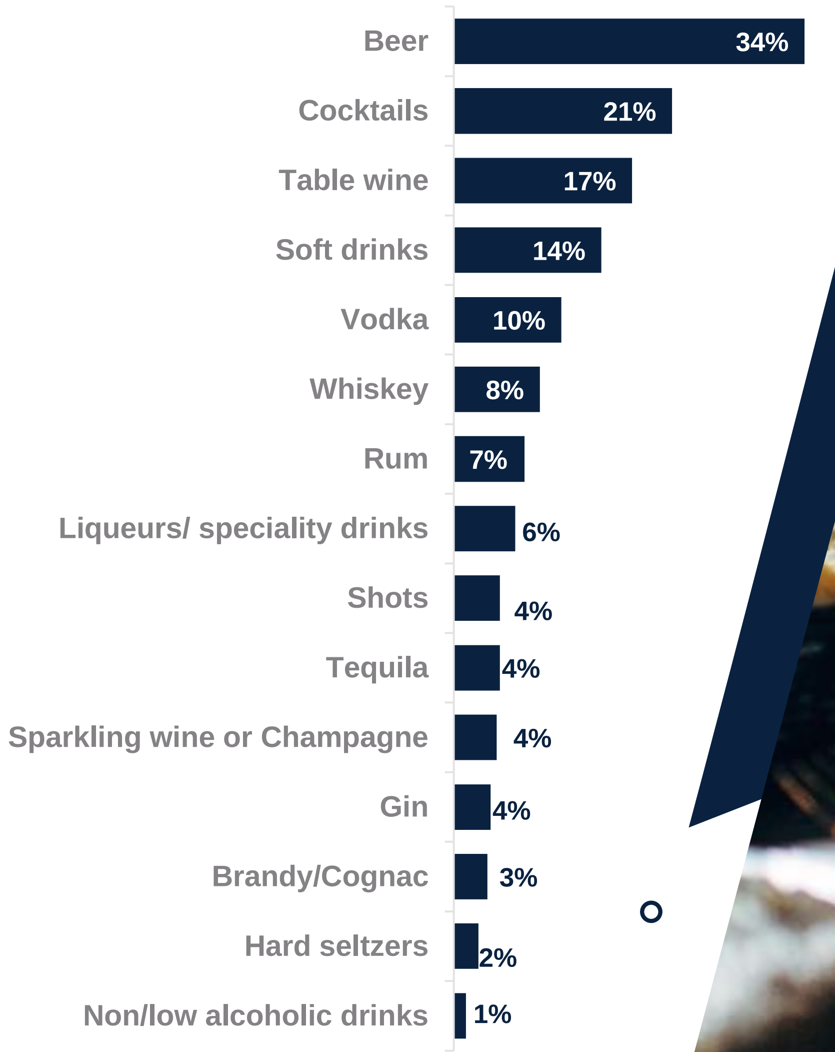
Gender

Male	Female
50%	49%

Who With

Partner/ Spouse **53%**

Drinks ordered



PHENOMENAL DATA. EXPERT INSIGHT.

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY FEB 11, 2020, SAMPLE SIZE: 340

CONSUMERS WHOSE FIRST OCCASION FOR VISIT WAS: TREAT/REWARD

Age

21-34	35-54	55+
18%	32%	50%

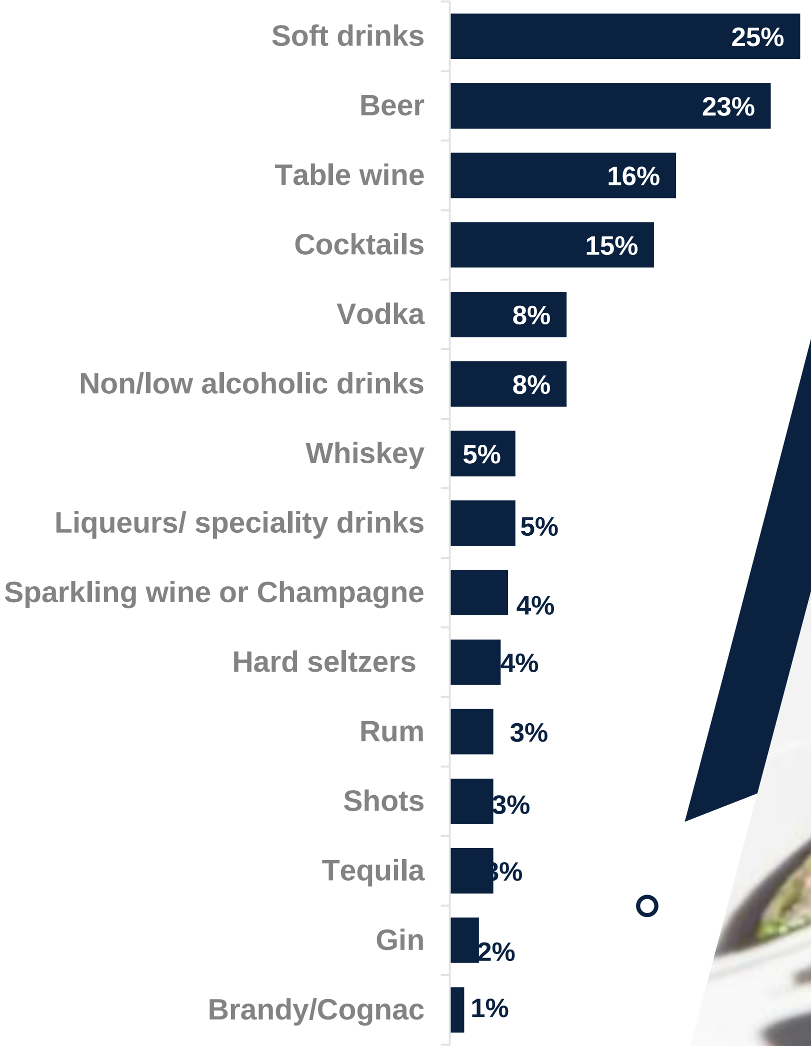
Gender

Male	Female
39%	59%

Who With

Partner/Spouse **50%**

Drinks ordered



CONSUMERS WHOSE FIRST OCCASION FOR VISIT WAS: CELEBRATION

Age

21-34	35-54	55+
27%	34%	39%

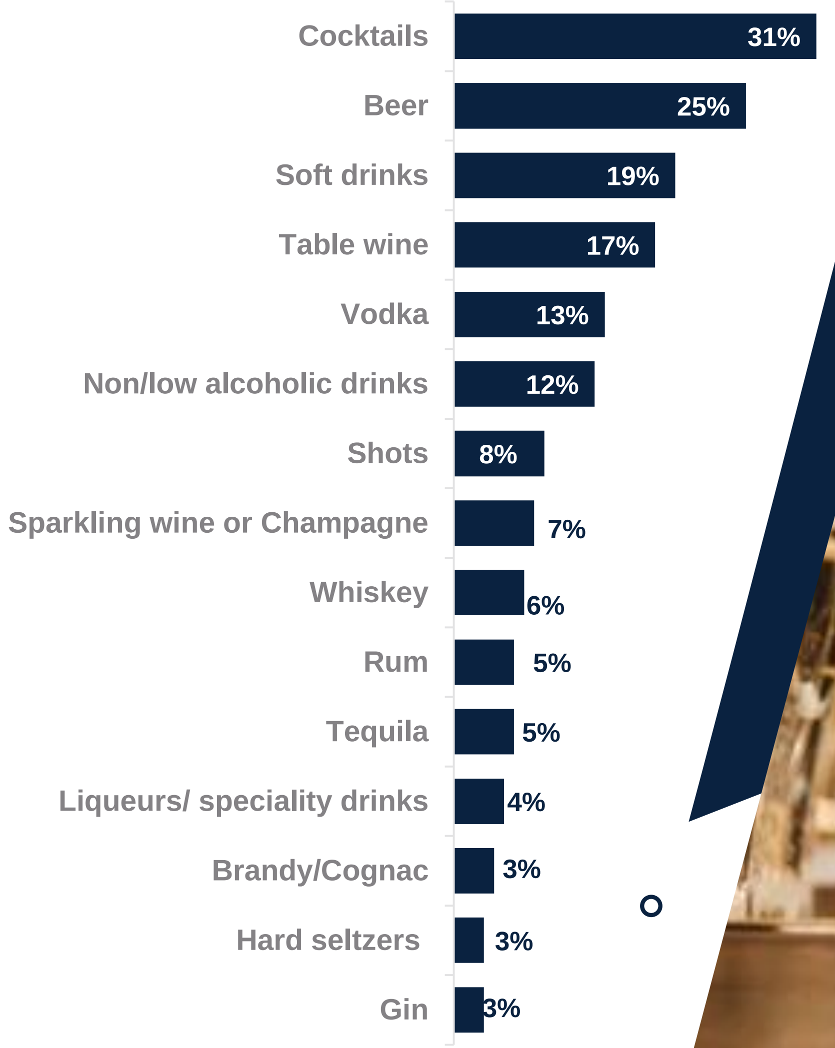
Gender

Male	Female
42%	58%

Who With

Partner/ Spouse **46%**

Drinks ordered



CONSUMERS WHOSE FIRST OCCASION FOR VISIT WAS: REGULAR/EVERYDAY DRINK

Age

21-34	35-54	55+
31%	47%	22%

Gender

Male	Female
48%	51%

Who With

Partner/ Spouse 44%

Drinks ordered

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY FEB 11, 2020, SAMPLE SIZE: 97

CONSUMERS WHOSE FIRST OCCASION FOR VISIT WAS: ROMANTIC OCCASION

Age

21-34	35-54	55+
27%	54%	19%

Gender

Male	Female
37%	60%

Who With

Partner/ Spouse **76%**

Drinks ordered

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY FEB 11, 2020, SAMPLE SIZE: 94

HOW DID YOUR SPEND COMPARE ON THE FIRST VISIT BACK, VERSUS AN AVERAGE PRE COVID-19 VISIT?

62%

Spent the same as pre COVID-19

17%

Spent more than pre COVID-19

21% Of those whose first occasion was a regular/everyday drink

23% Of those whose first occasion was a romantic occasion

22%

Spent less than pre COVID-19

27% Of those whose first occasion was a celebration

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY Feb 11, 2020, SAMPLE SIZE: 95-1,220

WHICH STATEMENTS BEST DESCRIBE YOUR FIRST VISIT BACK

I WENT TO MY FAVORITE BAR/RESTAURANT	36%
I SUPPORTED MY LOCAL BAR/RESTAURANT	35%
I WENT TO THE BAR/RESTAURANT I LAST WENT TO BEFORE RESTRICTIONS	18%
I WENT TO A BAR/RESTAURANT I HAD BEEN MEANING TO TRY FOR A WHILE	14%
I TRIED A NEW BAR/RESTAURANT THAT OPENED POST RESTRICTIONS	11%
I WENT TO A BAR/RESTAURANT I WAS SUPPOSED TO VISIT BEFORE RESTRICTIONS	10%

23%

21-34 YEAR OLDS WENT TO A BAR/RESTAURANT THEY HAD BEEN MEANING TO TRY FOR A WHILE

+10PP

MORE THAN THE AVERAGE FLORIDIAN ON PREMISE VISITOR

BEHAVIOR SINCE REOPENING

% VISITED VENUE SINCE REOPENING

CASUAL DINING CHAINS	INDEPENDENT RESTAURANT	SPORTS BARS	NEIGHBOR-HOOD BARS	FINE DINING	POLISHED CASUAL RESTAURANT	HOTEL BAR/ RESTAURANT
57%	**50%**	**28%**	**28%**	**27%**	**24%**	**16%**

37% 35-54 yr olds

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PHENOMENAL DATA. EXPERT INSIGHT.

SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY FEB 11, 2020, SAMPLE SIZE: 1,224

OCCASIONS FOR VISITATION

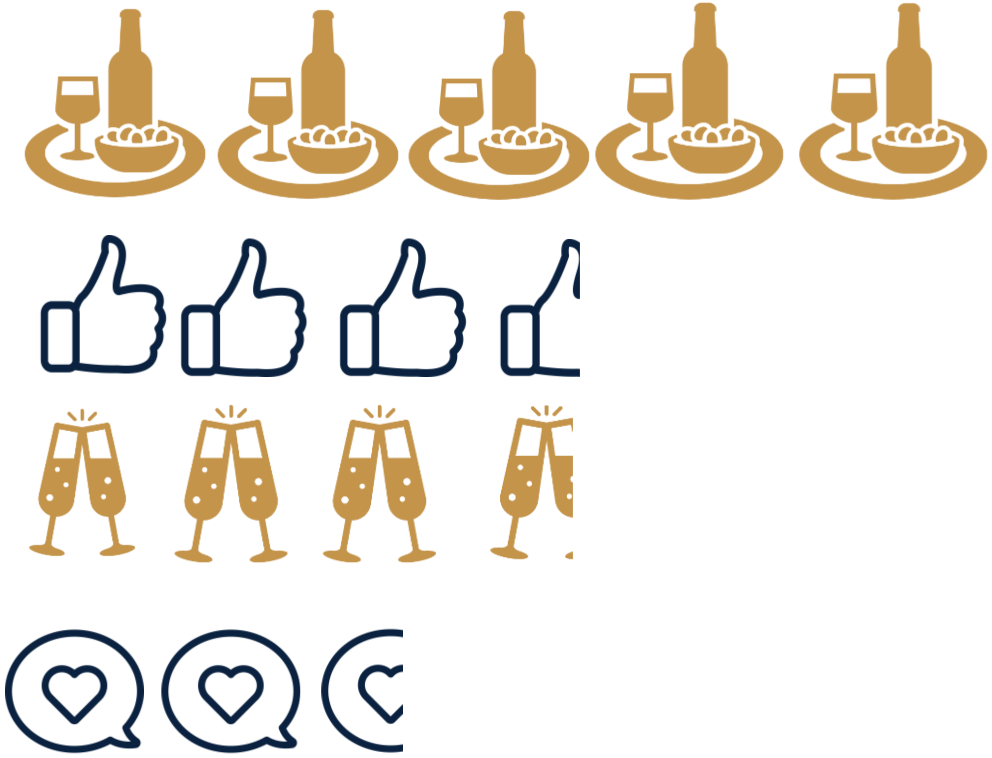
Which, if any, of the following occasions have you visited bars and restaurants for since they reopened?

50%
Drinks with food

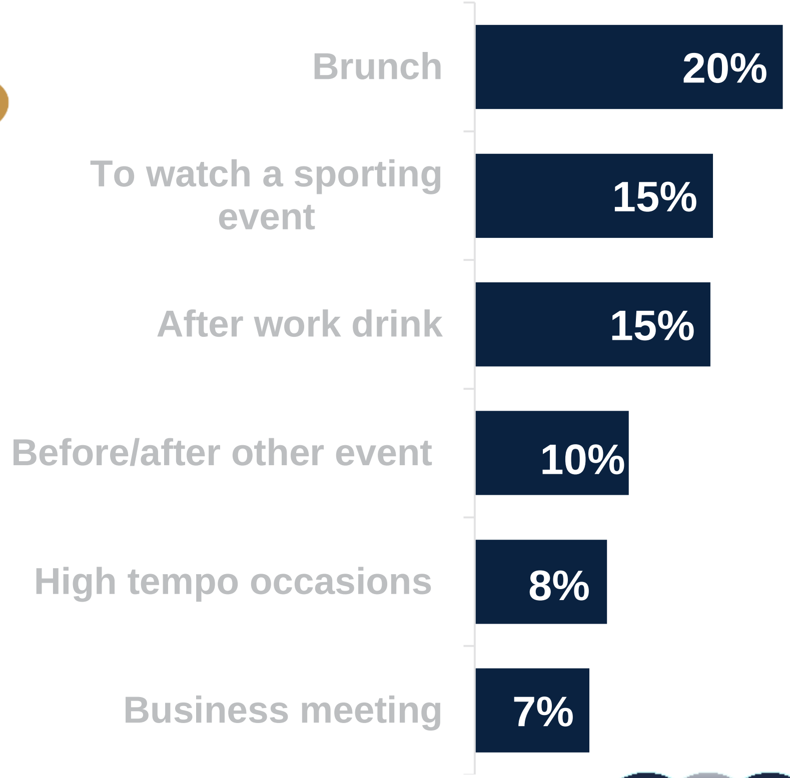
34%
Treat/Reward

34%
Celebration

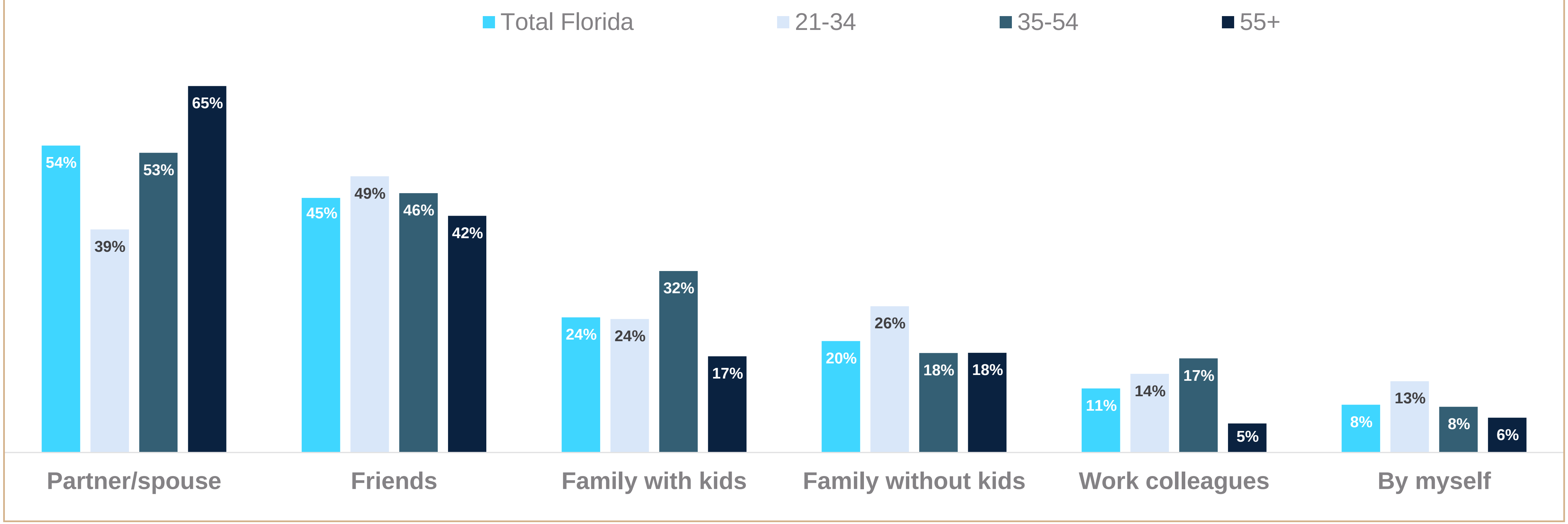
25%
Romantic Occasion



OTHER ANSWERS



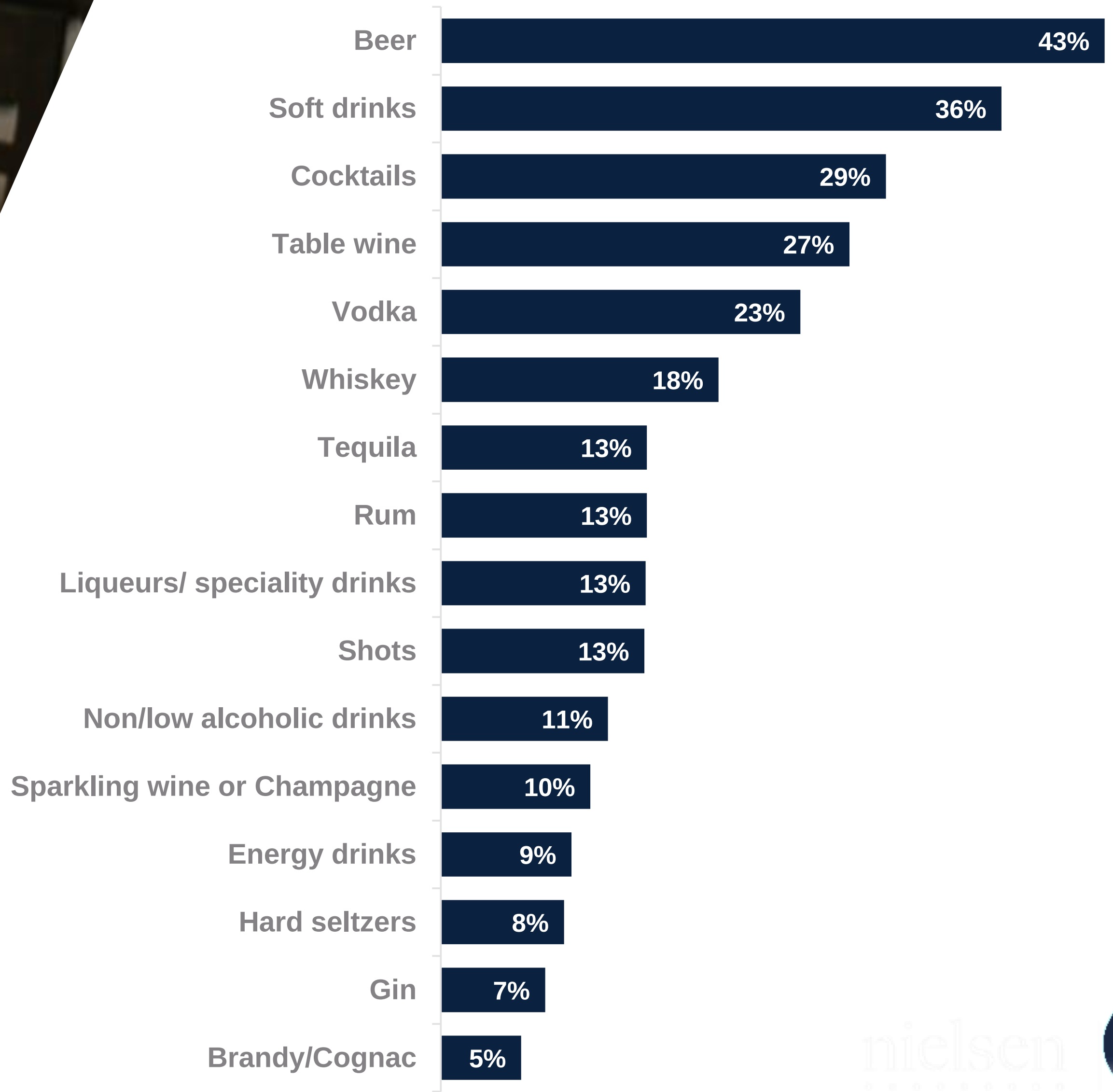
WHO HAVE YOU VISITED WITH SINCE BARS & RESTAURANTS REOPENED



* Those who said they visited this venue first

DRINKS WHEN RETURNING TO BARS AND RESTAURANTS

What have you drank in bars and restaurants since reopening?



SOURCE: CGA COVID-19 IMPACT CONSUMER RESEARCH

CGA COVID-19 IMPACT SURVEY Feb 11, 2020, SAMPLE SIZE: 1,222

HOW DOES YOUR AVERAGE SPEND ON ALCOHOL PER VISIT NOW, COMPARE TO THE AVERAGE PRE COVID-19

49%

Spending the same as pre COVID-19

14%

Spending more than pre COVID-19

22% 21-34 yr olds

36%

Spending less than pre COVID-19

2021 STRATEGY

TALK TO US ABOUT YOUR 2021 STRATEGY

CGA's defining purpose is to build unique services which help our clients to offer better solutions to the trade, to sell more product and to more easily navigate a difficult and complex channel. 2021 brings many opportunities for the channel and for suppliers, retailers and distributors alike, as the market recovers from a challenging year.

To continue to deliver the most effective solutions, we want to stay aligned with your priorities and business challenges, to ensure our solutions are designed to add the most value possible to you and your teams. We'll be reaching out to you over the next month to talk through your plans and our new services to demonstrate how we can best help.

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PHENOMENAL DATA. EXPERT INSIGHT.

CGA SERVICES

Essential tools to help you navigate the new On Premise reality

State Performance Tracker

Track the top line performance of 40 states for just $1k a month!

Channel Strategy

Channel Strategy is back for 2021 – how will you win in casinos, stadiums and other channels when the market fully re-opens?

International Expansion

Following the huge success of OPUS in the US and Canada, this service will now be available in Mexico and other LATAM markets

BeverageTrak

Tracking & responding to low level, sub-market, sales performance is now crucial

PurchaseTrak

An On Premise tracking tool designed solely for regional sale teams

Retail Solutions

Did you know that CGA has an entire retail division?

METHODOLOGY

CONSUMER RESEARCH

CGA have surveyed 1,224 On Premise consumers from Florida, representative of age and gender.

Fieldwork was 02/07/21 to 02/09/21

Numbers in deck refer to consumers who have been in the On Premise in the last 3 months.

OPENING STAGES: BARS

% OF STATES IN STAGE

STAGE 1: Completely Open (Example: Florida) **22%**	STAGE 2: Open but with capacity measures in place (Example: Delaware) **54%**
STAGE 3: Outdoor Only Open (Example: Washington) **16%**	STAGE 4: Closed – Delivery Only (Example: New Mexico) **8%**

**State breakdown included in appendix*

OPENING STAGES: RESTAURANTS

% OF STATES IN STAGE

STAGE 1: Completely Open (Example: Florida)	STAGE 2: Open but with capacity measures in place (Example: Delaware)
24%	68%
STAGE 3: Outdoor Only Open (Example: Washington)	**STAGE 4: Closed – Delivery Only (Example: New Mexico)**
6%	2%

**State breakdown included in appendix*

SOURCE: FODORS.COM

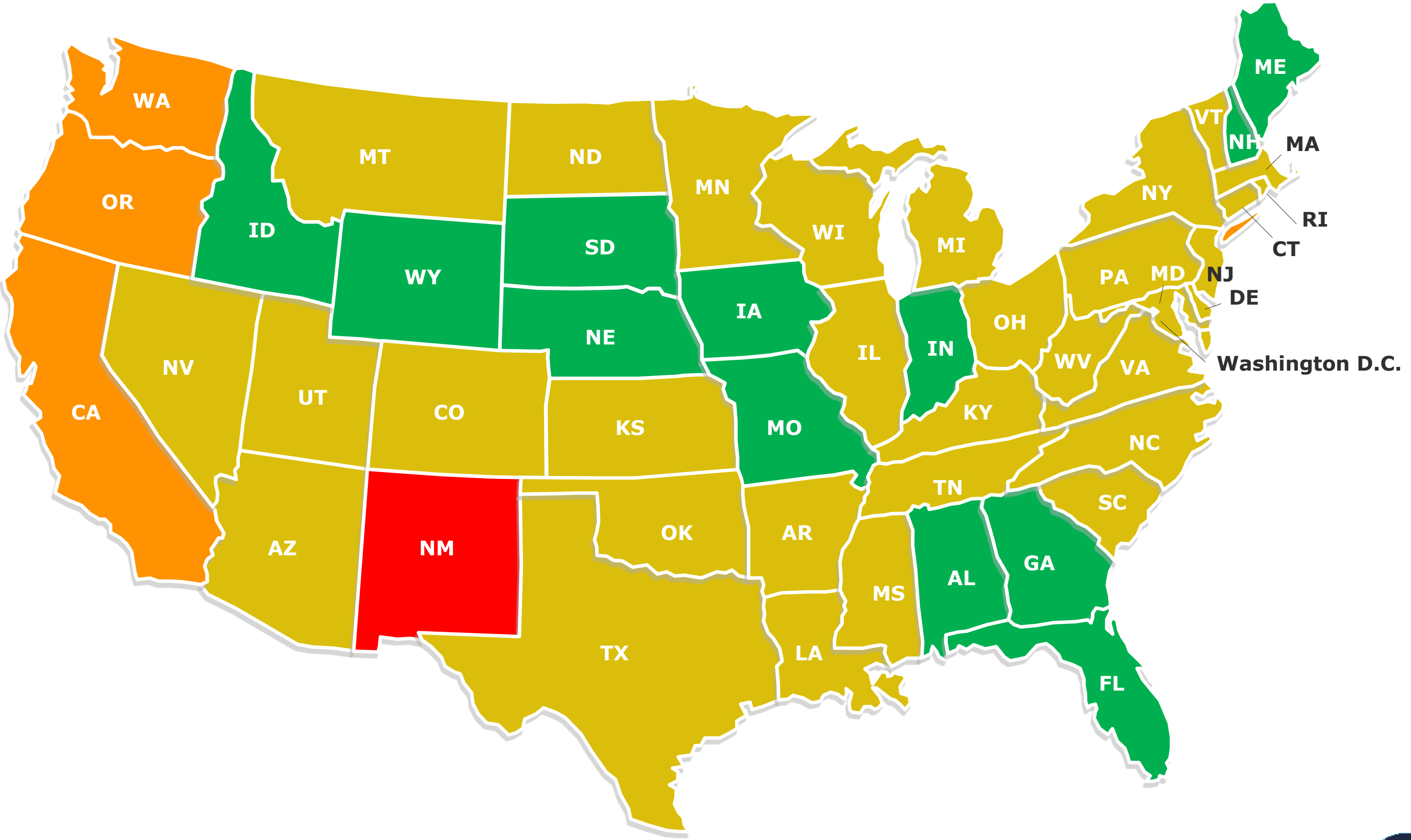
OPENING STAGES: RESTAURANTS

STAGE 1: Completely Open (eg Florida)

STAGE 2: Open but with capacity measures in place (eg Delaware)

STAGE 3: Outdoor Only Open (eg Washington)

STAGE 4: Closed – Delivery Only (eg New Mexico)



SOURCE: FODORS.COM

OPENING STAGES: BARS

STAGE 1: Completely Open
(eg Florida)

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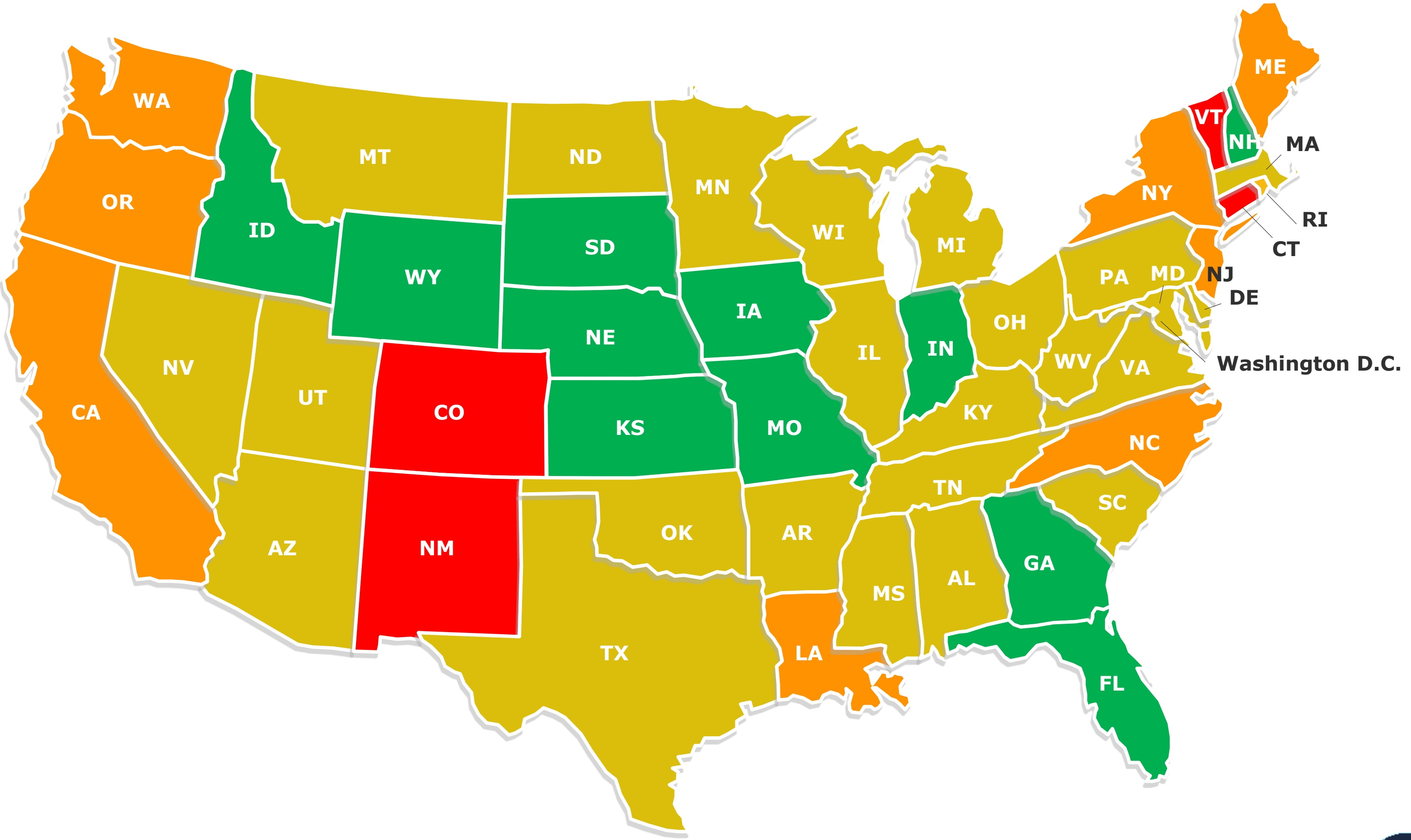
measures in place (eg Delaware)

STAGE 3: Outdoor Only Open
(eg Washington)

STAGE 4: Closed – Delivery Only
(eg New Mexico)



SOURCE: FODORS.COM