

July 2023

Full Report | Craft Beer

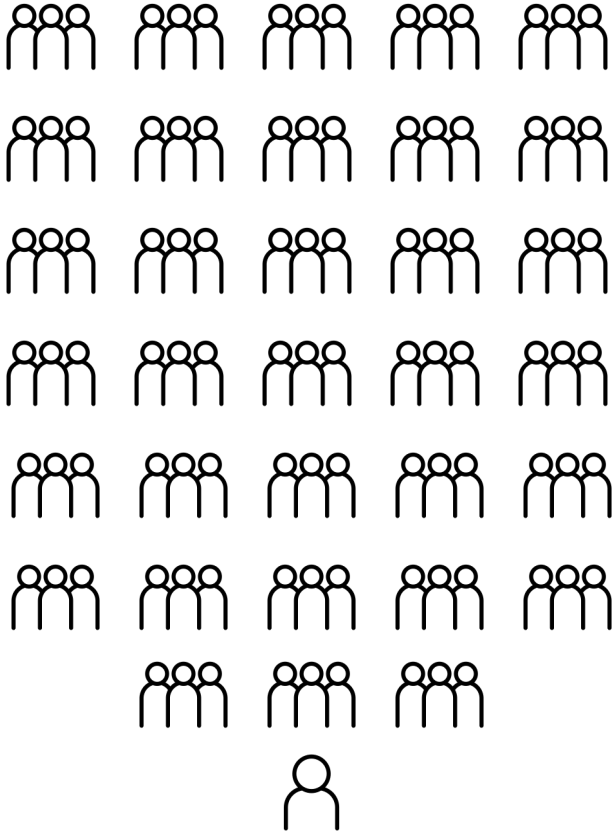
Study Design / Methodology



Study Design Methodology

Study Methodology

100 Participants



Qualifiers

- Over 21 years old
- Purchased craft beer to consume at home in the past two months
- Purchase small craft beer brands at least once / month
- Try different brands & styles of beer
- Purchase craft beer at local shops or special chains, opposed to only grocery stores
- Even mix of both men and women, age, income, and education



Shopping List

“You’re headed to a party at a friend’s house and need to grab some supplies from the QuikStop. Please get one of each item on the list and bring them to check-out.”



Pack of Gum



Bag of Chips



4pk or 6pk of Craft Beer



Study Steps

01

**Demographic
Capture**

02

**Calibration
& Prompt**

03

Enter Retail Lab

04

**Participants
Shop**

05

**Participants
Return**

06

**Post-Shopping
Survey**



Study Design Planogram

There were 120 SKUs of craft beer in either 4 or 6 packs. 12oz cans were stocked 2 facings high, while pint cans and bottles were stocked two packages deep.

Packaging	SKUs	
Wrap	38	32%
Bottle Pack	8	7%
PakTek	64	53%
Poly	2	2%
Hi-Cone	8	7%



Eye Tracking Key Metrics

Total Fixation Duration (TFD)

The time, in seconds, spent on average by participants fixating on this item.
The higher the number, the better the package performed.

Time To First Fixation (TTFF)

The time, in seconds, from when a product first enters a participant's field of view until they fixate on it.
The lower the number, the better the package performed.

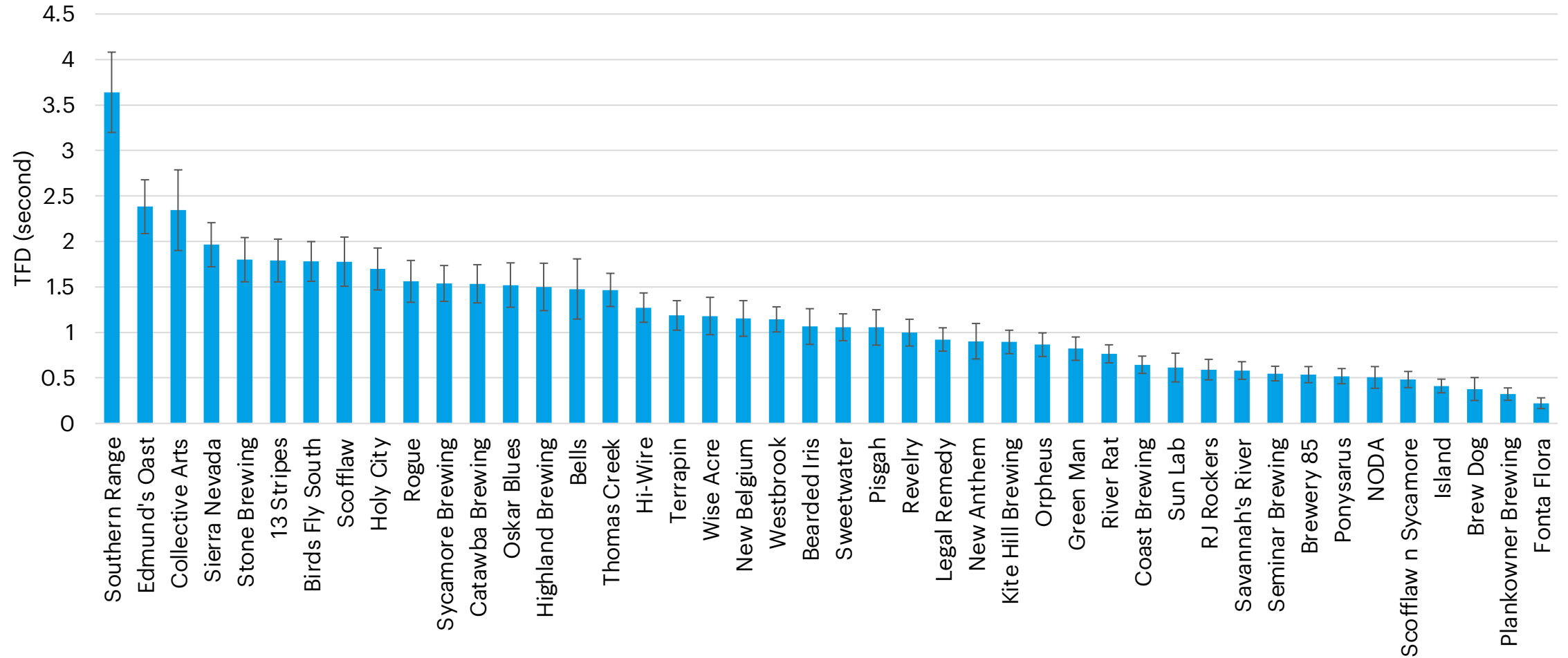
Fixation Count (FC)

The total number of times a participant's scan of the planogram crossed into a particular area of interest.
The higher the number, the better the package performed.



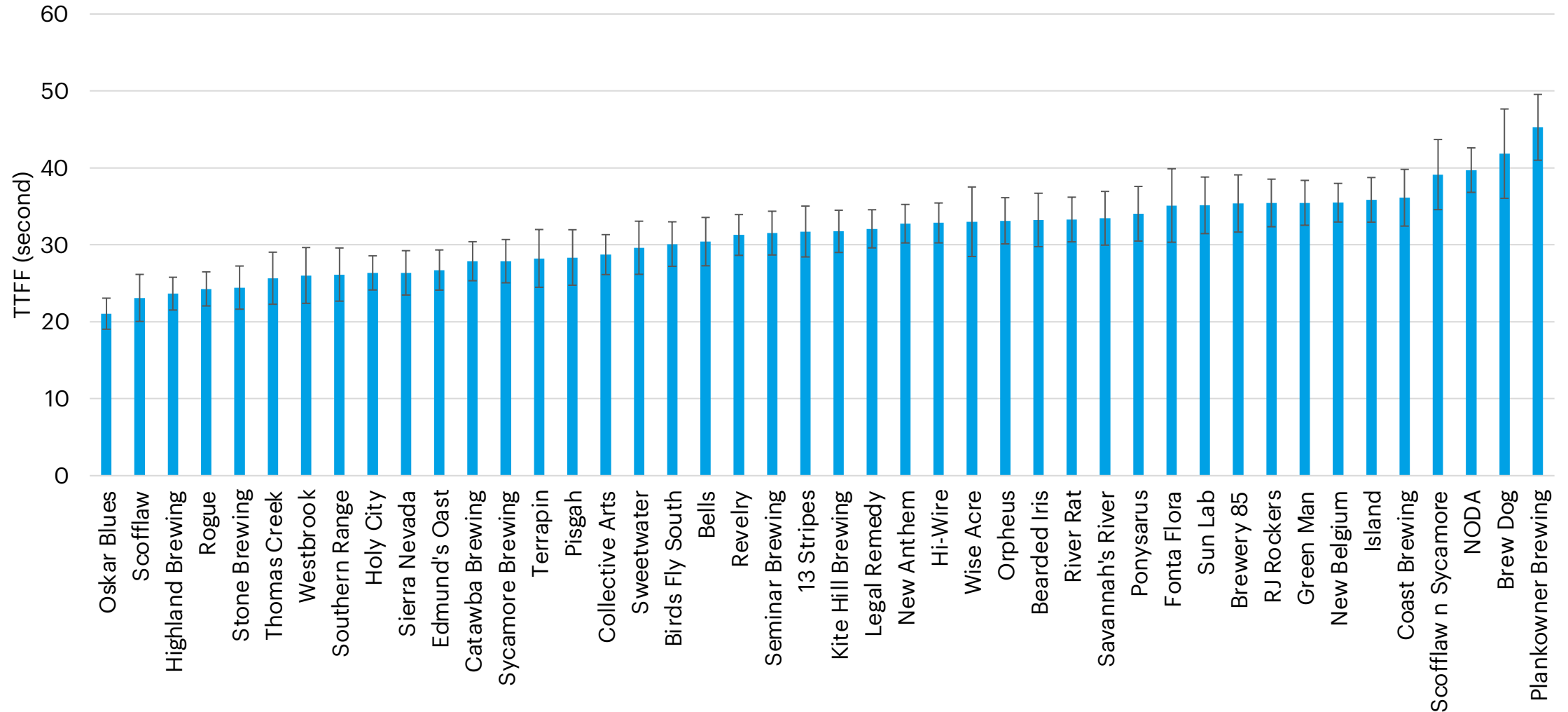
Brand | Total Fixation Duration (TFD)

The higher the number, the better the brand performed



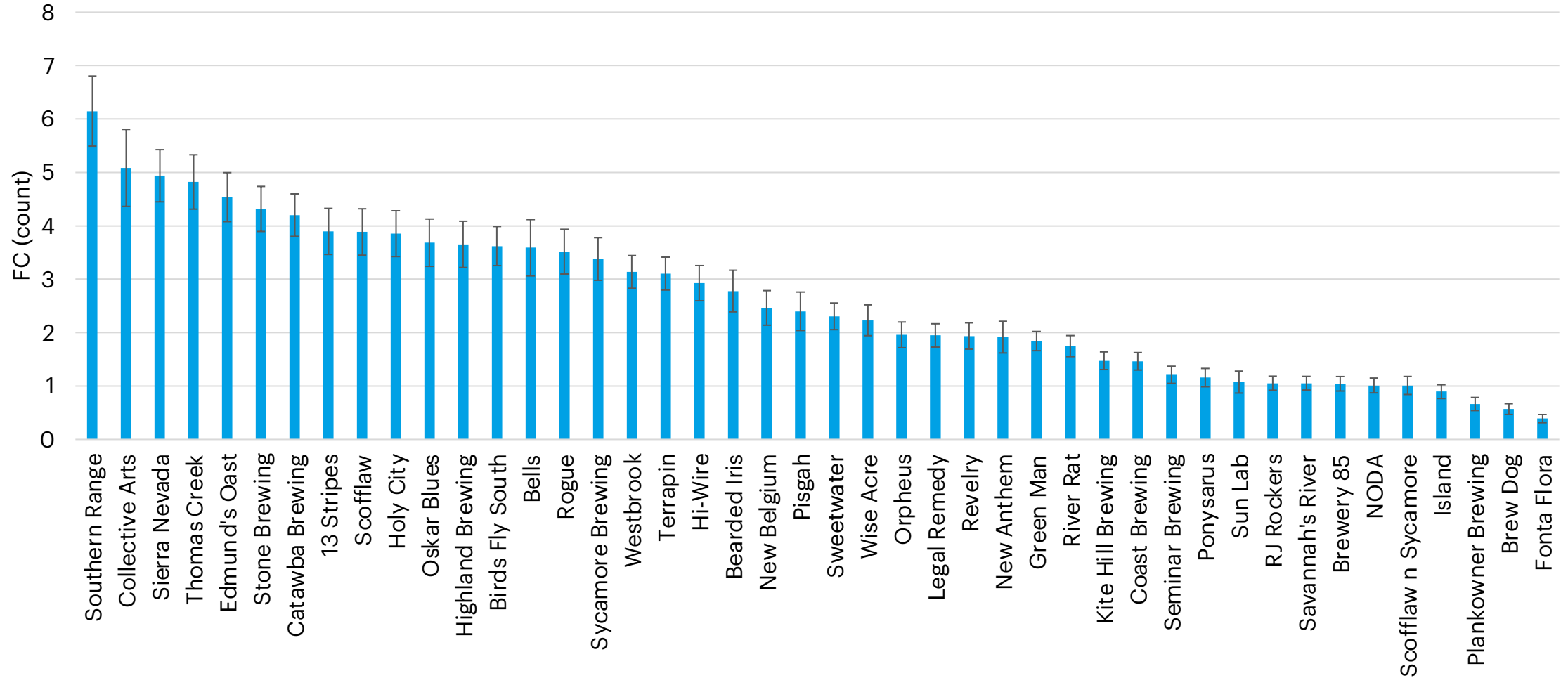
Brand | Time to First Fixation (TTFF)

The lower the number, the better the brand performed



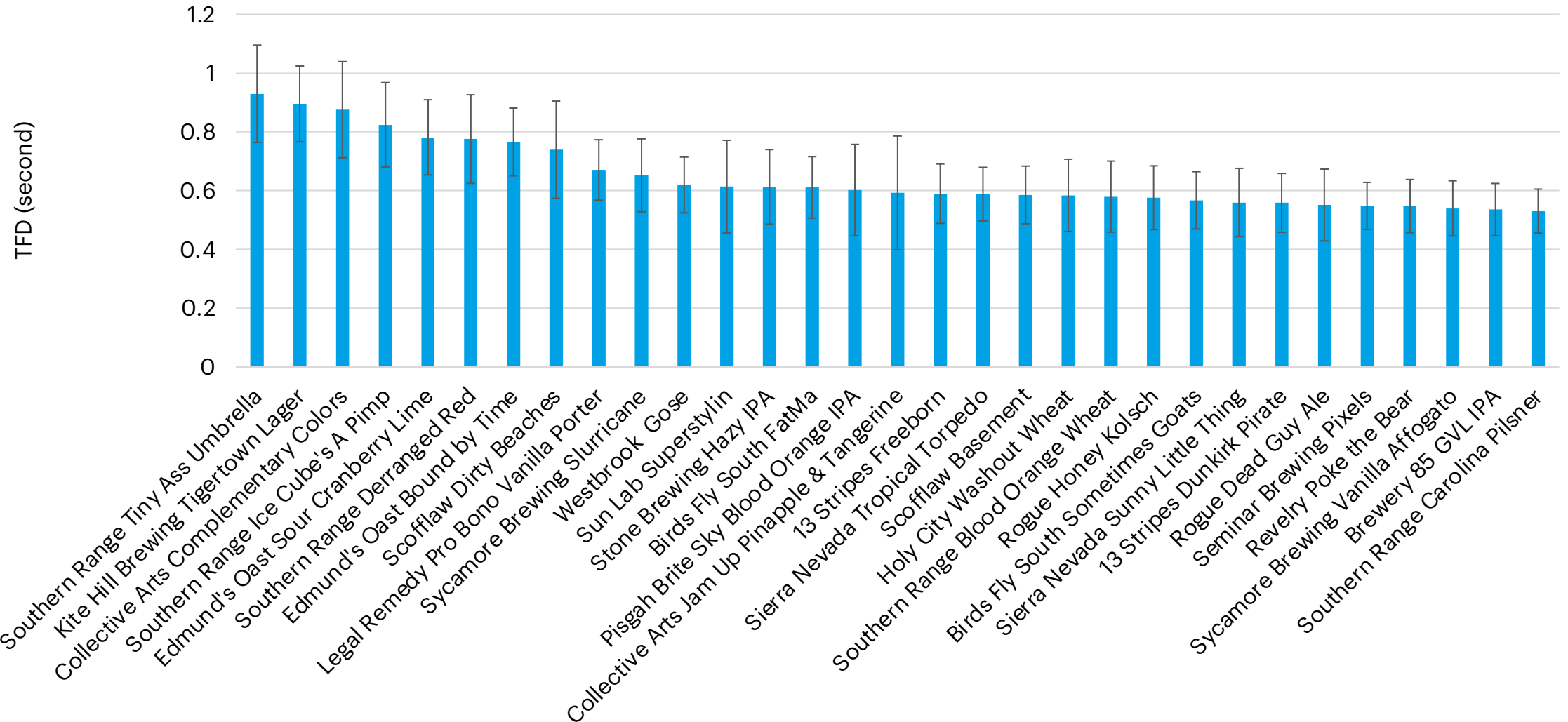
Brand | Fixation Count (FC)

The higher the number, the better the brand performed



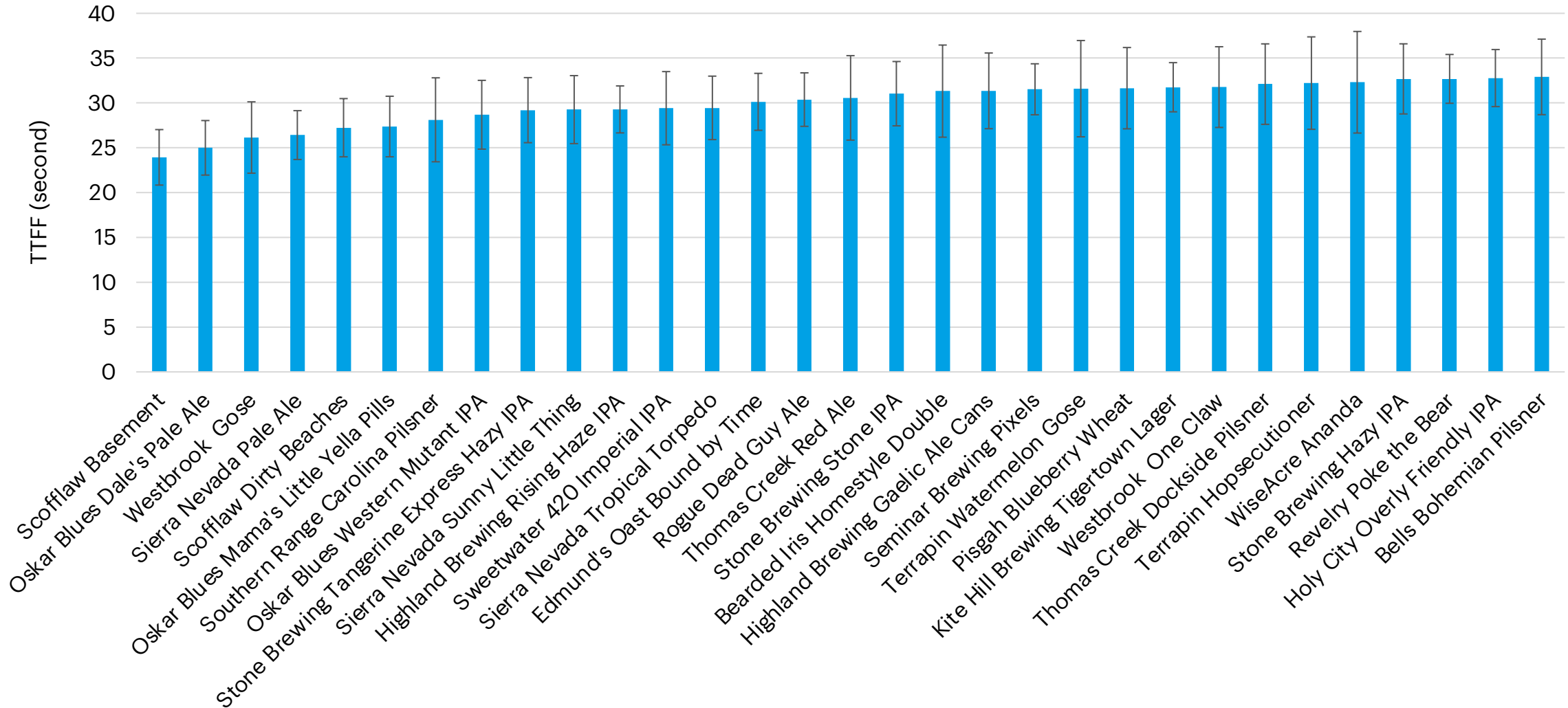
Top 30 SKUs | TFD

The higher the number, the better the brand performed



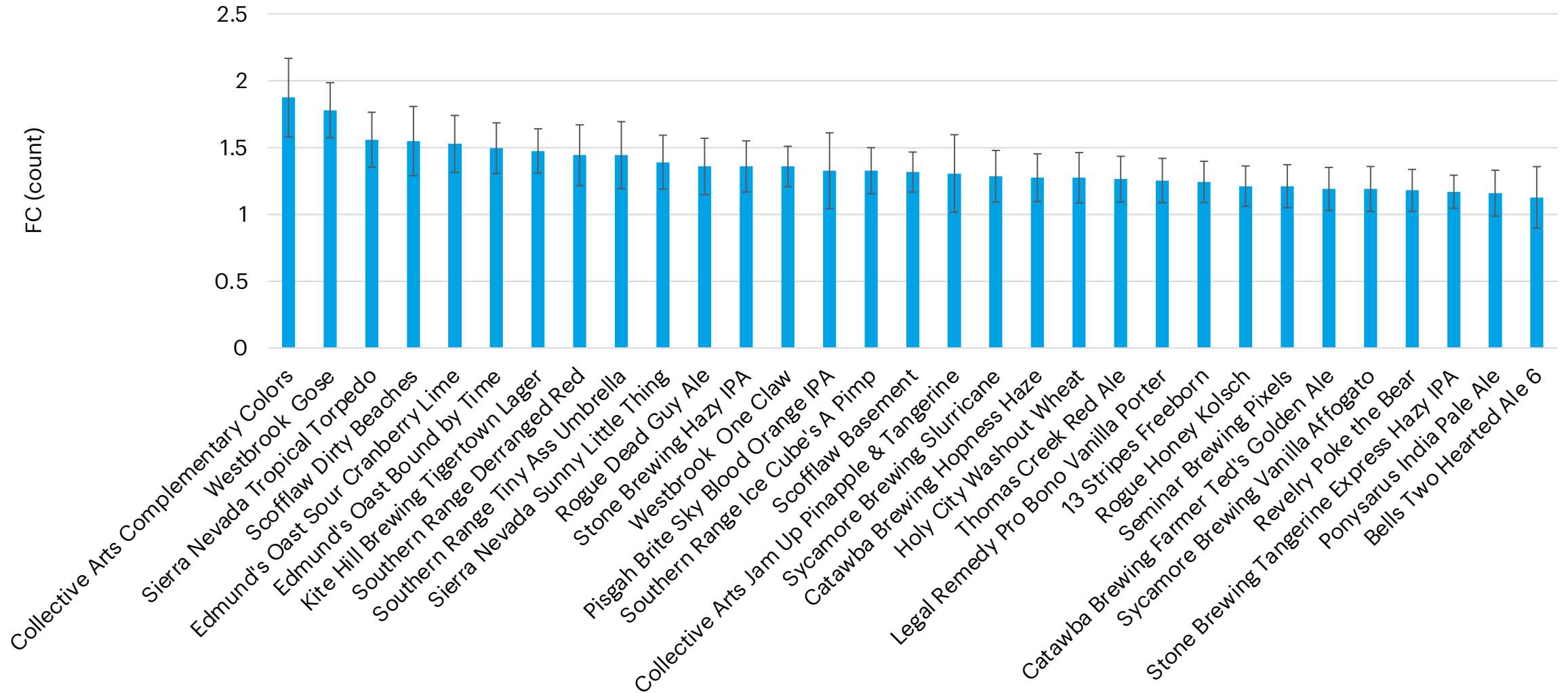
Top 30 SKUs | TTF

The lower the number, the better the brand performed



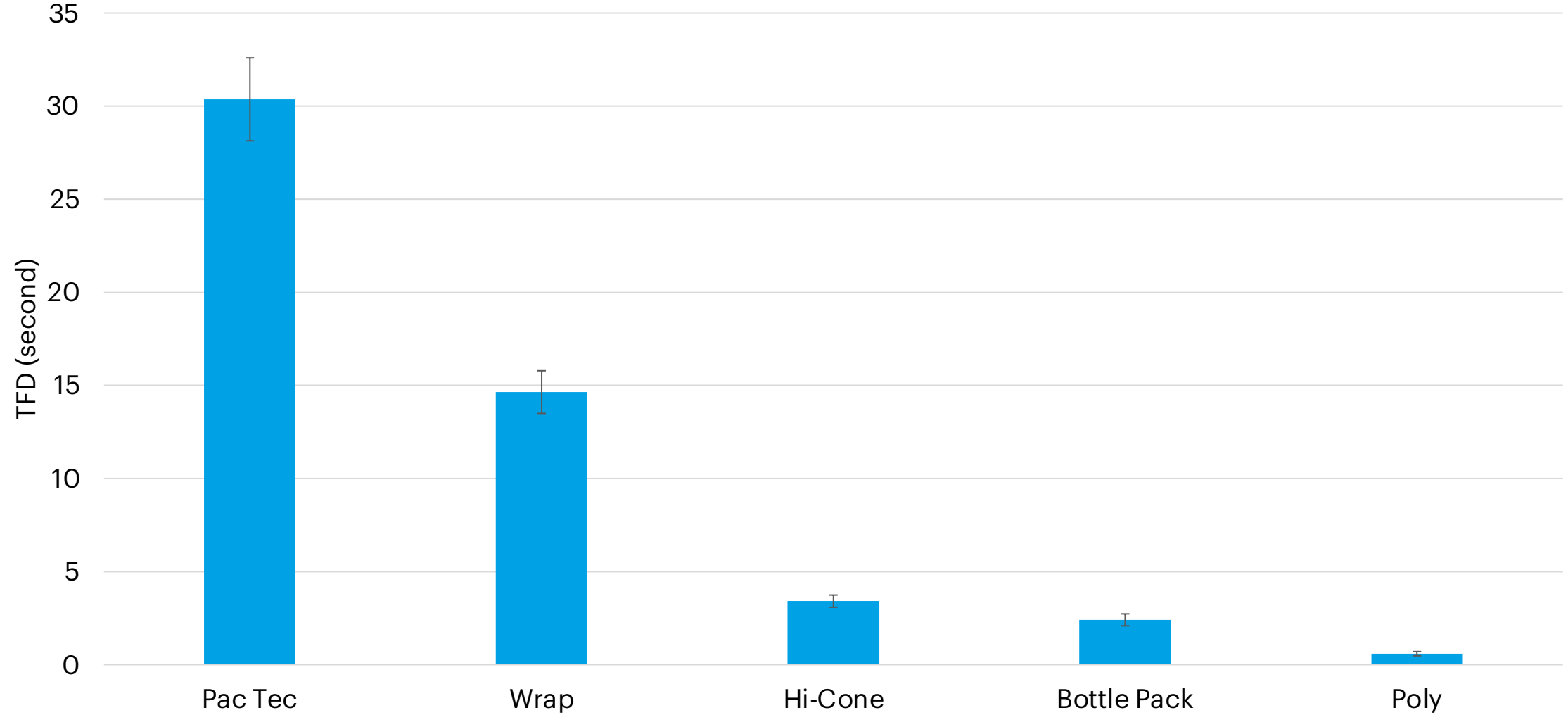
Top 30 SKUs | FC

The higher the number, the better the brand performed



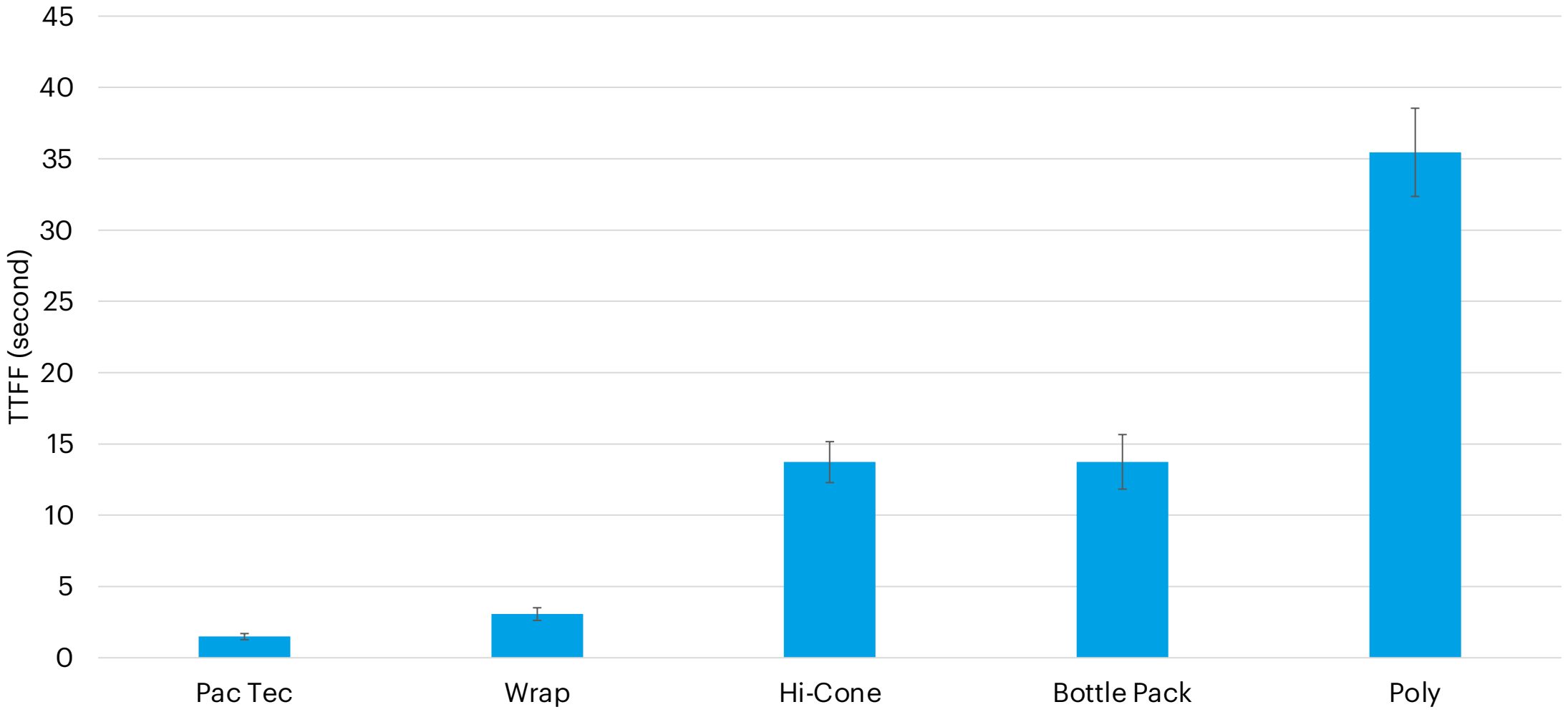
Packaging Types | TFD

The higher the number, the better the brand performed



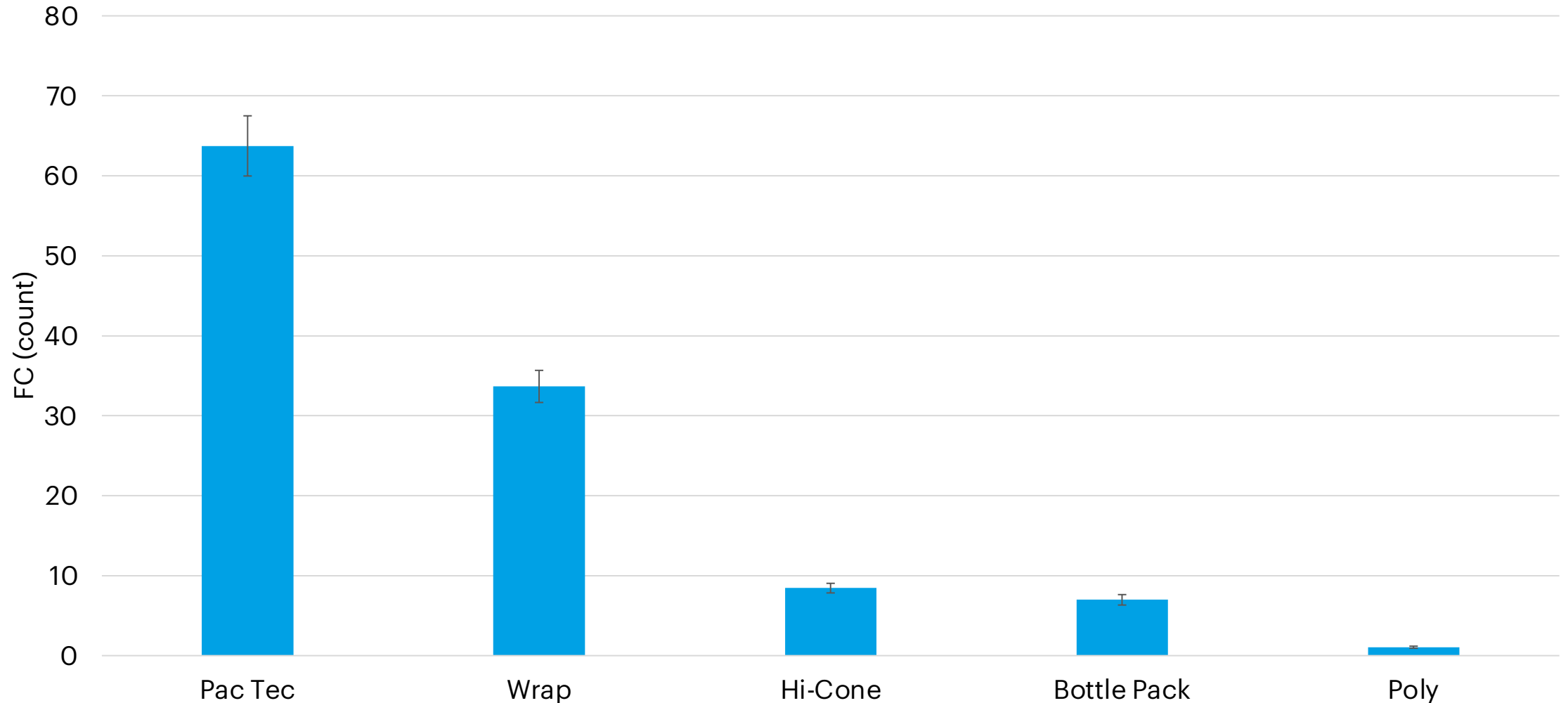
Packaging Types | TTFF

The lower the number, the better the brand performed



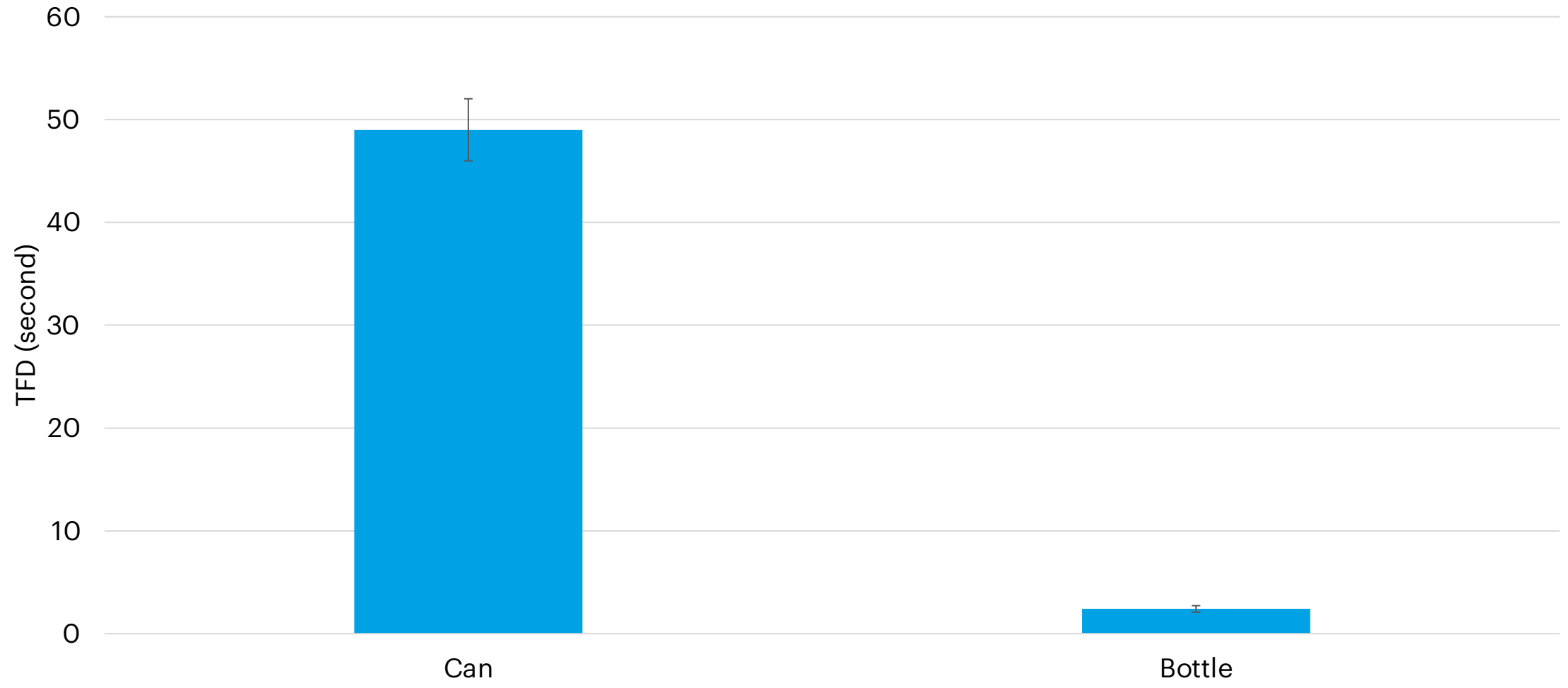
Packaging Types | FC

The higher the number, the better the brand performed



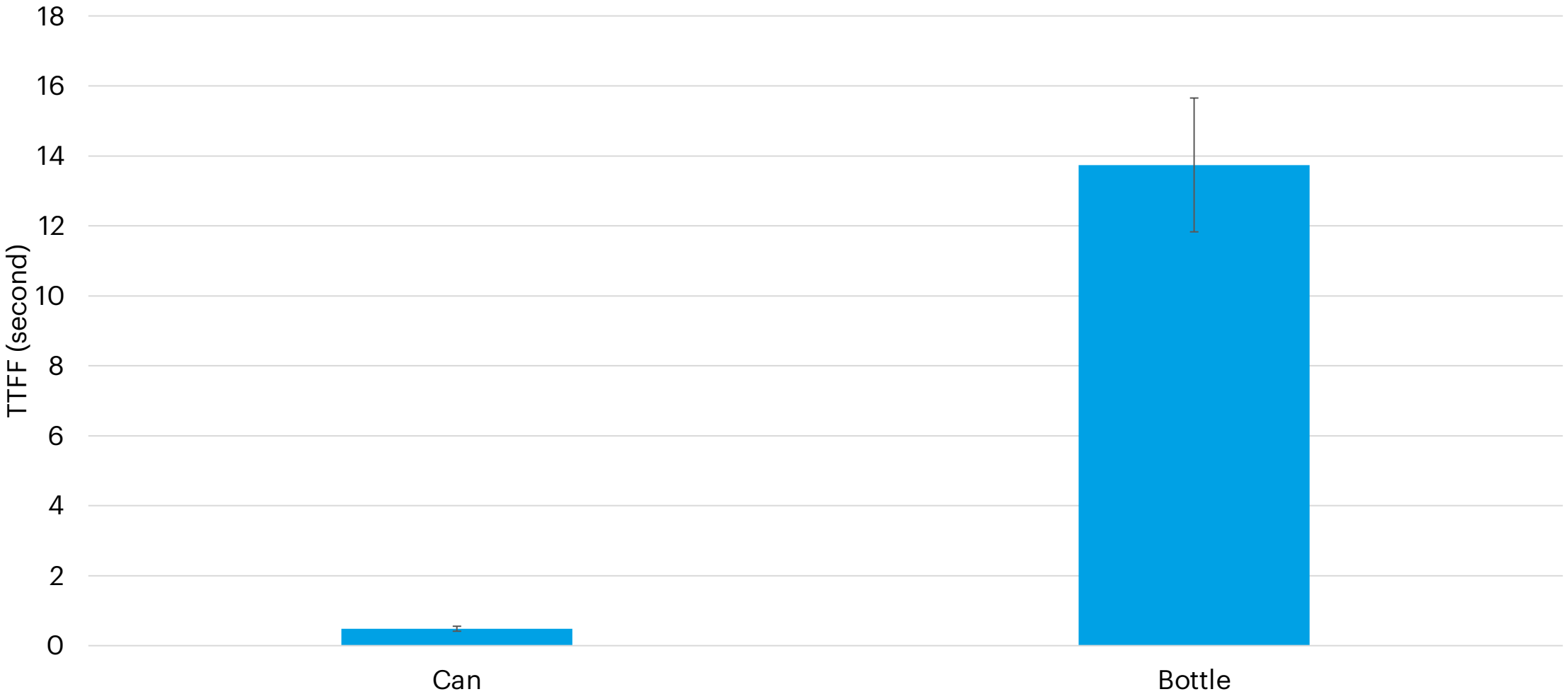
Primary Packaging | TFD

The higher the number, the better the brand performed



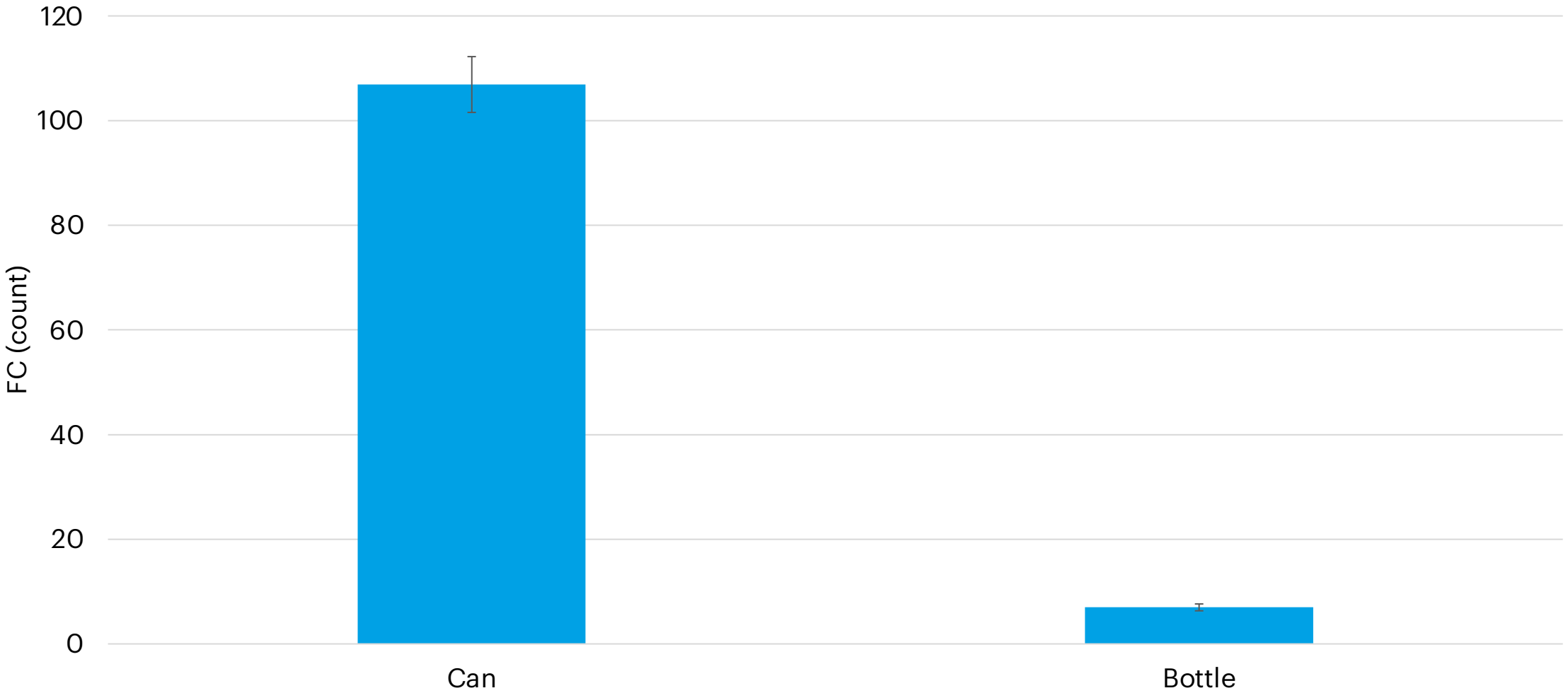
Primary Packaging | TTFF

The lower the number, the better the brand performed



Primary Packaging | FC

The higher the number, the better the brand performed



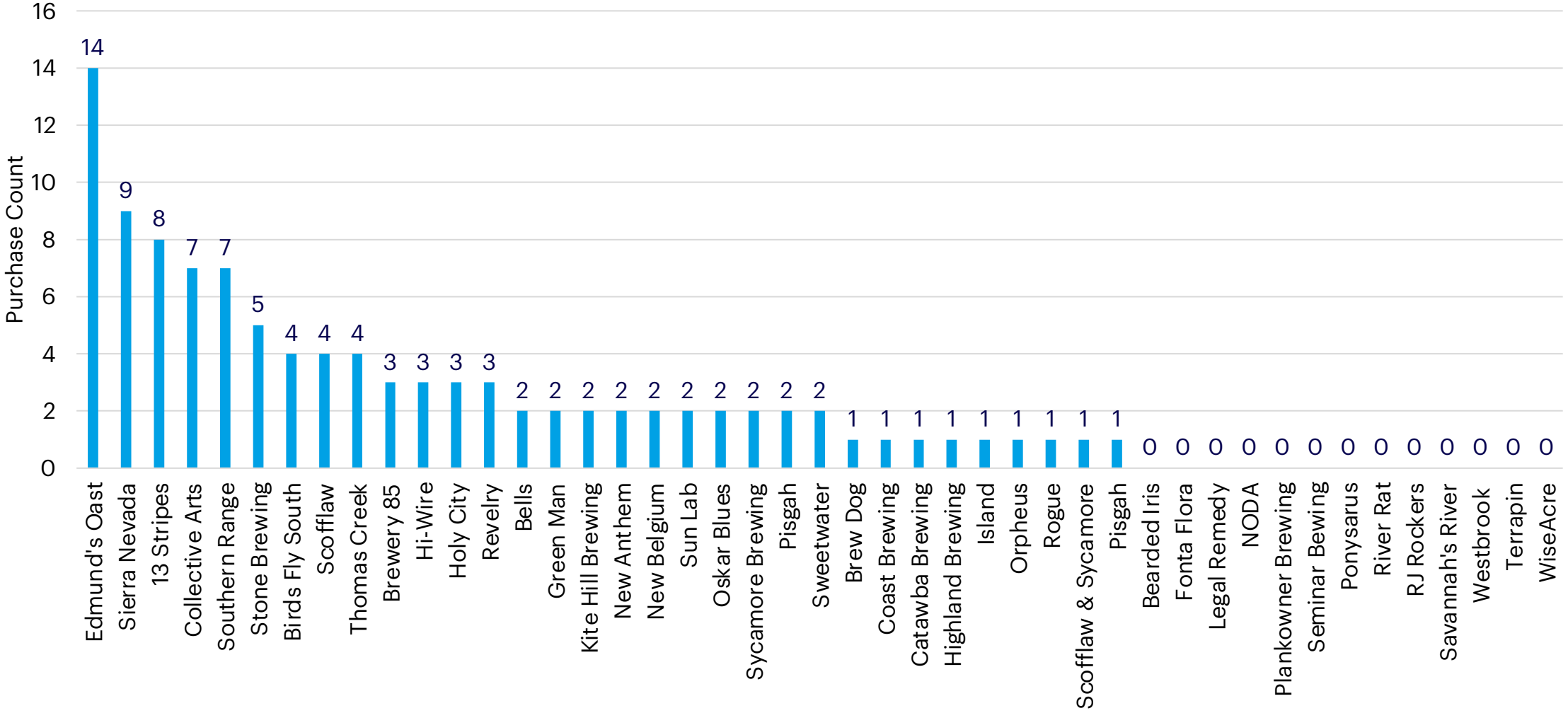
Planogram | Heatmap





Study Results | Purchase Decisions

Brand | Purchase Decision

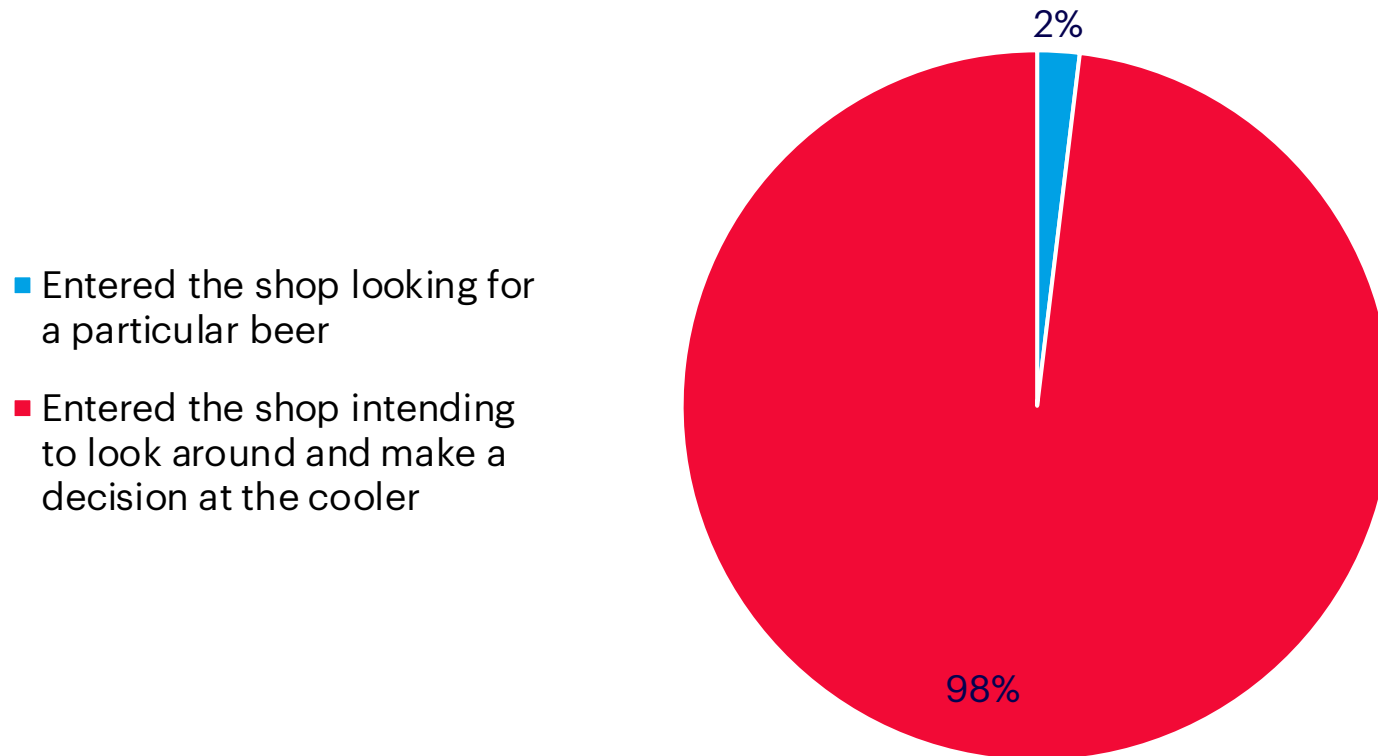




Survey Results

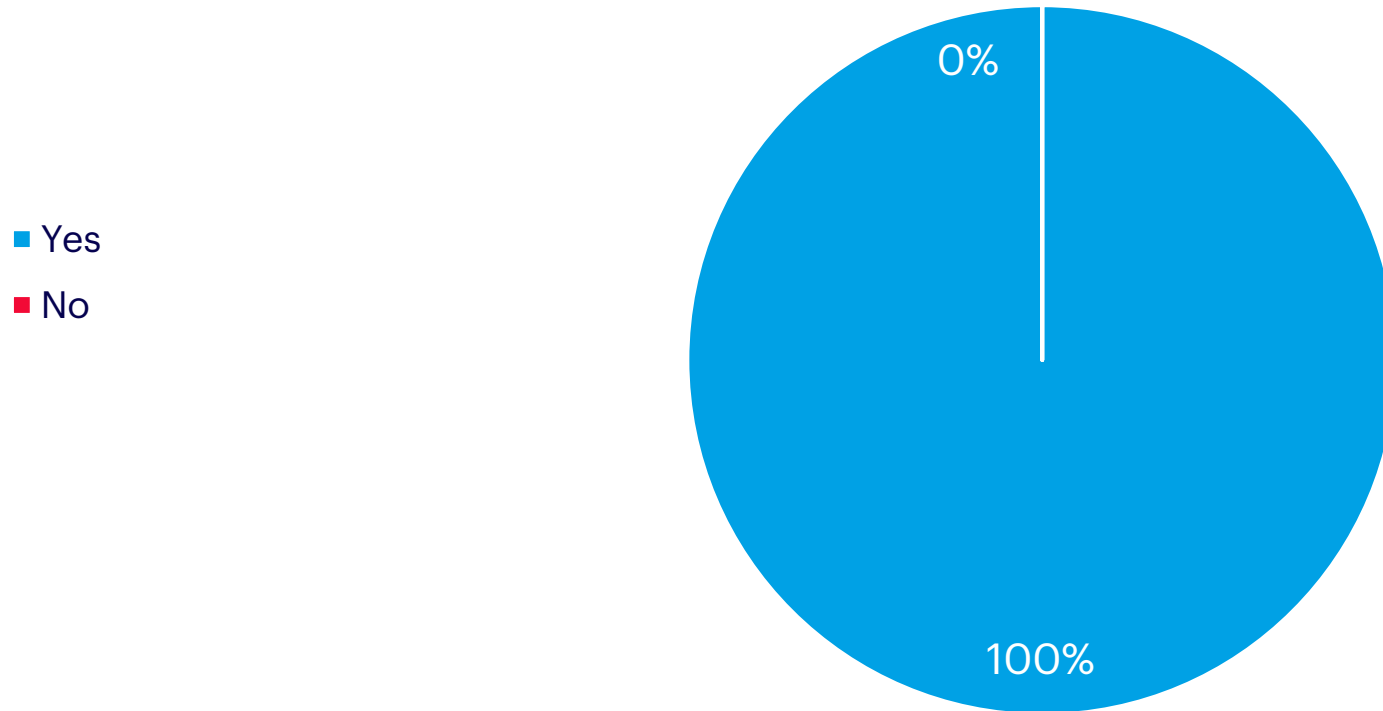
Q1

When you saw Craft Beer on your shopping list today, did you enter the shop with a beer in mind, or did you enter intending to shop around and see what there was on offer before making a decision?



Q2

**Did you purchase the beer you intended to?
Responses for whom answered “Entered the shop looking for a particular beer” in Q1.**



Q3

Why or why not? Responses for whom answered “Entered the shop looking for a particular beer” in Q1.

I was looking for a hazy IPA

It was what I was looking for.



Q4

What did you purchase? Please be as specific as you can (Brand, product name, beer type, etc if you know it). Responses for whom answered “Entered the shop looking for a particular beer” in Q1.

Sweetwater Hazy IPA

Edmund’s Oast – Something Cold – 4pk



Q5

What did you purchase? Please be as specific as you can (Brand, product name, beer type, etc if you know it). Responses for whom answered “Entered the shop intending to look around and make a decision at the cooler” in Q2.

Sierra Nevada Narwhal

4 Pack of Sour Beer (pineapple/tangerine, ~5%)

Poke the Bear

Sun Lab - Sunstylin' Hazy IPA

6 pak of cans. They were in a box

beach ays but i believe that's a variety rather than a brand

Fat Ma Pilsner from Birds Fly South

Flora IPA 7.6% ABV, in a cardboard 6 pack

Ocean Island (I think that was it). It was a blue and white can/box

6 pack hazy ipa - new belgian i think

Sycamore Slurricane IPA

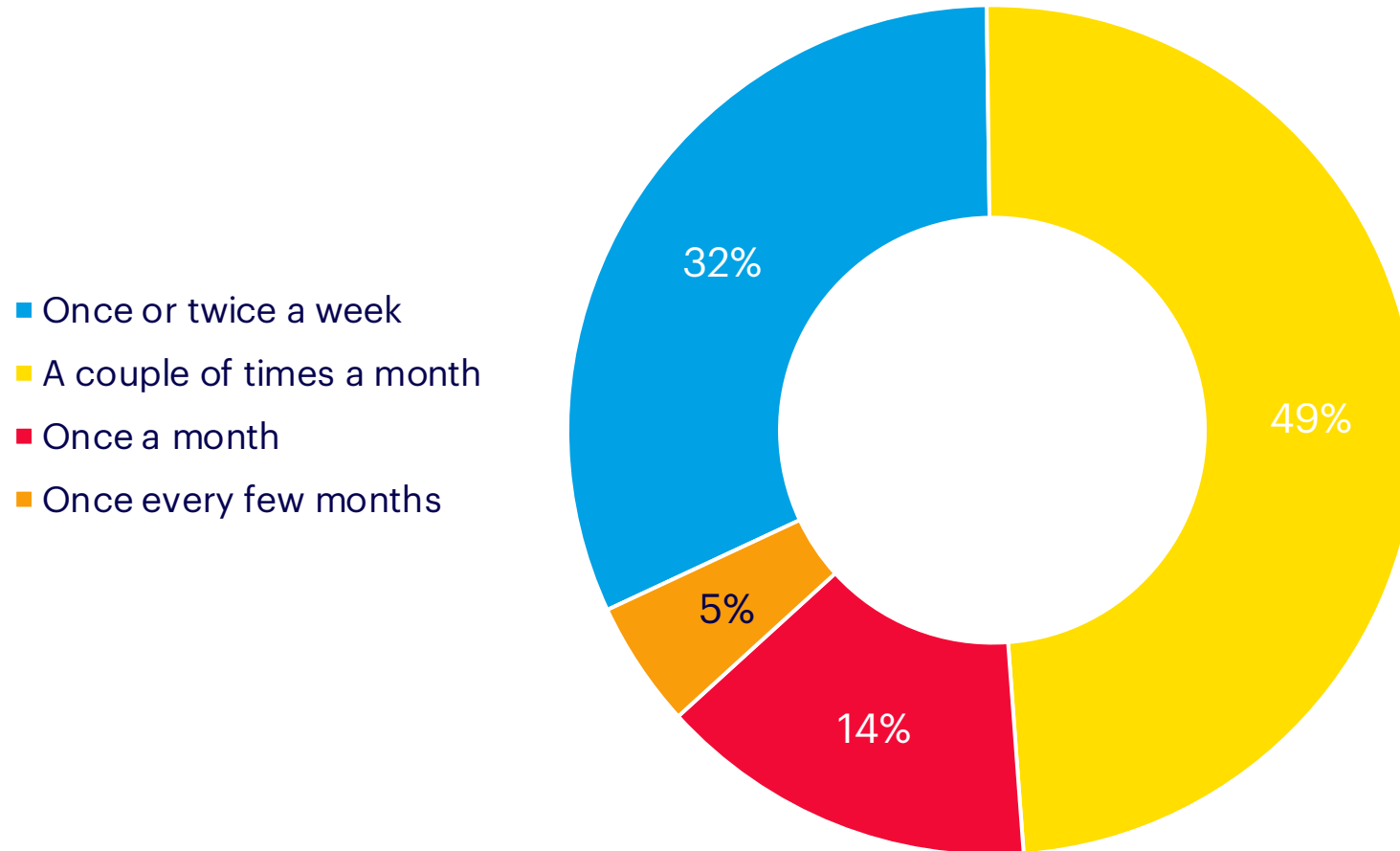
13 stripes craft or die

Blood Orange Wheat



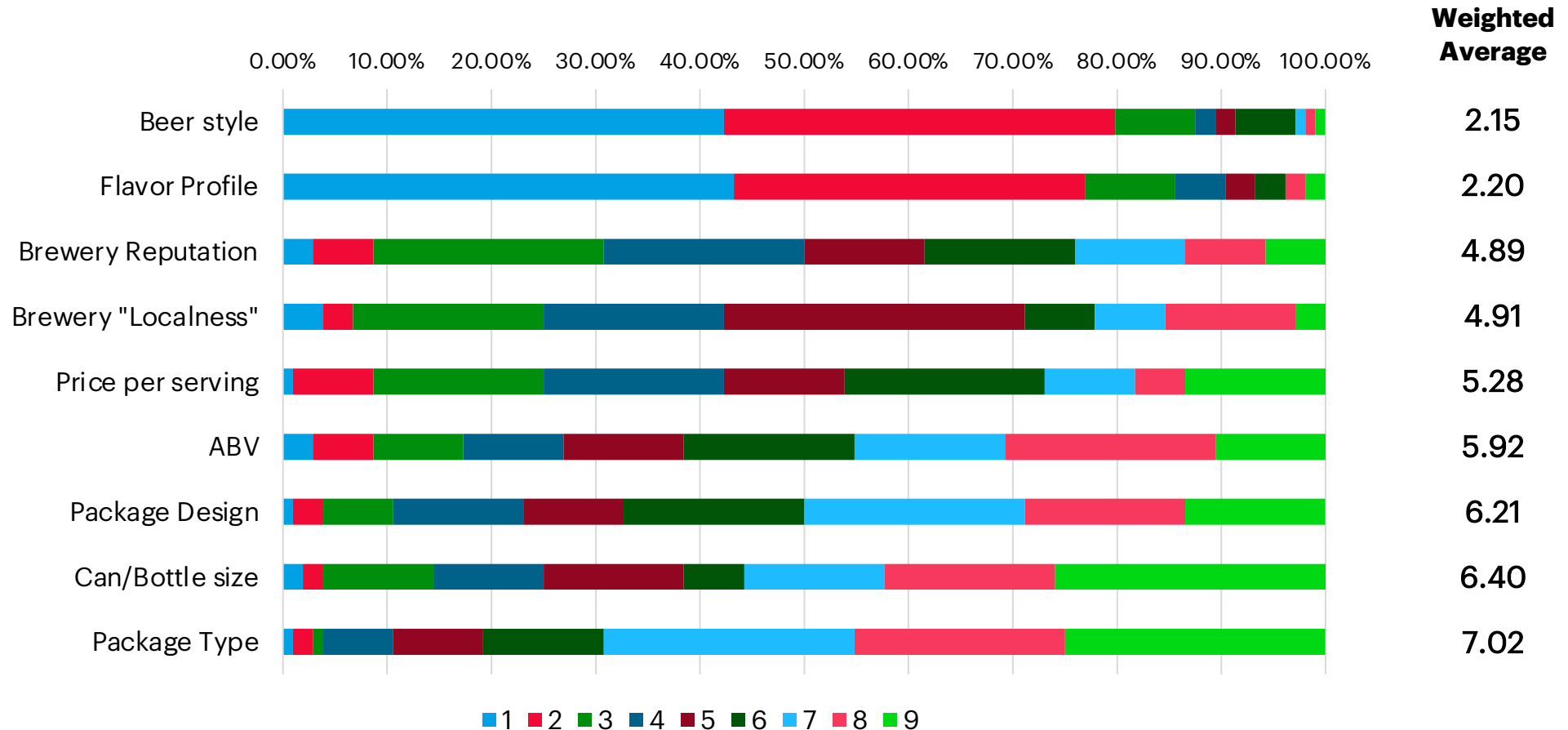
Q6

How often do you purchase craft beer to drink at home?



Q7

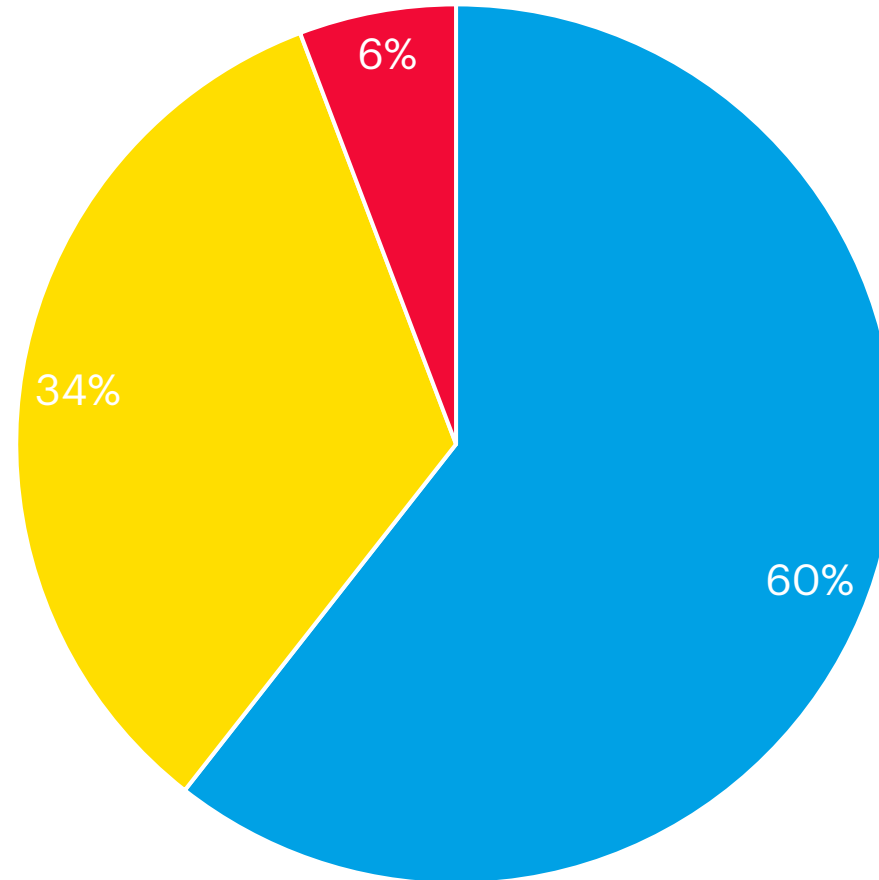
Rank the characteristics below from #1--most important to #9--least important for how they generally influence your beer buying decision.



Q8

How do you feel the packaging design influenced your choice of purchase today?

- Positive Influence-- The package design made me want the beer more
- Neutral Influence-- The package design barely played any factor in my purchase
- Negative Influence-- The package design played no factor in my choice. I chose it for other reasons (please explain below)



Q9

How would you rate each aspect?



	Wrap	Hi Cone	PakTek
Attractiveness	3.73	3.07	3.74
Ease of pick-up	4.22	3.33	3.83
Ease of Carry	4.28	3.11	3.70
Product Protection	4.00	2.10	3.04
Sustainability (The environmental, economic and social impact of this type of package)	4.05	2.52	3.37
Recyclability (it can be collected, sorted, reprocessed, and ultimately reused in manufacturing or making another item)	4.46	2.91	3.66
Product Clarity	3.90	3.85	4.01
Ease of Storage	4.41	3.98	4.10
Ease of Product Access	3.68	4.30	3.66
Brand Recognition	4.17	3.93	3.99
Simplicity	3.69	3.97	3.82

*ratings shown are a cohort average from 1 to 5, with 5 being the highest possible. **Blue cells** are the highest rating for each aspect, while **Red cells** denote the lowest rating.

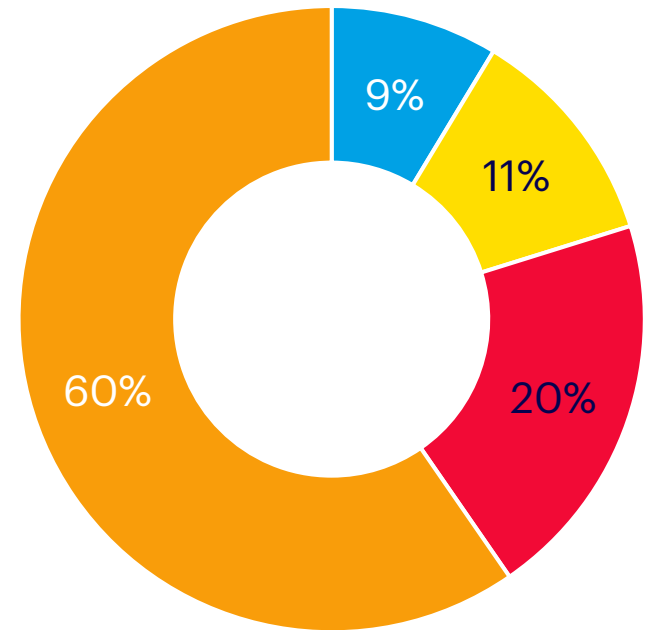


Q10

Please observe the 6-pack wrap packaging. How familiar are you with this type of packaging?



- Not familiar at all
- Somewhat familiar
- Moderately Familiar
- Very Familiar

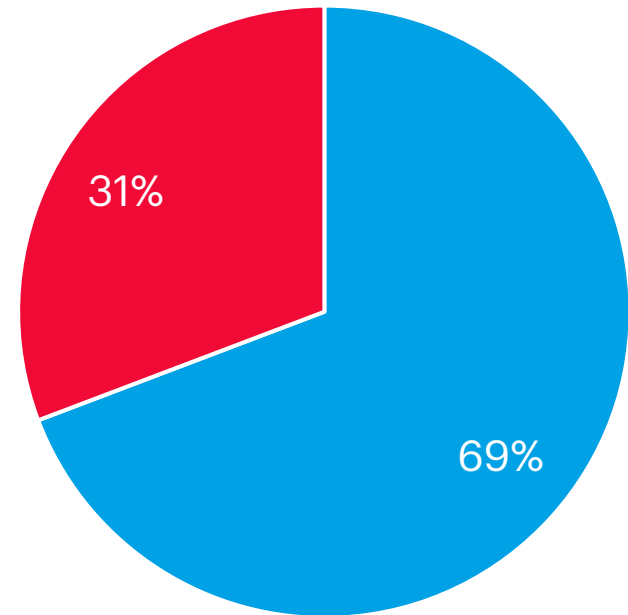


Q11

Do you generally recycle this type of package?



- Yes
- No



Q12

Why or why not?

YES

I recycle everything. This is very easy as you can cut up the box and crush the cans.

It's easy to recycle, once the cans are gone fold up the package and recycle (recycle the cans too)

Because it's cardboard and I know there is no question if it can be recycled or not.

NO

Unfortunately, my trash service does not recycle.

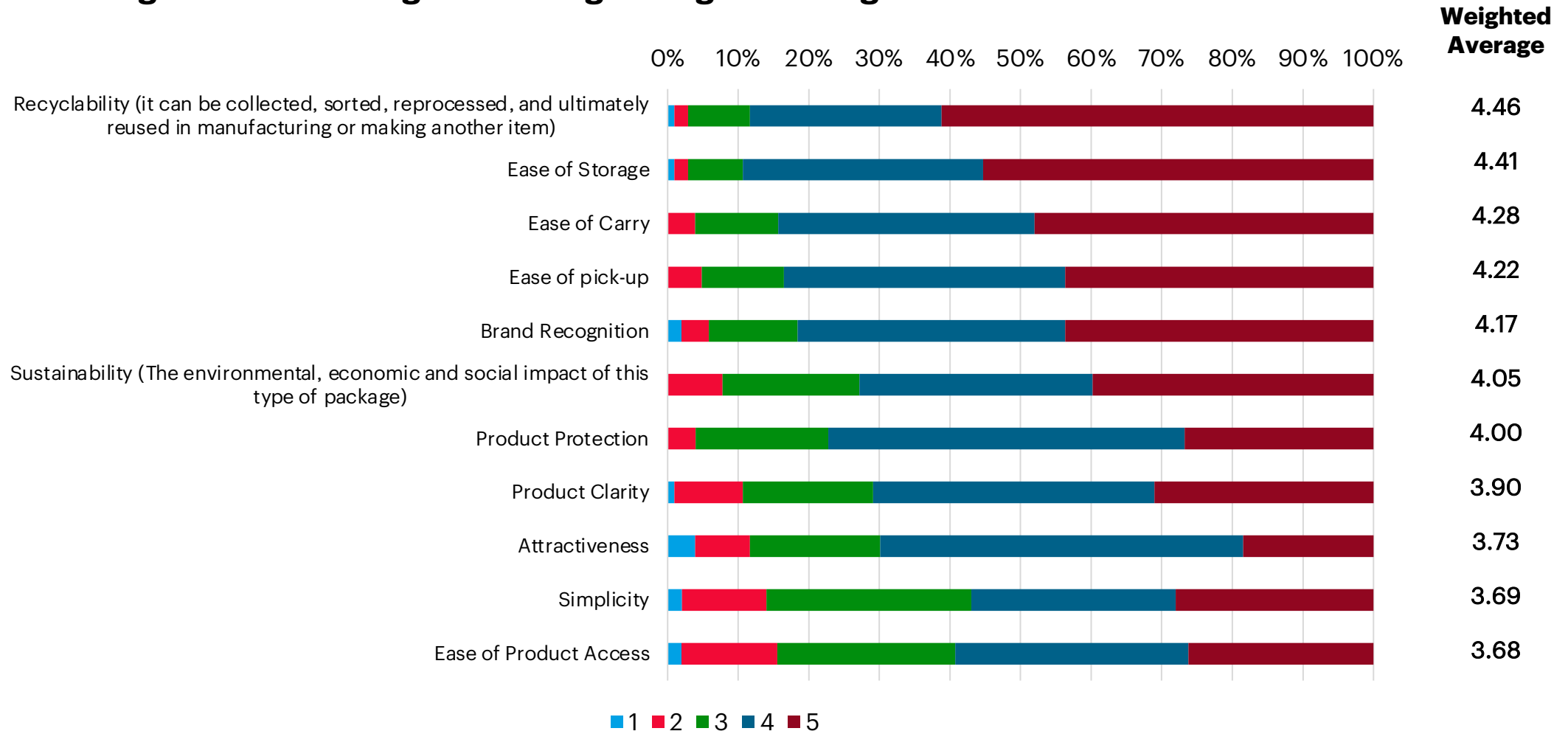
I've never thought about recycling this type of packaging.

Not convenient.



Q13

Please rate each aspect of the 6-pack packaging from 1-5, with 1 being the lowest rating and 5 being the highest rating.

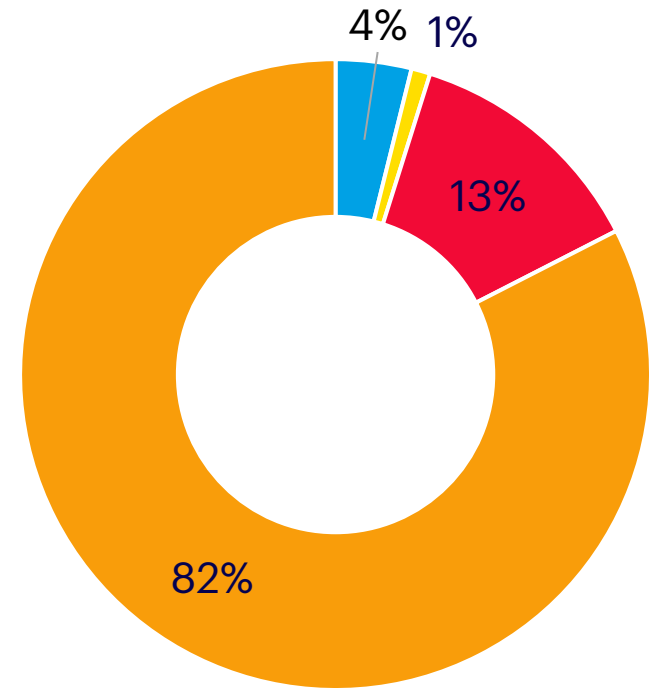


Q14

Please observe the 6-pack hi-cone packaging. How familiar are you with this type of packaging?



- Not familiar at all
- Somewhat familiar
- Moderately Familiar
- Very Familiar

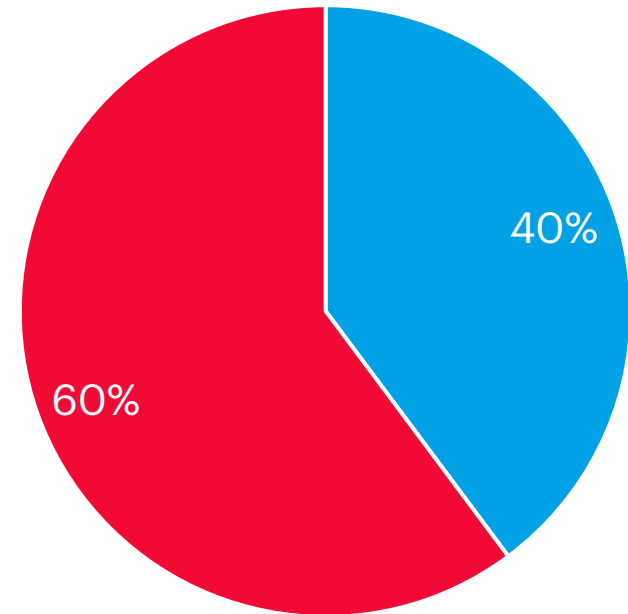


Q15

Do you generally recycle this type of package?



- Yes
- No



Q16

Why or why not?

YES

The can is easy to recycle; the plastic less so. I avoid buying this type of plastic packaging because it creates a hazard for wildlife and b/c so many people toss it into a landfill rather than recycle.

I recycle all plastic, so when I have this packaging, it gets recycled.

We cut the rings in this type of packaging when we do get it but honestly its outdated in appearance in my opinion.

NO

Recycling doesn't pick up where I live. If it did, I would recycle.

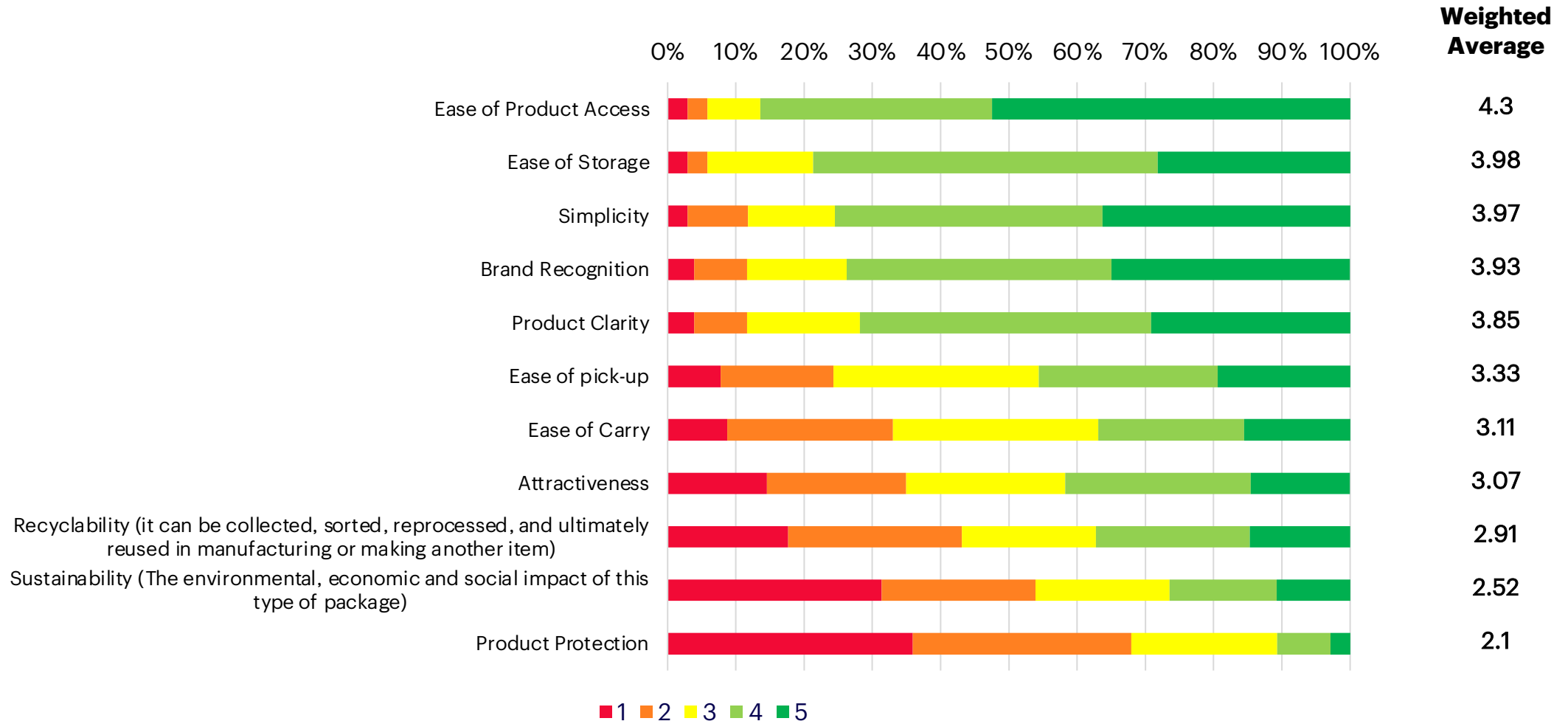
Small and easier to break apart and throw away. Not sure if this is recyclable.

The plastic ring is not recyclable as far as I know.



Q17

Please rate each aspect of the hi-cone packaging from 1-5, with 1 being the lowest rating and 5 being the highest rating.

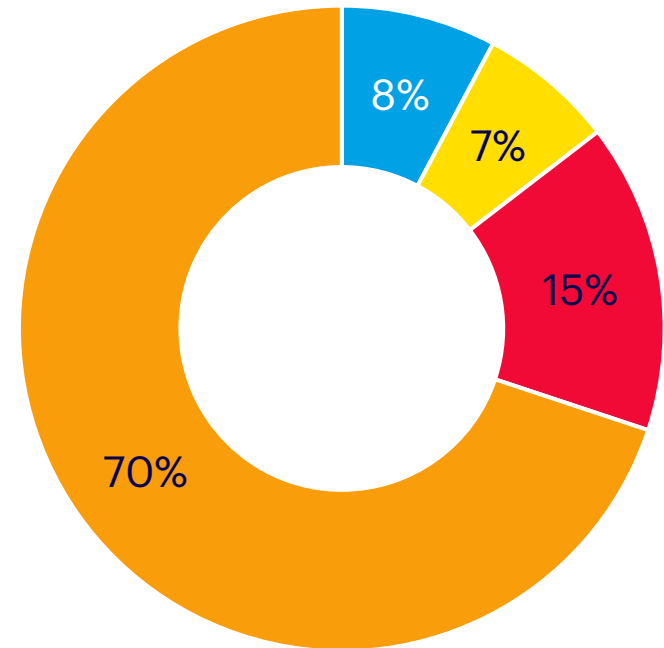


Q18

Please observe the 6-pack PakTek packaging. How familiar are you with this type of packaging?



- Not familiar at all
- Somewhat familiar
- Moderately Familiar
- Very Familiar

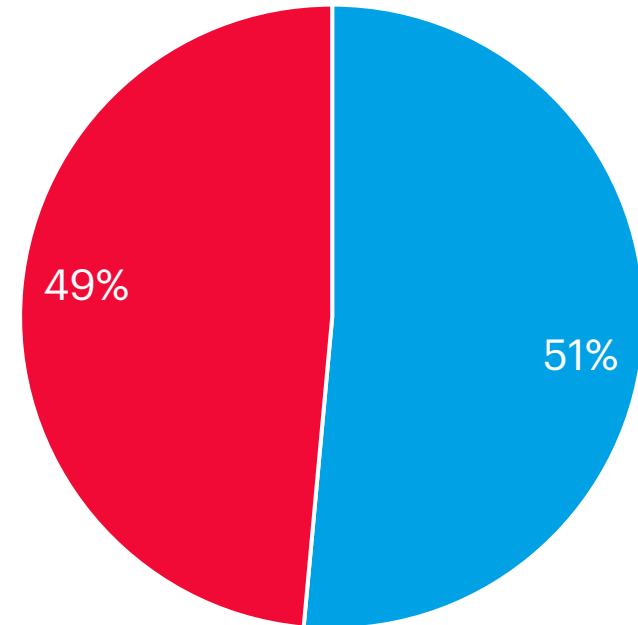


Q19

Do you generally recycle this type of package?



- Yes
- No



Q20

Why or why not?

YES

We reuse these actually in our house to attach different types of beer when we transport a 6 pack since my husband and I like different kinds.

We hold on to some of these and when traveling or sharing random craft beers with friends we will use this to hold them. We also place them in the recycle bin.

Always recycle, and will need to look for type of plastic in order to recycle.

NO

I was never taught how to recycle as a child as it was not picked up where I live. I am not in the habit though I live in a place that does pick up now. I need to take some time to learn how.

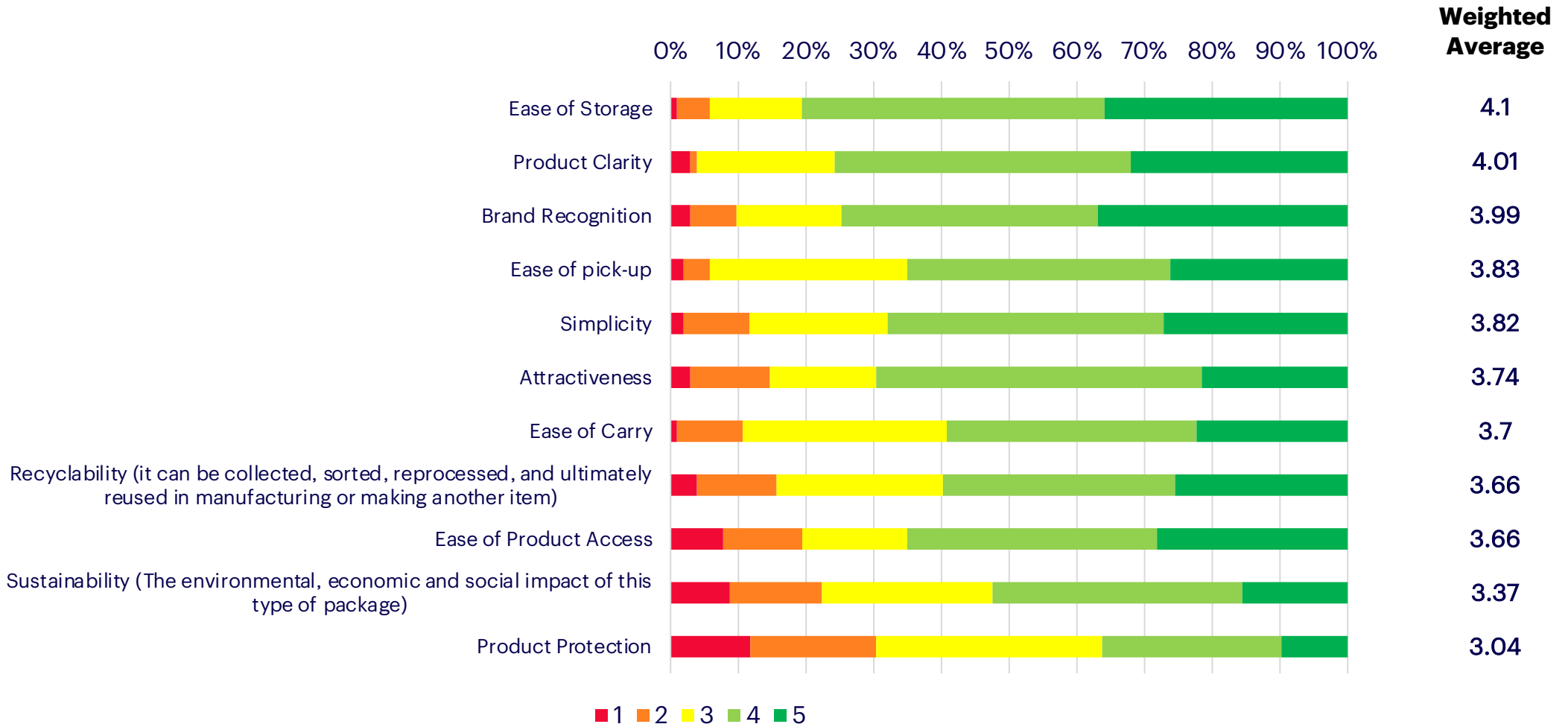
Apartment doesn't have recycling

Do not think of it as recyclable.



Q21

Please rate each aspect of the PakTek packaging from 1-5, with 1 being the lowest rating and 5 being the highest rating.

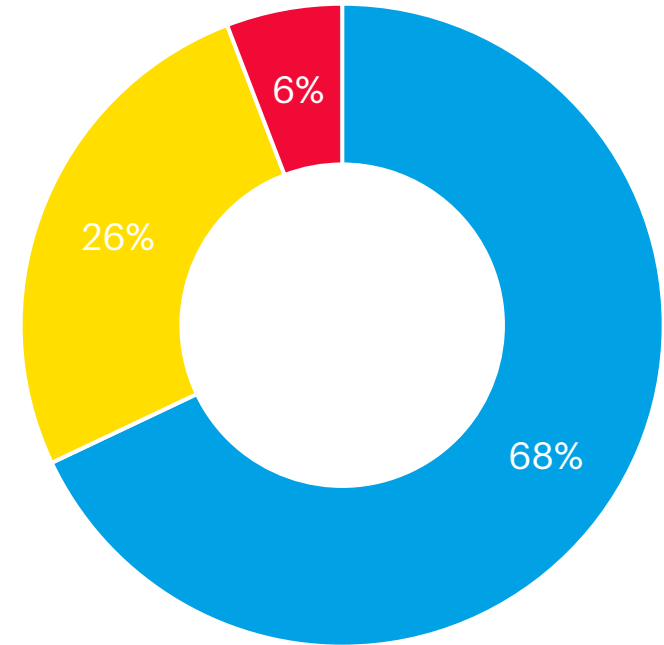


Q22

Which package would you be most likely to purchase?



- Wrap
- Pak-Tec
- Hi-Cone



Q23

Could you share your reasoning for that choice?

Paktek

More protection for cans and greater access to product over boxed cans.

Looks like it would be hard to tamper with, and I like that there is not extra packaging like a cardboard box.

I like the use of the reusable tabs.

Wrap

I feel cardboard is better for the environment and it's easier to carry.

If my husband and I were shopping together, he'd pick the pak-tec. I would typically choose the wrap because it's easier for me to pickup and carry, and I'm usually shopping with small children so I typically don't have two empty hands/arms. But if the only options were hi-cone or pak-tec, I would go with pak-tec because I would think it was a higher quality beer. Don't know why, but I know I think that way.

Hi-cone

The least amount of waste/packaging.

Less trash to deal with, easy to hold and easy to access

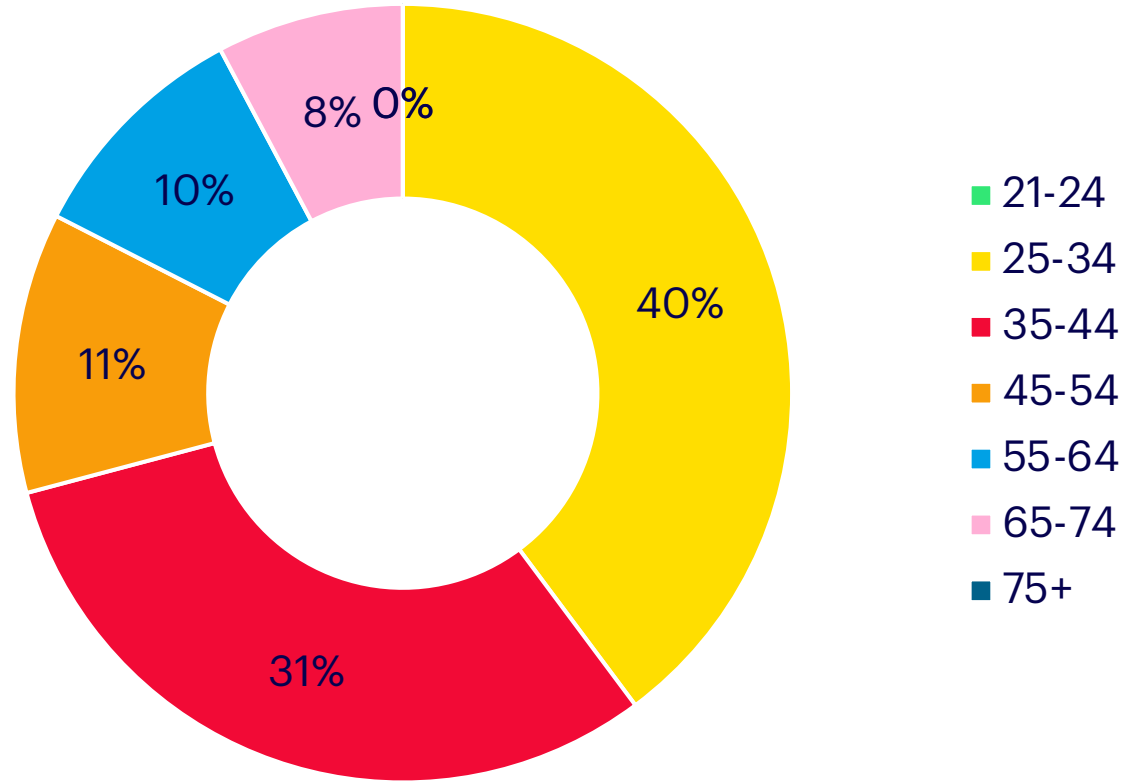
Storage in fridge is easier and compact



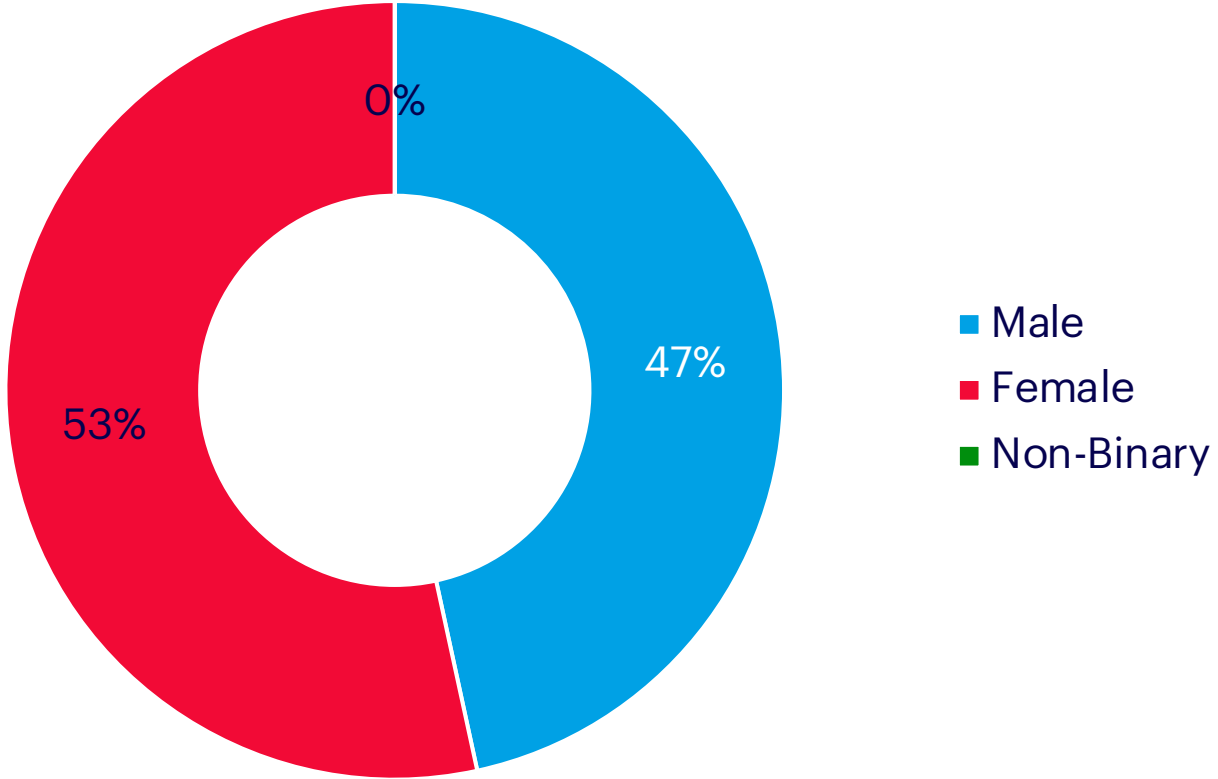


Survey Results | Demographics

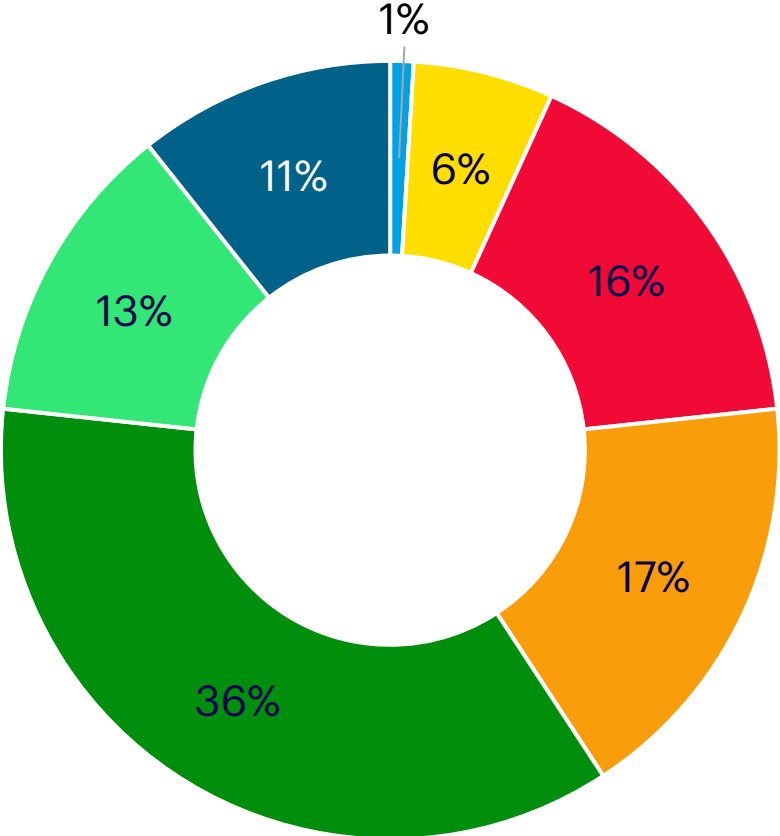
Age



Gender



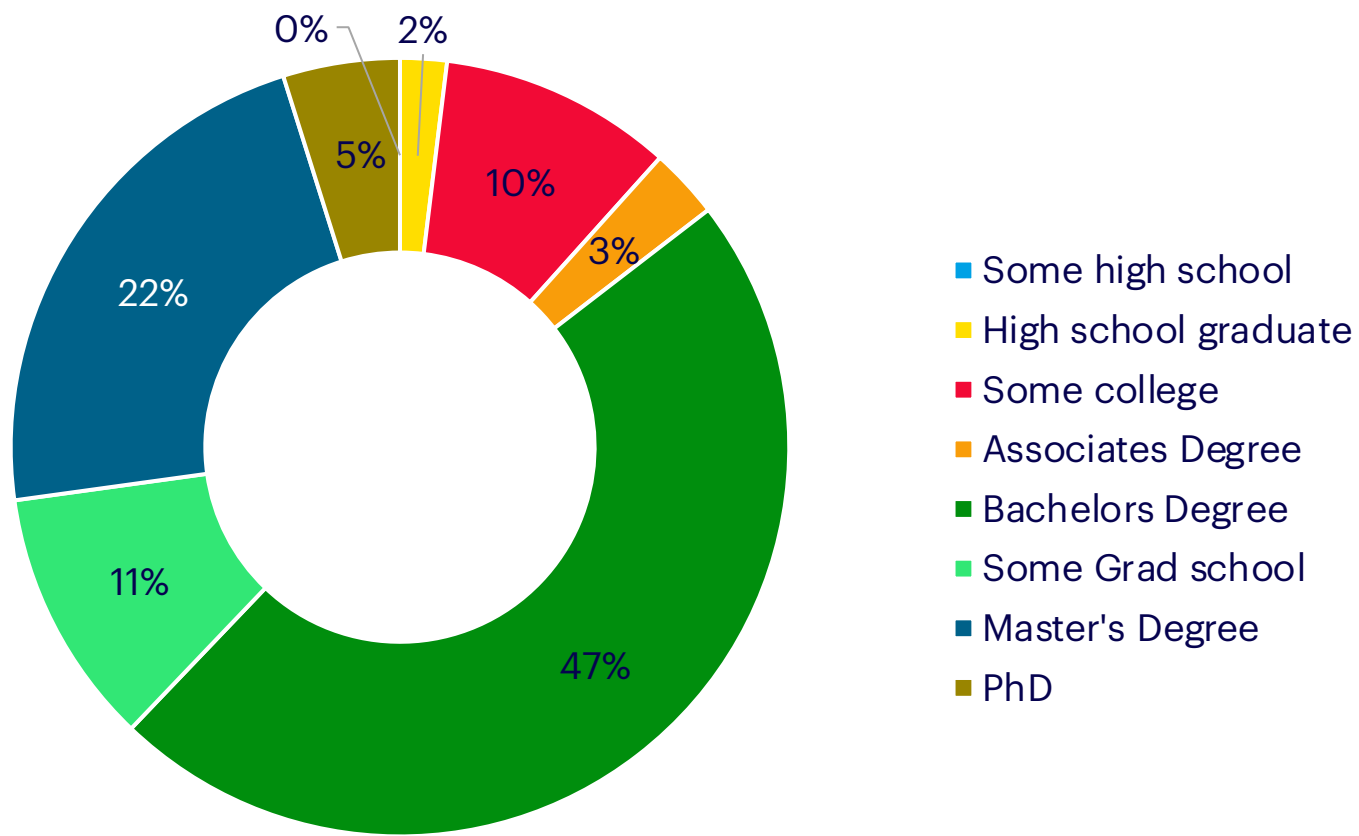
Household Income



- Under \$30,000
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$149,999
- Between \$150,000 and \$199,999
- Over \$200,000



Education



Quad 