

SKETCHES

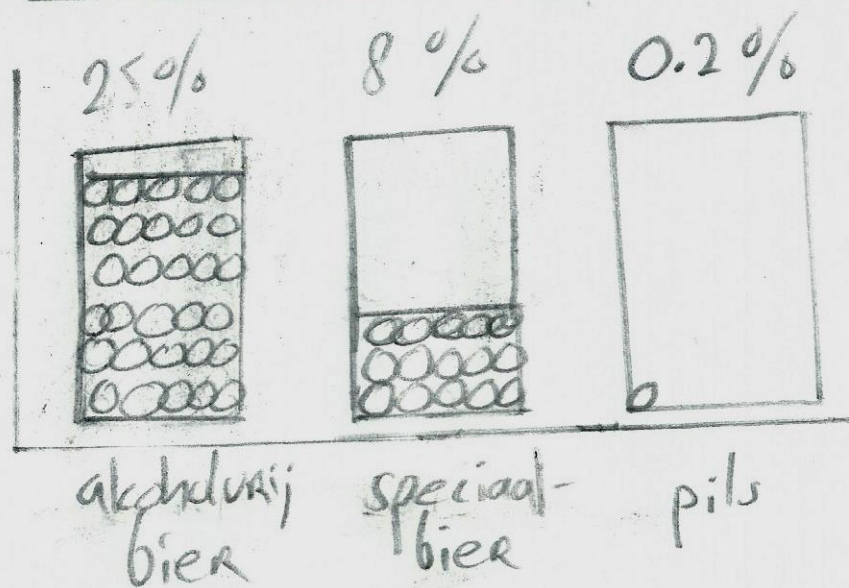
1) Bierconsumptie per jaar



WAAROM DALENDE BIERCONSUMPTIE?

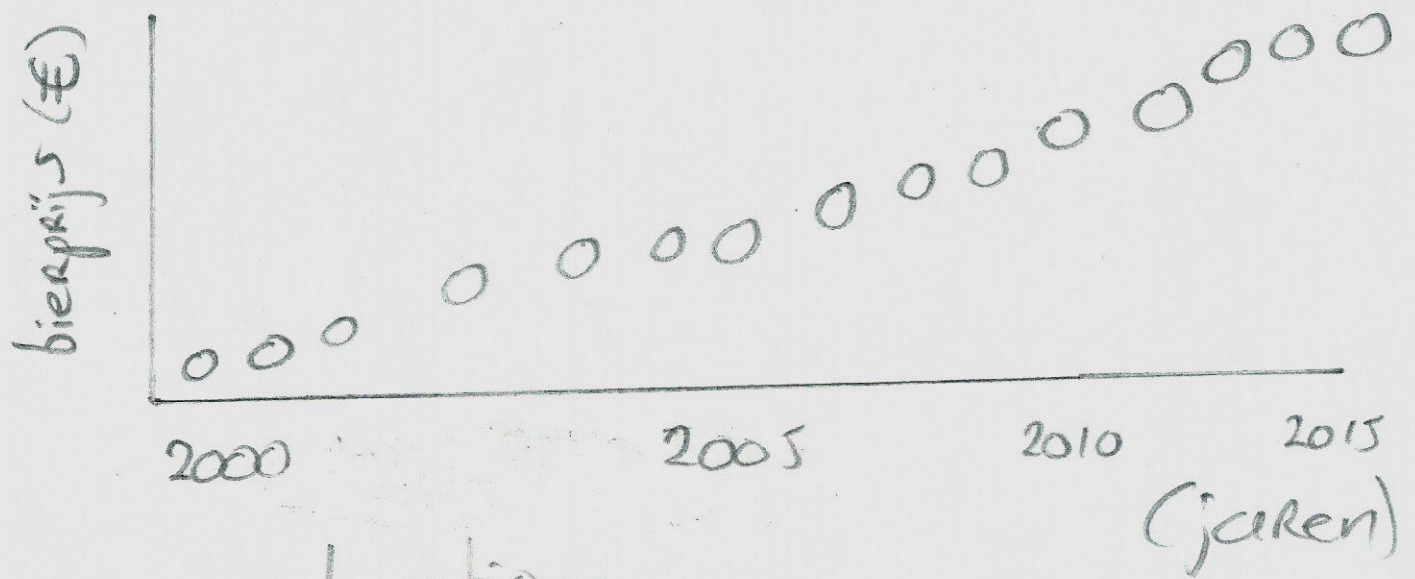
3) Grotere afzet alcoholvrijbier + speciaalbier

groei 2015
t.o.v. 2014 (%)



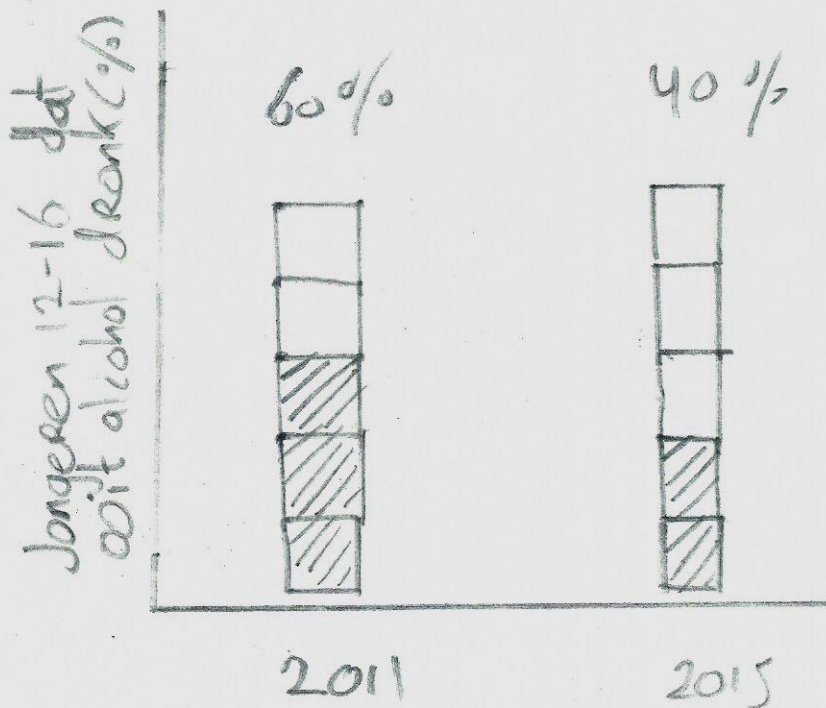
explanations

2) Bierprijs is gestegen in afgelopen jaren



explanations

4) Alcohol minder populair onder jongeren



explanations

STORY BOARD

