

Study H

Table H: Retailer Questionnaire Results

<u>Brands of Beer Carried</u>	<u>%</u>	<u>1998 Beer Sales</u>	<u>%</u>
Olympia	89.8	Olympia	24.8
Budweiser	82.1	Budweiser	18.7
Rainer	86.4	Rainer	18.7
Hamms	71.2	Hamms	10.4
Brand E	78.7	Brand E	5.2
Brand F	46.4	Brand F	5.0
Brand G	18.7	Brand G	4.1
		Others	<u>13.1</u>
		Total	100.0

Our strongest competitors are "Olympia", "Budweiser", "Rainer"

Semantic Differential Scale

<u>Extremely</u>	<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>	<u>Extremely</u>
Masculine		All			Feminine
Healthful		All			Unhealthful
Cheap		I	HOB	A	Expensive
Strong		I	AHOB		Weak
Old-Fashioned		B	IHO	A	New
Upper Class		AB	IHO		Lower Class
Good Taste		AB	IHO		Bad Taste

Our beer is accepted by all sexes, expensive takers, weak consumers, new-fashioned consumers, upper class consumers and consumer who looks for good tastes.

Key: A=Astro, I=Ideal, H=Hamms, O=Olympia, B=Budweiser I would say our consumer group is large enough to open the market.

<u>Intention to Sell Astro</u>	<u>%</u>
Certainly will	88.7
Maybe will	5.7
Not sure	4.0
Maybe will not	1.6
Certainly will not	<u>0.0</u>
Total	100.0

Source: Study H

Most retailers are interested selling our beer, so I believe we have large enough retailers to help us sell our beer.