Insights on Tap

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Our Goals

To find meaningful, actionable insights from the survey findings to guide decision-making.

Develop strong, data-backed recommendations and marketing strategies to boost brand awareness and inspire new ideas.

Overview:

IOWA CITY

BIG GROVE
- BREWERY -

Cluster Summary

1. **The Sweet Sippers**
   - 3%

2. **The Mature Mix (Arthur)**
   - 9%

3. Refreshment Seekers (younger beer and selzer drinkers)
   - 4%

4. Crisp Sippers
   - 9%

5. Flavor-Forward Men (beer and hard lemonade)
   - 3%

6. Sour and Fruity Women
   - 11%

7. Hop-Centric Men
   - 21%

8. Light-Crisp Men
   - 7%

9. **Hopheads (Mark)**
   - 8%

10. Cider and Lemonade Women
   - 1%

11. Light-Crisp Women
   - 8%

12. Spirit Enjoyers (women)
   - 7%

13. Cannabis Outliers
   - 7%
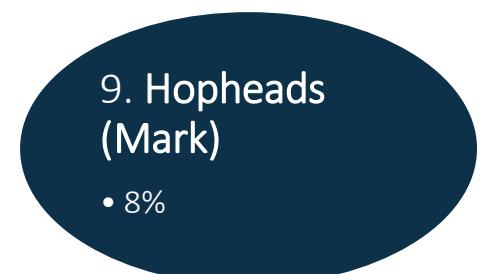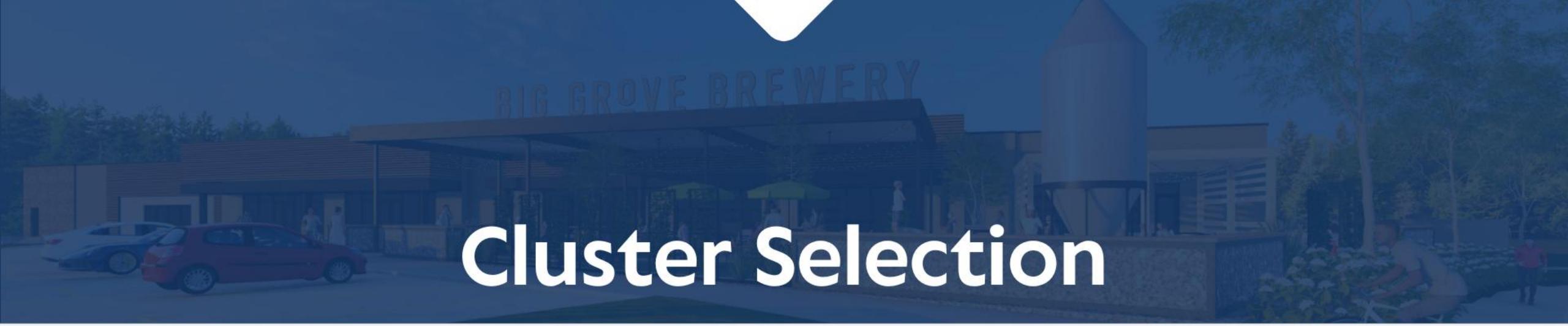
14. Seltzer and Spirits (women)
   - 2%

Cluster Selection

Cluster 2:

The Mature Mix - (Arthur)

- Lowest Loyalty
  - <4 visits/year
- Older Crowd
- Moderate-Heavy Drinkers
- 100-150k income

Cluster 9:

The Hopheads - (Mark)

- Highest Loyalty
  - 10+ visits/year
- Older Crowd
- Heavy Drinkers
- 150k+ income

Arthur - The Independent Connoisseur

BIO

- 55+
- Retired
- $100,000 - $150,000

VALUES

- Comfort
- Routine
- Quality experiences over social engagement

PERSONALITY

- Independent
- Health-Conscious
- Quiet

LIFESTYLE

- Homebody
- Appreciates art and theatre
- Likes meaningful experiences
- Loves his cat
- Hunting
- Skiing
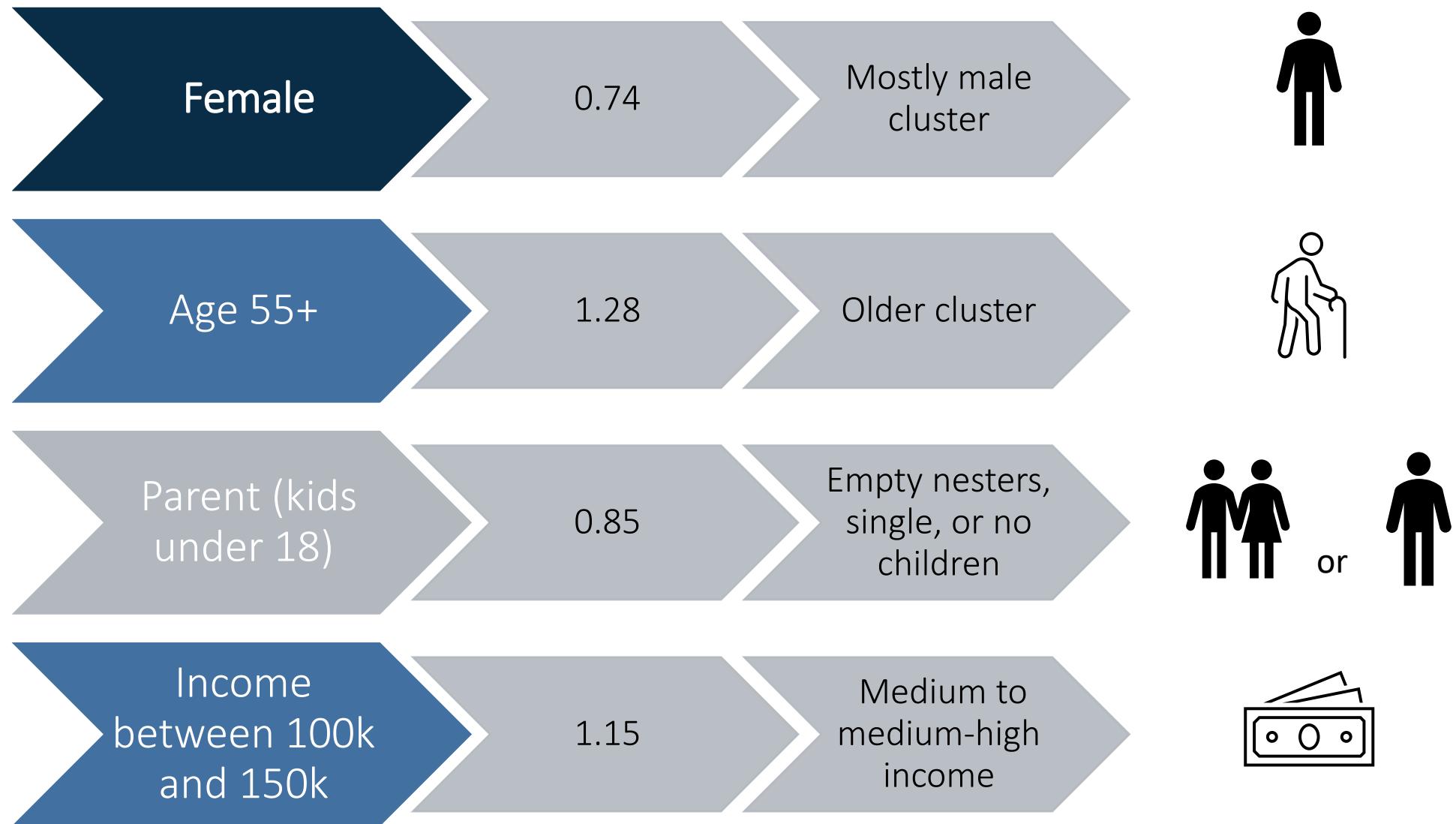
MOTIVATIONS

- Products and services that enhance at home comfort
- Books, theater, film
- Simple conveniences that support health and wellness

FRUSTRATIONS

- Overly social
- Community-heavy expectations

"Mature Mix" Demographics

Female	0.74	Mostly male cluster
Age 55+	1.28	Older cluster
Parent (kids under 18)	0.85	Empty nesters, single, or no children
Income between 100k and 150k	1.15	Medium to medium-high income

or

"Mature Mix" Alcohol Info

| Prefer Craft Beer	Preferred Imported Beer is Guiness	Drink dark Roasty Beer Most Often	Drink Medium and Malty Beer Most Often	Participates in Home Brewing	Mostly or Only Go to Big Grove	Interested in Wine and Spirits
1.09	2.83	5.62	5.33	1.95	0.32	1.41
Favor craft beer more than any other cluster	Strong preference for Guiness	Prefer dark beer to traditional beers	Also prefer medium and malty beers over traditional	Twice as likely to participate in home brewing	Very Low Loyalty	Prefer wine and spirits over taditional beer
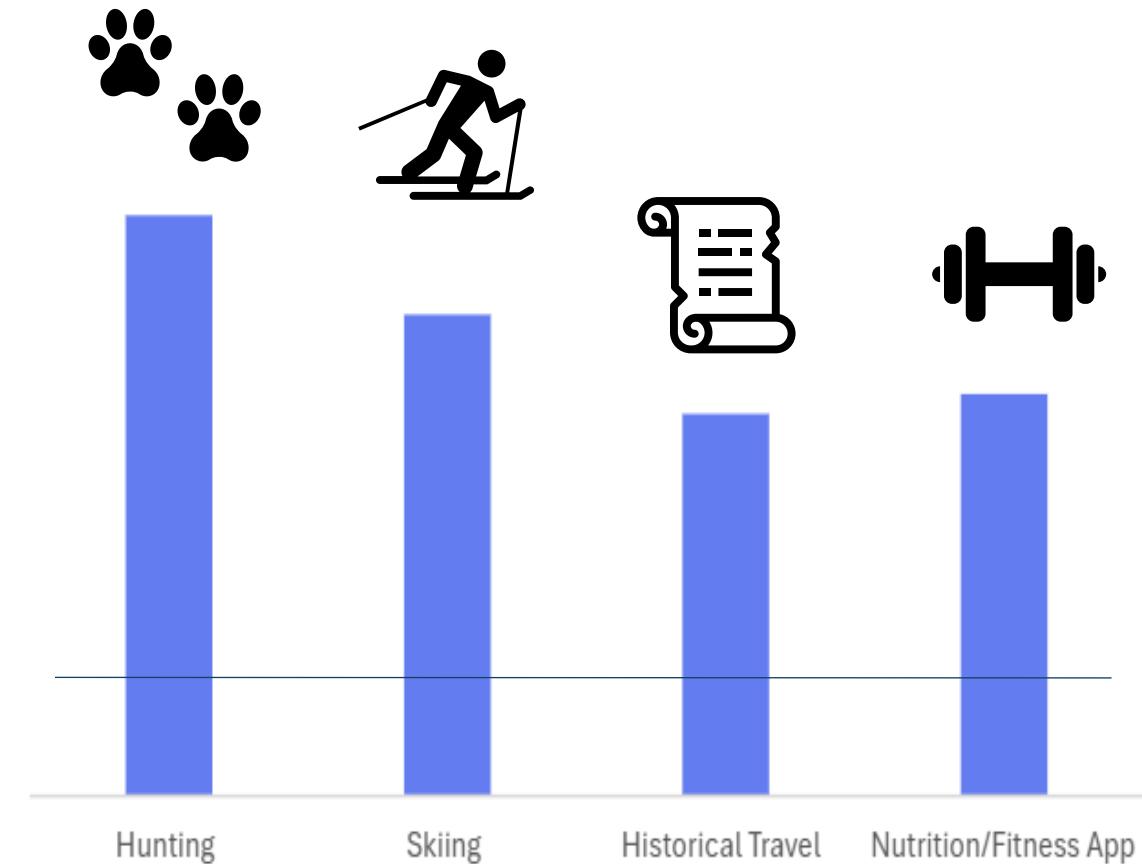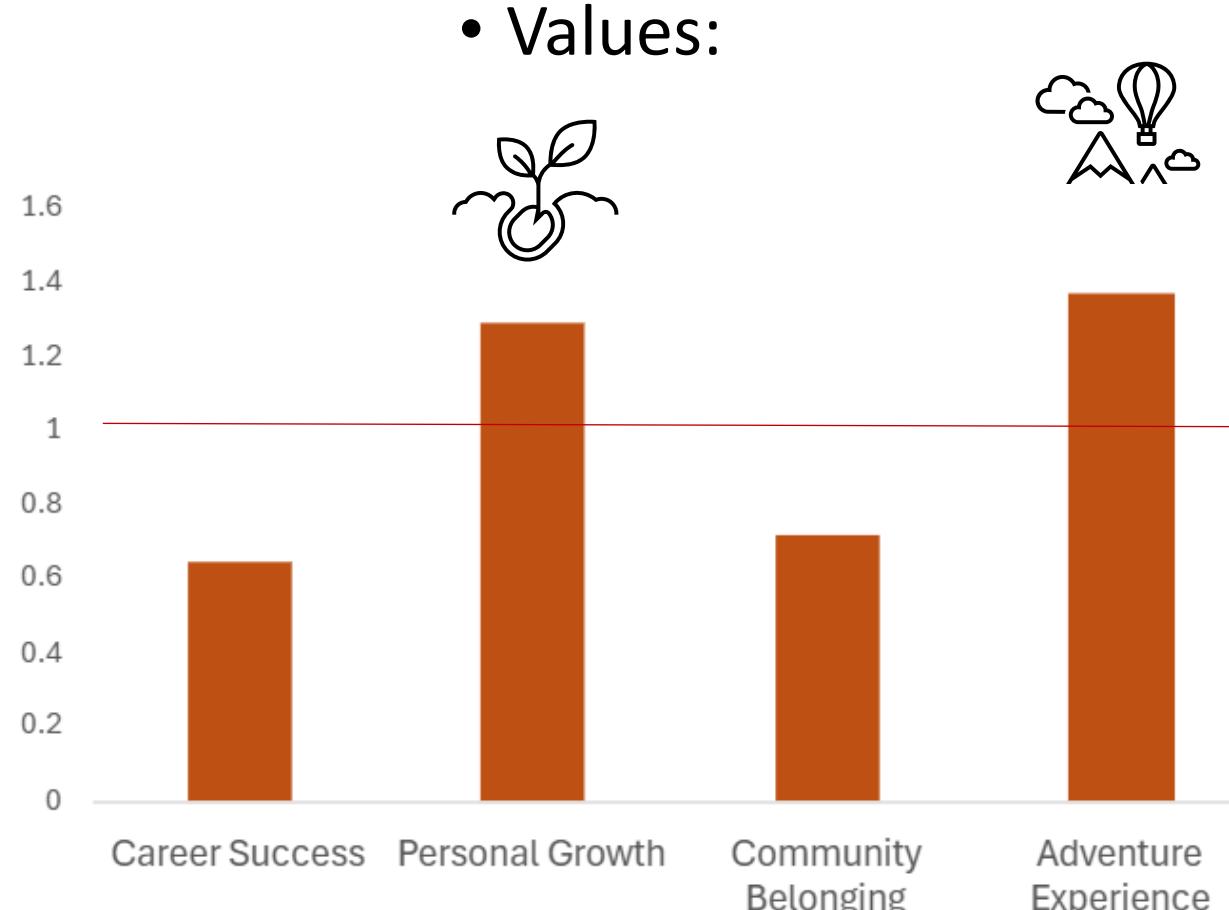
"Mature Mix" Interests and Values

"Mature Mix" Marketing Strategy

Product

- Big Grove Home-Brew Kits

- Brewing History + Taproom Tour experience

- "Big Grove Brew Your Own Beer" competition

Price

- Kit + Tour bundle discount

- Free first refill with kit purchase

Place

- Kits sold online + in taproom

- Taproom as the hub for tours + competitions

Promotion

- Education/Historical focused tours

- Radio and Facebook advertisements

- "Big Grove Brew Your Own Beer" competition

"Brew It Yourself, Big Grove Style"- Big Grove Home-Brew Kits

WHY IT FITS
- High interest in home brewing
- DIY + adventurous + individiual or group activity
- Low brand loyalty → hands-on product; build attachment
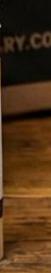
Industry Backing
- Home-brew market growing (~10% CAGR)
- Bell's, Stone, Sierra Nevada already sell kits

Brew Kits
- Pre-portioned ingredients allows for, BG - inspired beer without revealing recipes.
- Simple brewing process tailored for adventurous homebodies

BIG GROVE BREWERY

PALE MALT

CARAMEL 40L

ALE YEAST
ALE YEAST

CITRA
CITRA
CASCADE

BIG GROVE BREWERY

BIG GROVE BREWERY

BIG GROVE BREWERY
AT-HOME BREWING GUIDE
BIGHARDVEBBREWING.COM

BIG GROVE BREWERY

Taproom Experiences To Drive Engagement

- **Story-Driven Brew Tours:**
  - ○ Highlight Big Grove's brewing history

- **Homebrew Competition Pipeline:**
  - ○ Customers brew at home → submit entries → finals at taproom.

- **Goal:**
  - ○ Deepen connection with a low-loyalty, experience-driven segment.

Mark - The Hawkeye Hop-Head

BIO
- 55+
- Retired
- $150,000+

VALUES
- Loyalty
- Quality
- Experiences

PERSONALITY
- Confident
- Outgoing
- Authoritative
- Traditionalist

Mark - The Hawkeye Hop-Head

PERSONALITY & LIFESTYLE

- He values experiences over cheap goods
- Outdoorsy but Comfort-Seeking
- A Successful Provider
- Engaging host, knowledgeable fan/connoisseur

MOTIVATIONS

- Comfortable being the center of attention
- Values quality and consistency in all things (beer, clothing, cars)
- He appreciates tradition (Hawkeye football).
- The main driver is spending quality, uninterrupted time with his trusted friends.

FRUSTRATIONS
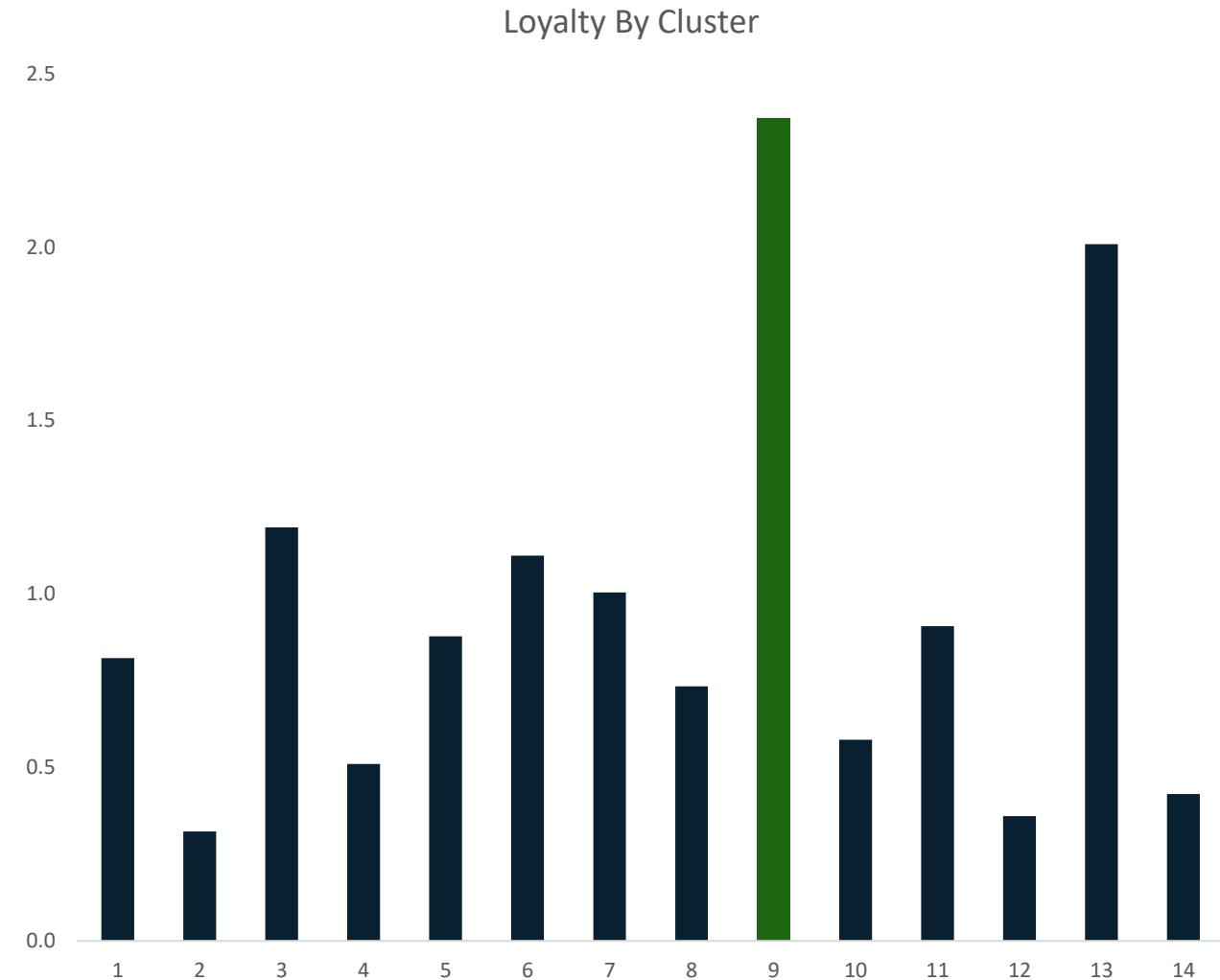
- Inconsistency
- Wasting time & money
- Amateurism
- Being overlooked

The Loyal Core (Hopheads)

46% Mostly or Only Consume Big Grove Beer

100% visited taproom 10+ times

More likely to have 5+ drinks (index 1.5)

Loyalty By Cluster
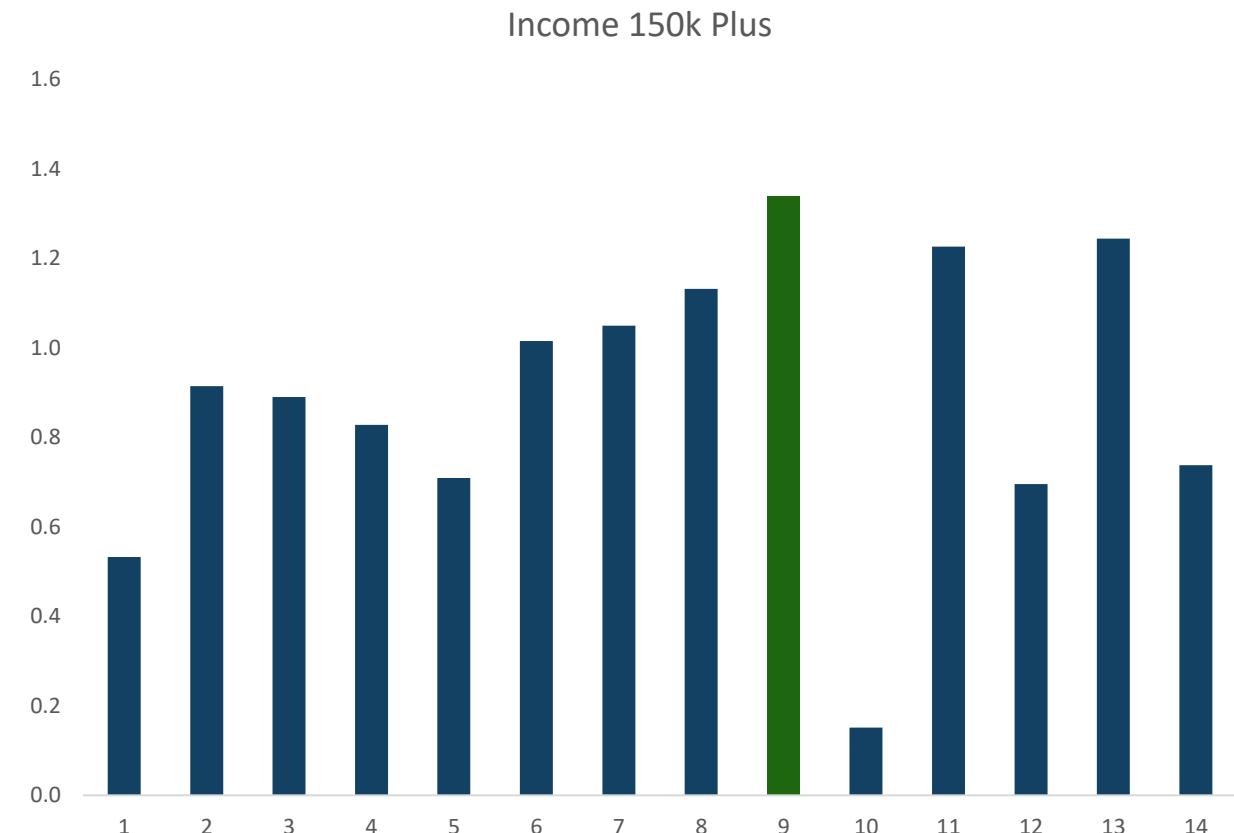
The Ideal Segment (Hopheads)

Index highest on income over 150k

Index highest on living in Iowa City Area (1.7)

Live in Suburban (37%) and Urban (35%) Environments

Income 150k Plus

Life and Interests (Hopheads)

Middle aged and older

Married (79%, index 1.15 on Household of 2)

Enjoy college football (91%) and NFL (82%)

Enjoy weekend trips (85%)

Age

■ 65+   ■ 55-64   ■ 45-54   ■ 35-44   ■ Under 35

Engagement Strategy for Mark

- Focus on **retention/nurture** and rewarding loyalty

- Punch Card/passport as incentive for visiting multiple locations, goes along with tendency for weekend trips

- Anniversary cards (after ex. 20 visits, etc.)

To Our Fellow Explorer.

BIG GROVE

Happy Anniversary! We can't believe it"s
20 visits since you first iuit joined the world
at our your Big Soun Grove Taproom!
⌐r loalty means theil world bo everr
⌐njoy this tour appreciation
⌐any more adventur

How do we find more Hopheads?

Facebook ads, hyper-targeted to interests (location and demographics, higher income areas, football)

Direct Mail (capitalize on interests in imagery), can more easily target higher income areas, local proximity

Key Takeaways

Mature Mix shows strong growth potential.

Hopheads remain Big Grove's loyal backbone.

Home-brew kits align with Mature Mix.

Hopheads respond well to loyalty incentives.

Big Grove can deepen or create loyalty through experiences.

Thank You!

Appendix: All Clusters

Cluster	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Respondants	54	192	97	205	69	238	444	150	174	19	176	153	148	39
Respondant %	3%	9%	4%	9%	3%	11%	21%	7%	8%	1%	8%	7%	7%	2%
Drinks_Over5	0.1	0.4	0.1	0.2	0.3	0.1	0.5	0.5	0.5	0.0	0.4	0.1	0.4	0.1
Visit_10plus	0.1	0.1	0.2	0.1	0.1	0.2	0.0	0.1	1.0	0.1	0.3	0.1	0.3	0.1
BG_Mostly_or_Only	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.1	0.4	0.1	0.2	0.1	0.4	0.1
Bev_Sel_Beer	0.0	1.0	1.0	1.0	1.0	0.9	1.0	1.0	1.0	0.2	1.0	0.0	1.0	0.0
Bev_Sel_HardSeltzer	0.3	0.1	0.2	0.3	0.2	0.5	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.5
Bev_Sel_HardCider	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Bev_Sel_Spirits	0.6	0.6	0.4	0.5	0.4	0.6	0.5	0.5	0.6	0.3	0.5	0.6	0.5	0.6
Bev_Sel_Wine	0.5	0.5	0.2	0.4	0.0	0.4	0.4	0.3	0.4	0.1	0.4	0.4	0.1	0.3
Bev_Sel_HardLemonade	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.0
Bev_Sel_Cannabis	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	1.0	0.1
Beer_Top3_HopForward	0.1	0.3	0.3	0.1	0.3	0.3	0.9	0.5	0.9	0.1	0.4	0.1	0.8	0.1
Beer_Top3_MediumMalty	0.0	0.8	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.0	0.2	0.0
Beer_Top3_DarkRoasty	0.1	0.9	0.3	0.1	0.3	0.1	0.2	0.1	0.2	0.0	0.1	0.1	0.2	0.1
Beer_Top3_LightCrisp	0.2	0.2	0.4	0.7	0.4	0.4	0.4	0.8	0.5	0.5	0.7	0.1	0.5	0.1
Beer_Top3_LightBalanced	0.1	0.1	0.3	0.7	0.3	0.2	0.1	0.4	0.1	0.1	0.2	0.1	0.2	0.2
Beer_Top3_MexicanLager	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	1.0	0.0	0.1	0.0
Beer_Top3_WheatCitrusy	0.1	0.1	0.2	0.6	0.2	0.3	0.1	0.2	0.2	0.1	0.2	0.1	0.2	0.1
Beer_Top3_SourFruity	0.5	0.1	0.4	0.1	0.4	1.0	0.1	0.1	0.1	0.5	0.1	0.1	0.3	0.3
BGFav3_CitrusSurfer	0.2	0.2	0.3	0.7	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.1	0.3	0.3
BGFav3_EasyEddy	0.1	0.3	0.4	0.4	0.5	0.3	0.8	0.6	0.7	0.2	0.5	0.2	0.7	0.2
BGFav3_Neighborhood	0.1	0.2	0.2	0.2	0.2	0.0	0.0	1.0	0.2	0.1	0.3	0.0	0.2	0.0
BGFav3_SummerJam	0.2	0.1	0.3	0.0	0.3	0.9	0.0	0.0	0.1	0.3	0.1	0.0	0.2	0.2
Gender_Female	1.0	0.3	0.5	0.6	0.4	0.9	0.2	0.2	0.3	0.7	0.4	0.9	0.3	0.9

Variable	Description (from Data Dictionary)
Drinks_Over5	1 = Respondent drinks more than 5 alcoholic drinks per week; 0 = Otherwise
Visit_10plus	1 = Respondent visited a Big Grove taproom 10+ times in past 12 months; 0 = Otherwise
BG_Mostly_or_Only	1 = Respondent mostly drinks Big Grove OR Big Grove is the only beer they drink; 0 = Otherwise
Bev_Sel_Beer	1 = Selected Beer among top 3 beverage types; 0 = Otherwise
Bev_Sel_HardSeltzer	1 = Selected Hard Seltzer among top 3 beverage types; 0 = Otherwise
Bev_Sel_HardCider	1 = Selected Hard Cider among top 3 beverage types; 0 = Otherwise
Bev_Sel_Spirits	1 = Selected Spirits/Cocktails/Mixed Drinks among top 3 beverage types; 0 = Otherwise
Bev_Sel_Wine	1 = Selected Wine among top 3 beverage types; 0 = Otherwise
Bev_Sel_HardLemonade	1 = Selected Hard Lemonade / Hard Iced Tea among top 3 beverage types; 0 = Otherwise
Bev_Sel_Cannabis	1 = Selected Cannabis-infused beverages among top 3 beverage types; 0 = Otherwise
Beer_Top3_HopForward	1 = Selected Hop-forward beer style among top 3 beer styles; 0 = Otherwise
Beer_Top3_MediumMalty	1 = Selected Medium-bodied & malty beer among top 3 styles; 0 = Otherwise
Beer_Top3_DarkRoasty	1 = Selected Dark & roasty beer among top 3 styles; 0 = Otherwise
Beer_Top3_LightCrisp	1 = Selected Light & crisp beer among top 3 styles; 0 = Otherwise
Beer_Top3_LightBalanced	1 = Selected Light & balanced beer among top 3 styles; 0 = Otherwise
Beer_Top3_MexicanLager	1 = Selected Mexican-style lager among top 3 beer styles; 0 = Otherwise
Beer_Top3_WheatCitrusy	1 = Selected Wheat & citrusy beer among top 3 beer styles; 0 = Otherwise
Beer_Top3_SourFruity	1 = Selected Sour & fruity beer among top 3 styles; 0 = Otherwise
BGFav3_CitrusSurfer	1 = Selected Citrus Surfer (Original) as a Top 3 Big Grove favorite; 0 = Otherwise
BGFav3_EasyEddy	1 = Selected Easy Eddy as a Top 3 Big Grove favorite; 0 = Otherwise
BGFav3_Neighborhood	1 = Selected Neighborhood Beer as a Top 3 Big Grove favorite; 0 = Otherwise
BGFav3_SummerJam	1 = Selected Summer Jam as a Top 3 Big Grove favorite; 0 = Otherwise
Gender_Female	1 = Female; 0 = Male or other

Appendix: "Mature Mix" Cluster Indicies

Cluster 2	Demographics
female	0.74
age 55+	1.28
parents (kids under 18)	0.85
Income between 100k and 150k	1.15

Row Labels	Average of Has_Pets_Flag	Average of Pets_Dog	Average of Pets_Cat
2	96.00%	88.25%	105.37%

Cluster 2	Interests
Hunting	1.40
Skiing	1.32
Historical Travel	1.23
Nutrition/Fitness App	1.25

Cluster 2	Alc Info
Prefer craft beer	1.09
Preferred domestic beer is coors	1.95
Guiness is the imported beer drank most often	2.83
Drink dark and roasty beer most often	5.62
Drink medium and malty beer most often	5.33
Participates in home brewing	1.95
Mostly or only go to BG	0.32
Interested in Wine spirits	1.41

Cluster	Average of Social_None	Average of Visit_1	Average of Visit_2_5
2	179.83%	119.71%	114.59%

Appendix: "Mature Mix" Cluster %'s

Cluster	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Respondants	54	192	97	205	69	238	444	150	174	19	176	153	148	39
Respondant %	3%	9%	4%	9%	3%	11%	21%	7%	8%	1%	8%	7%	7%	2%

Row Labels	Average of Outdoor_Hunting	Average of Outdoor_Skiing	Average of Values_CommunityBelonging	Average of HF_FitnessApp	Average of Values_CareerSuccess	Average of Values_PersonalGrowth	Average of HF_NutritionLog	Average of Values_AdventureExperience
2	0.119791667	0.130208333	0.03125	0.177083333	0.041666667	0.114583333	0.151041667	0.151041667

Cluster	Average of Dom_Imp_Coors	Average of Bev_Sel_Wine	Average of BeerTop_MediumMalty	Average of Dom_Imp_Guinness	Average of Bev_Top_Wine	Average of BeerTop_DarkRoasty	Average of FD_HomeBrewing	Average of BG_Mostly_or_Only	Average of FD_WinesSpirits
2	0.0625	0.46875	0.286458333	0.3125	0.088541667	0.255208333	0.104166667	0.057291667	0.395833333

Cluster	Average of Social_None	Average of Visit_1	Average of Visit_2_5
2	0.041666667	0.09375	0.489583333

Cluster	Average of Gender_Female	Average of Age_Alt_55plus	Average of Parent_Flag	Average of Income_100k_149k
2	0.34375	0.453125	0.307291667	0.270833333

Cluster	Average of FD_HomeBrewing
1	0.018518519
2	0.104166667
3	0.082474227
4	0
5	0.028985507
6	0.021008403
7	0.083333333
8	0.08
9	0.063218391
11	0.0625
12	0.026143791
13	0.027027027
Grand Total	0.053290083

Appendix: "Mature Mix" Marketing Strategy

- CAGR (Compound Annual Growth Rate)
  - CAGR = (Beginning Value/Ending Value)Number of Years(1) −1
  - Metric used to measure market growth
  - Craft Beer Market Size And Share | Industry Report, 2030
- Industry Growth
  - Craft-beer retail dollar sales now account for ~25% of the U.S. beer market - in 2024, craft beer's retail sales hit $28.8 billion and represented 24.7% of total U.S. beer retail sales.
  - Craft-beer consumption is expanding: more adults are drinking craft now than a decade ago - as of 2024, 9.8% of legal-drinking-age adults consumed craft beer in the past 30 days, up from 6.6% in 2013.
  - National Beer Sales & Production Data - Brewers Association
- Works Cited:
  - Grand View Research. *Craft Beer Market Size and Share | Industry Report, 2030*. Grand View Research, 2024. Craft Beer Market Size And Share | Industry Report, 2030
  - Brewers Association. "National Beer Sales & Production Data." *Brewers Association*, 2025, https://www.brewersassociation.org/statistics-and-data/national-beer-stats/.

Appendix "Hopheads" Cluster Indices

Cluster 9	Index	Baseline
Female	0.3	1
Age 55+	1.09	1
Parents (kids under 18)	0.95	1
Income 150k+	1.34	1

Average of Region_Iowa_City_Area
1.18
1.09
1.08
0.75
0.54
1.20
0.68
1.00
1.74
0.59
0.94
1.20
1.16
0.48

Appendix Competitors Indices for "Mature Mix" and "Hopheads"

	Modelo	Blue Moon	Coors Light	Busch Light	Guinness	Mich. Ultra
Clus. 2	19%	20%	17%	18%	31%	14%
Clus. 9	13%	16%	29%	22%	16%	20%

Appendix Social Media Use

Row Labels	Cluster 2	Cluster 9
Facebook	0.776041667	0.82183908
Instagram	0.598958333	0.672413793
TikTok	0.161458333	0.264367816
YouTube	0.578125	0.649425287
Snapchat	0.25	0.350574713
Twitter	0.28125	0.327586207
LinkedIn	0.307291667	0.408045977
Reddit	0.223958333	0.20149425