

Table 4: Price Elasticity Matrix - LA

	Brand	B1	B2	B3	B4	B5
1	BLUE MOON BELGIAN WHITE ALE	-2.980	0.0004	0.013	0.0002	0.0001
2	BUD LIGHT	0.039	-1.851	0.013	0.0002	0.0001
3	BUD LIGHT LIME	0.039	0.0004	-2.276	0.0002	0.0001
4	BUDWEISER	0.039	0.0004	0.013	-1.852	0.0001
5	BUSCH	0.039	0.0004	0.013	0.0002	-1.544

Subset of Brands

Table 5: Price Elasticity Matrix - LA (cont.)

	Brand	B6	B7	B8	B9	B10
6	COORS	-1.664	0.019	0.003	0.0005	0.001
7	COORS LIGHT	0.024	-1.911	0.003	0.0005	0.001
8	CORONA EXTRA	0.024	0.019	-2.731	0.0005	0.001
9	CORONA LIGHT	0.024	0.019	0.003	-2.500	0.001
10	DOS EQUIS XX AMBAR LAGER	0.024	0.019	0.003	0.0005	-2.360

Subset of Brands