



15/10/2024

REPORT

Brewed to Perfection: Unlocking the Craft Beer Connection



AUDIENCE

Demographics

United Kingdom, Age 18 to 60

Custom Screening

Which of the following categories of beverage do you drink?

Qualified: Beer

Unqualified: Soft drinks, Spirits, Energy Drinks, Wine/Champagne

Custom Screening 2

How often do you drink craft beer?

Qualified: Every day, Multiple times a week

Unqualified: Every other week, Once a month or less



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OBJECTIVE

To delve into the motivations and drivers behind the UK's craft beer enthusiasts' preferences, examining how taste, branding, and experience influence their choice of microbreweries. Investigate the unique attributes that differentiate successful microbreweries and foster consumer loyalty and advocacy. Additionally, assess the extent and nature of craft beer enthusiasts' interactions with microbreweries through digital platforms, community events, and collaborative initiatives.

BURNING QUESTION

What do you love most about microbreweries and craft beer and how do your preferences shape your engagement?



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CHAT GUIDE

1. What first drew you to craft beer?
2. What flavors or styles do you look for in craft beer?
3. How do you discover new craft beers or breweries?
4. What is your favourite craft beer brand?
Probe on why
5. How often do you visit microbreweries?
6. Describe your last visit to a microbrewery.?
7. How important is a brewery's brand story to you?
8. What makes a microbrewery stand out to you?
9. What could microbreweries do better to enhance your experience?
10. How do you prefer to interact with your favorite breweries?
Probe on why
11. What's your favorite microbrewery event or collaboration?
12. What role does packaging play in your beer choices?
13. If craft beer was a friend, how would you describe its personality?
14. Imagine a world without microbreweries; how does that feel?
15. How do you interact with the wider craft beer community?
16. What's the most memorable craft beer you've ever had?
17. What would you like to see more of from craft breweries in the future?
18. Why would you pick craft beer over normal beer brands (Budweiser, Heineken etc)
19. How has your favorite craft beer changed the way you think about beer?
20. What do you think the future holds for craft beer and microbreweries?



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AI SUMMARY

Consumers are drawn to craft beer and microbreweries for their unique flavors, the sense of community, and the personal touch they offer. The variety of flavors, particularly fruity and citrus notes, is a significant factor in their appeal. Many consumers discover new craft beers through online research, social media, and visits to local supermarkets, with some subscribing to services that deliver a selection of craft beers regularly. Favorite brands like BrewDog and Beavertown are praised for their quality, range of flavors, and engaging packaging. Visits to microbreweries are a cherished activity, with consumers enjoying the atmosphere, the opportunity to taste new beers, and the knowledge shared by staff. The brand story of a brewery is important to some, as it adds depth to the drinking experience and resonates with consumers who appreciate the journey from small beginnings to success.

Packaging plays a crucial role in attracting consumers, with eye-catching designs and environmentally friendly materials being favored. Craft beer is seen as a fun, authentic, and different friend, with a personality that stands out from mainstream beer brands. The future of craft beer and microbreweries is viewed positively, with expectations of continued innovation, growth, and a focus on local ingredients and sustainability. Consumers prefer craft beer over mainstream brands for its refreshing taste, smaller can sizes, and the unique experiences it offers. Engagement with breweries is multifaceted, with in-person visits valued for the ambiance and social interaction, while online engagement keeps consumers informed about new releases and events. Craft beer events and collaborations are popular, with festivals and brewery-hosted markets providing memorable experiences. Overall, craft beer enthusiasts are looking for more innovation in flavors, more community events, and a continued emphasis on the unique and personal touch that microbreweries provide.





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KEY INSIGHTS

Flavor Preferences and Discovery

- Craft beer enthusiasts in the UK are drawn to a variety of flavors, with a strong preference for fruity and citrusy notes.
- Discovery of new craft beers and microbreweries is primarily conducted online, through social media, and by visiting local supermarkets and independent pubs.

Quotes:

"I look for a crisp and sharp flavour and texture. I enjoy finding beers which stand out from others using different types of flavours. Affordability is also important when determining my favourite "

Age 30, Male

"It had a stronger but more aromatic taste in comparison "

Age 37, Female

"I look on line for recommendations "

Age 47, Male

"I like the venture off the beaten track and make new discoveries "

Age 33, Male



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KEY INSIGHTS

Brand Engagement and Loyalty

- Brand story and authenticity are important to craft beer drinkers, with many respondents expressing a desire to know the brewery's history and values.
- Regular visits to microbreweries and participation in brewery events, such as anniversary celebrations and beer festivals, are common among craft beer enthusiasts.

Quotes:

"It's made me think about a brands values and story much more, I look for like minded people and prefer communal events more; "

Age 26, Male

"The last time I went it was when I was on holiday in Cornwall and we saw it advertised so we went and it was so fun because there was music playing and lots of activities "

Age 21, Female

"I like tiny rebel thy hold good ones or a small independent one in Cornwall held a festival which was good"

Age 47, Male

"I am an active member of numerous local groups and I go on ale trails "

Age 31, Male





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KEY INSIGHTS

Packaging and Branding Influence

- Packaging plays a significant role in the decision-making process for craft beer purchases, with colorful and visually appealing designs being particularly influential.
- Social media is a preferred platform for interaction with favorite breweries, offering convenience and a way to stay informed about new releases and events.

Quotes:

"Not much really but I guess if the beer has boring packaging it does put you off"

Age 44, Male

"I look for colourful can designs and interesting brewing information and flavours "

Age 33, Male

"It helps when picking on line in person not so much a good logo does help you pick because it tells a story"

Age 47, Male

"Newsletters, I follow a few on X and instagram"

Age 47, Male





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KEY INSIGHTS

Future Expectations and Trends

- Craft beer drinkers anticipate continued innovation in flavors and brewing techniques, expressing a desire for more fruit-infused beers and unique taste experiences.
- The future of craft beer and microbreweries is seen as positive, with growth driven by increasing popularity, a focus on local and sustainable practices, and the desire for more personalized and engaging beer experiences.

Quotes:

"For me personally it's all about the fruit infused beers I will keep checking these out "

Age 44, Male

"Introducing more gigs and advertising events, and keep introducing new and exciting and unique flavour experiences "

Age 21, Female

"I think they will keep evolving because it adds more personality to beers and people feel more connected to the brands and the people who are close to them "

Age 26, Male

"More events, more promotions, cheaper, more craft beers, more flavours"

Age 37, Female



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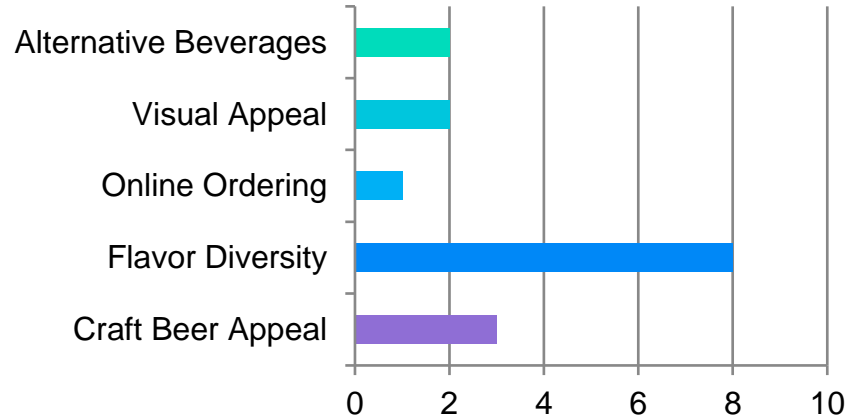
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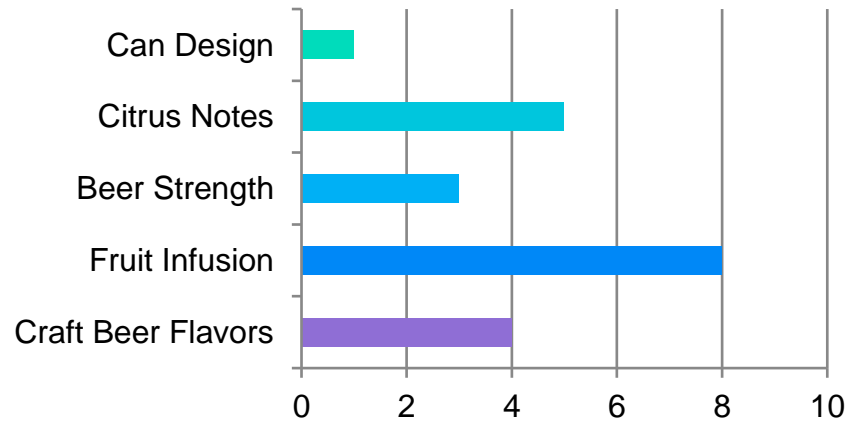
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TOPICS

What first drew you to craft beer?



What flavors or styles do you look for in craft beer?



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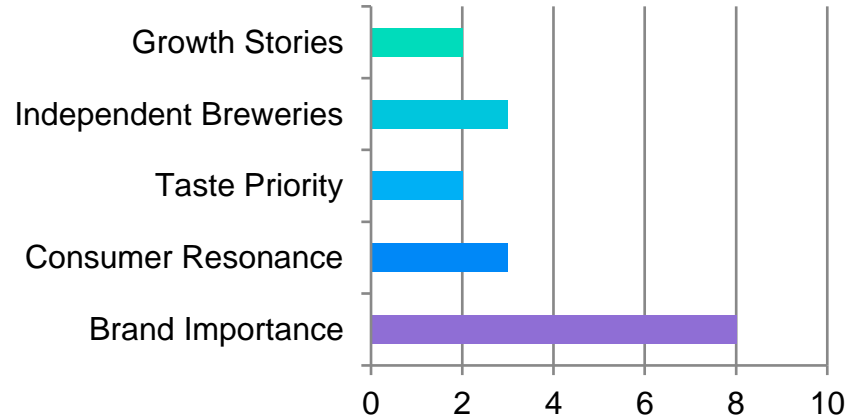
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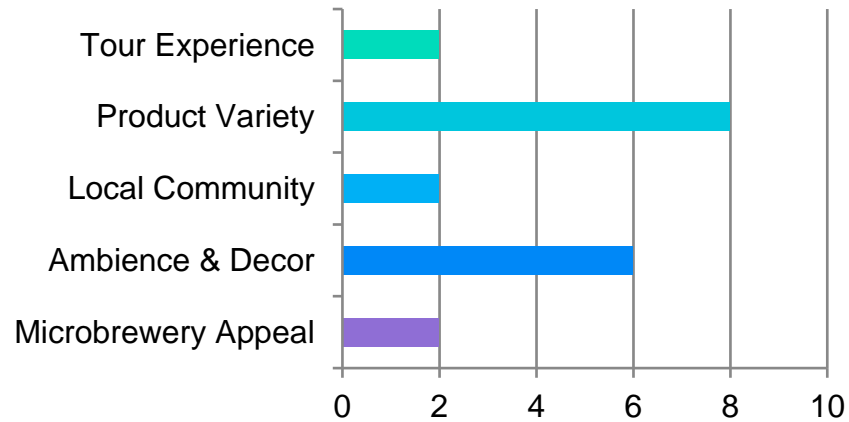
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TOPICS

How important is a brewery's brand story to you?



What makes a microbrewery stand out to you?



TOPICS

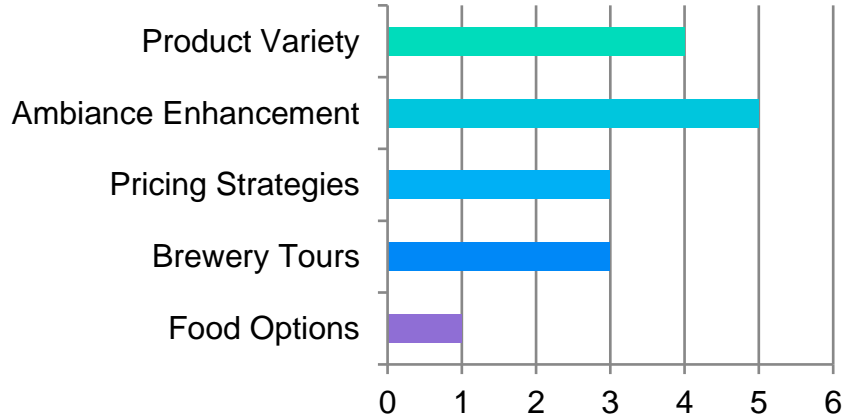
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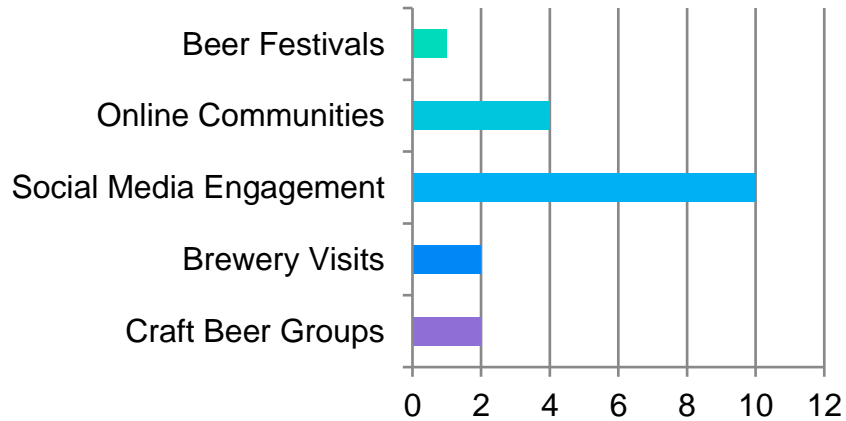
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What could microbreweries do better to enhance your experience?



How do you interact with the wider craft beer community?



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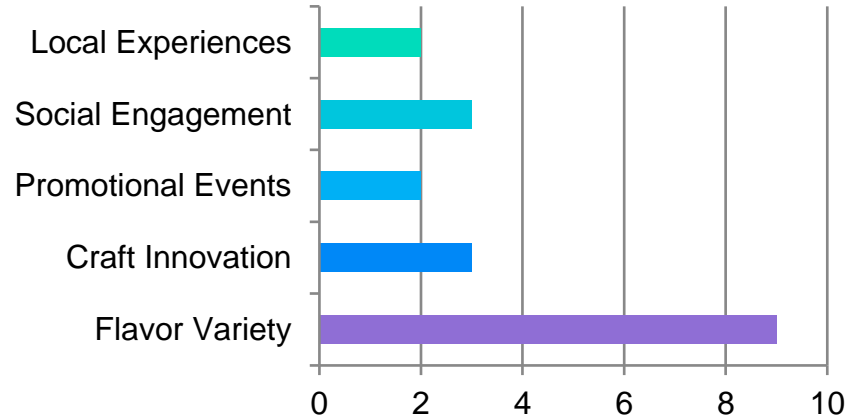
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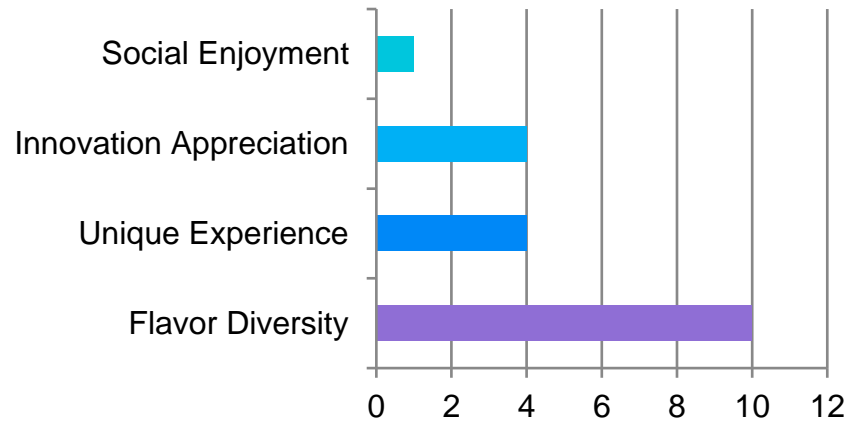
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TOPICS

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**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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ESOMAR
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