

DeaLatis

BRINGING BEER TO WOMEN



Britain has one of
the lowest
percentage of
female beer
drinkers in the
world.

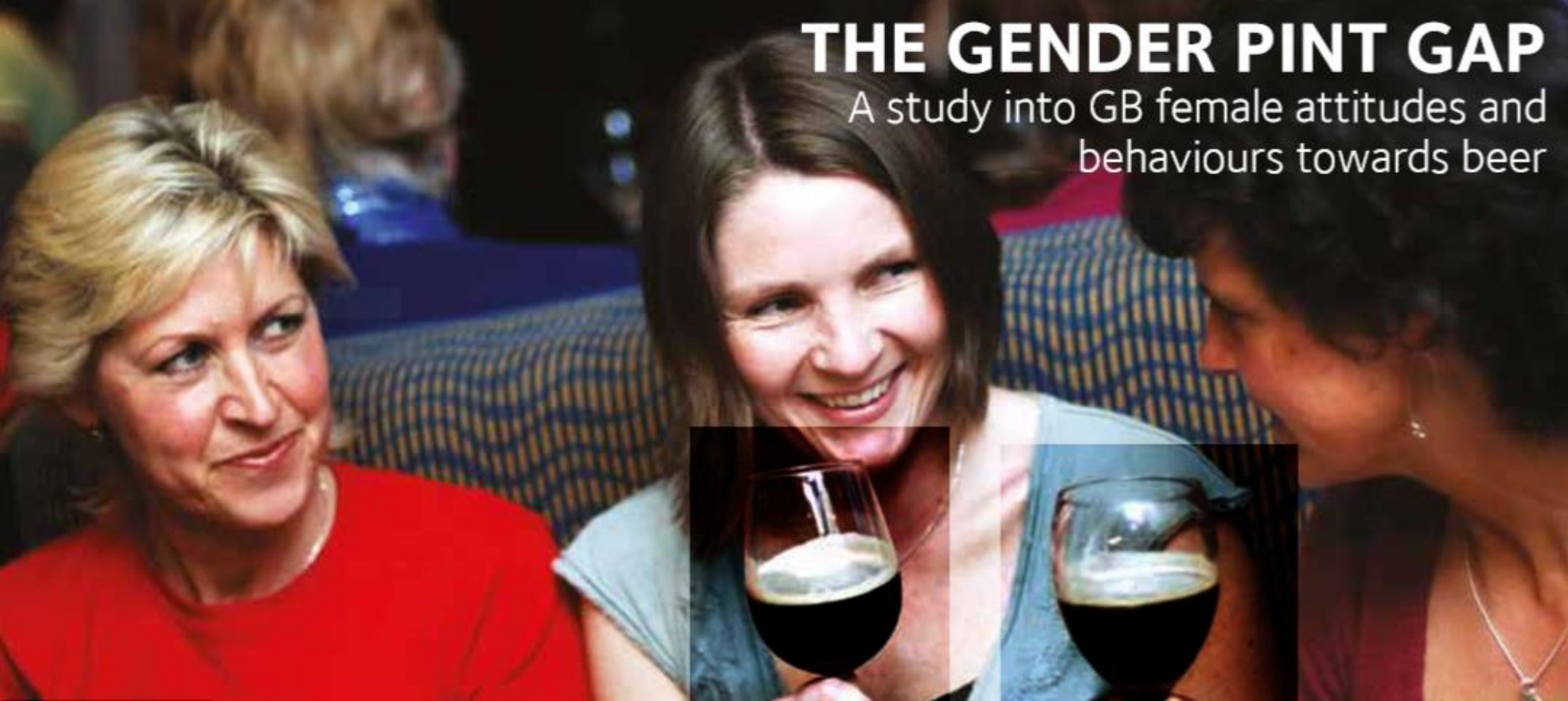
We wanted to find
out...

Why?



THE GENDER PINT GAP

A study into GB female attitudes and behaviours towards beer



Lisa Harlow



Annabel Smith

Beer has gone
through a great
journey over the
past decade in
the UK

Have women
been on this
same journey?



The last major
study into the
drinking habits
of UK women
and their
relationship
with beer was
conducted in
2009



BITTERSWEET
PARTNERSHIP



12 quantitative questions
2026 respondents
Male vs female attitudes



What's the overall picture?



In a rapidly changing beer landscape, women's attitudes towards choosing beer as their favourite drink does not appear to have changed in the last nine years.

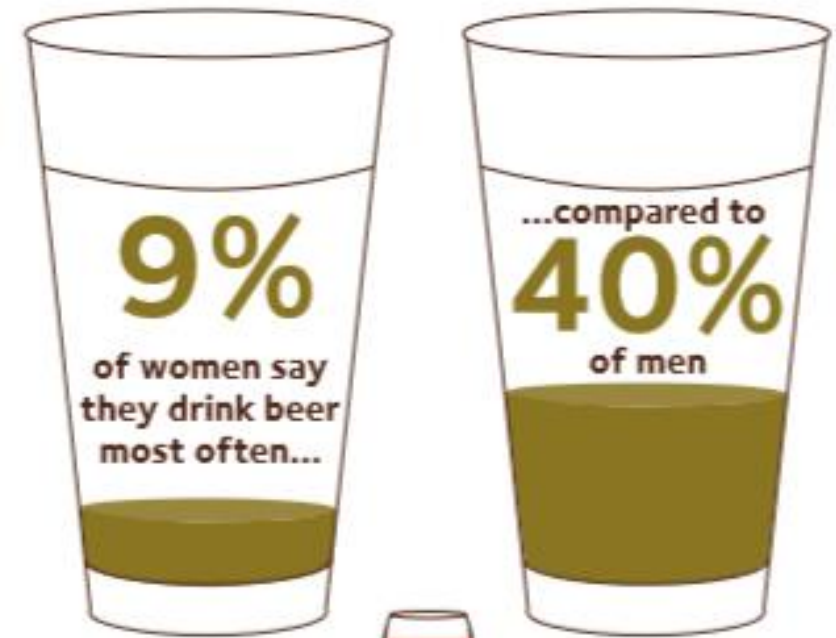
Is it the case that no-one has addressed their needs and likes? Or are there too many barriers in the way?



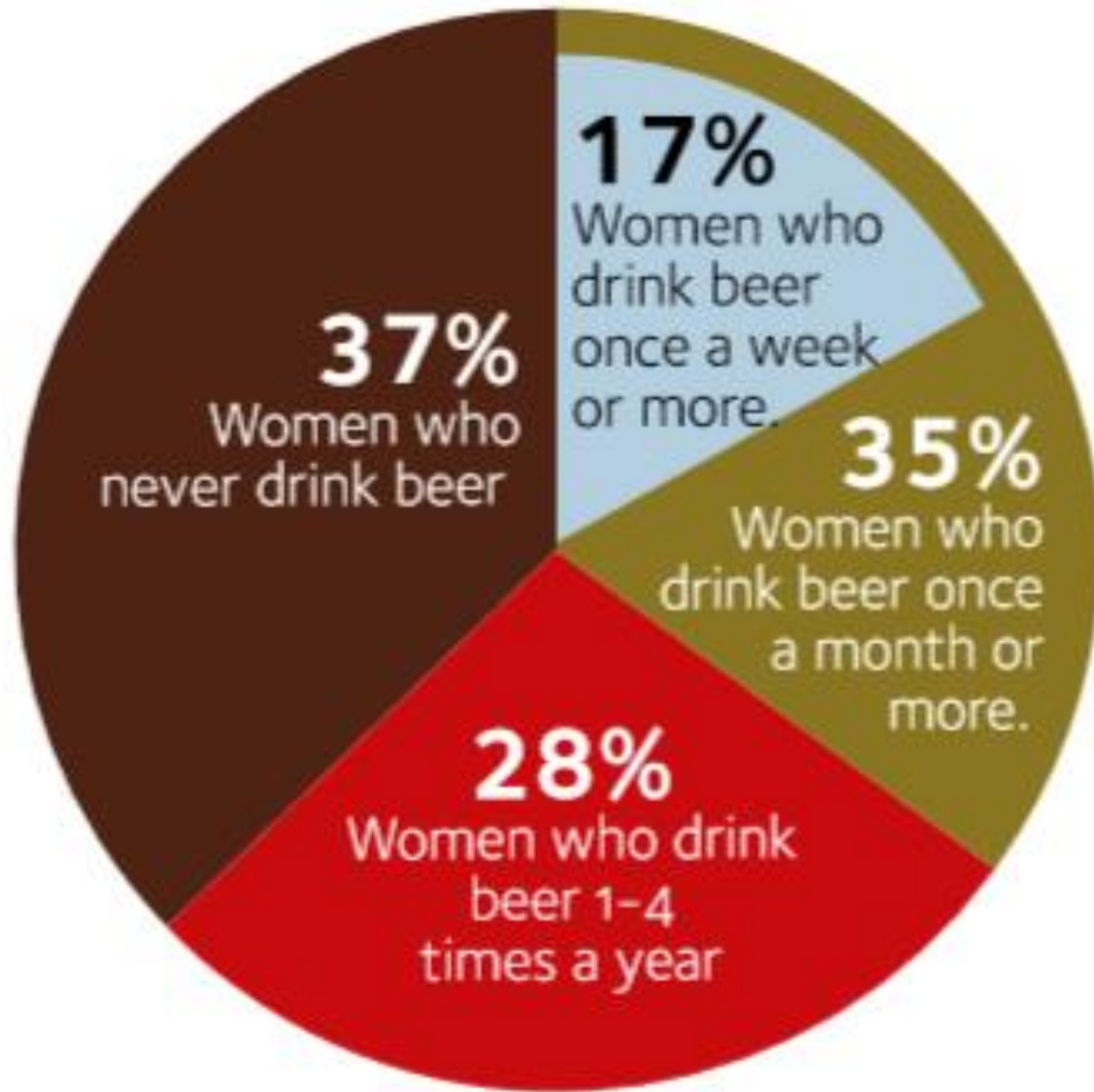
Bittersweet 2009 versus Dea Latis 2017

Bittersweet Partnership Research comparison:

In 2009 a similar sample of women (2002) aged between 18 and 64 were interviewed by ICM. Less than 10% of women would order a beer above anything else.



Beer is the third most popular choice for women after wine and spirits



17% of women in GB are regular beer drinkers (53% of men)

Compare this to females in

The US: 26%

Italy: 60%

What do women like - and dislike -
about beer?



Taste is the great divide

Of the women who drink beer **56%** do so because they like the taste

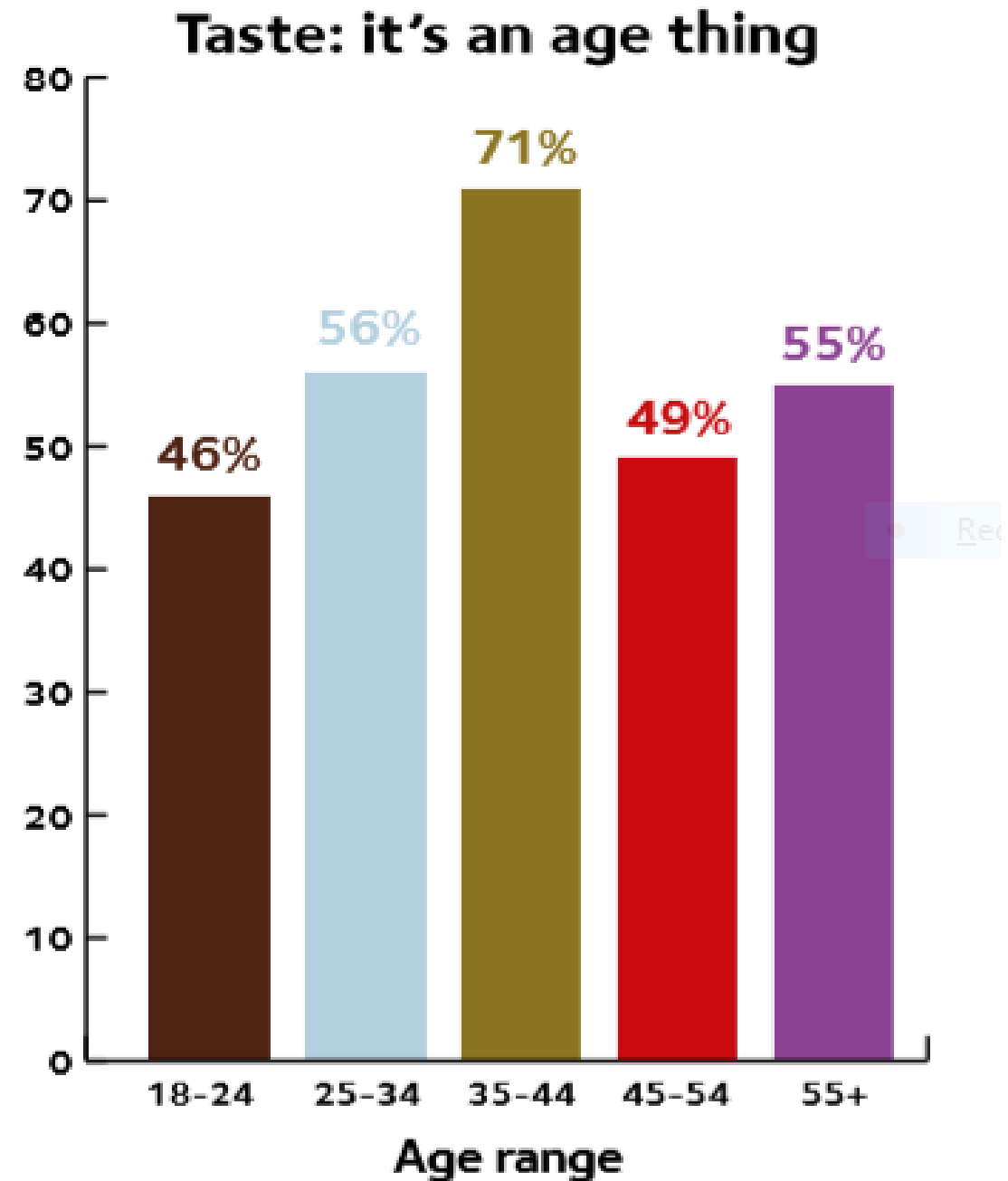
Of the women who never drink beer **83%** say so because they don't like the taste



For female beer drinkers, TASTE is what they enjoy most about beer, beating price, refreshment, and the sociability aspect

The 35 - 44 year old age group cite this as the most 'likeable' factor

Massive opportunity for volume growth if these consumers are targeted appropriately



What influences women to try beer?





Family **25%**
Friends **33%**



Is it time we re-looked at
the way beer is advertised?

What are the barriers to women drinking beer?

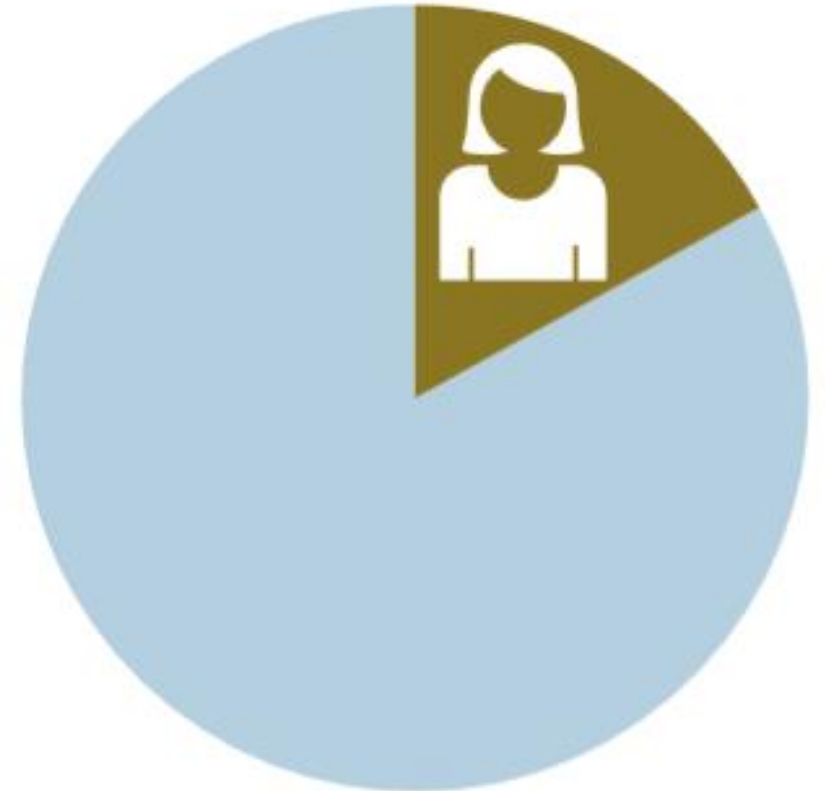


The top five barriers to women choosing beer

- Male orientated advertising
- Being judged by others
- Volume of liquid
- Calorific content
- Health implications

Attitudes and opinions have changed very little since 2009

17% of women don't choose beer in case they are judged by others for doing so.



Brewers and brand owners

Don't just acknowledge the challenges facing female consumers:



The Beer
Industry
'Bubble'

- Confront and address them with confidence
- Identify and grasp the commercial opportunity that is the female market
- Pioneer change and create positive groundbreaking initiatives
- Discredit and prohibit any form of sexism surrounding beer

Beer Drinking Women's Manifesto



Post-publication reaction

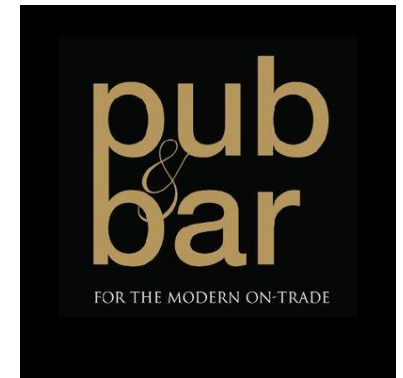
Published on 8th May 2018

Featured in:

- Morning Advertiser online and in daily news bulletin
- In a Pub online
- Pub & Bar online
- BBPA Daily Digest
- British Guild of Beer Writers eNews
- BeerToday.com
- Cask Matters
- CAMRA's website news

thePublican's
**Morning
Advertiser**

Inapub



beertoday

Twitter



School of Booze @SchoolofBooze · May 10

Brava to @Dealatis for the comprehensive & enlightening report about UK women's attitudes to beer. Disappointing to learn that outdated blokey marketing tropes is still a reason why more women do not choose the national drink.



Is beer the last alcoholic drink with a gender bias?

Download here: Gender Pint Gap Report_Dea Latis_May 2018 The UK has one of the lowest percentage of female beer drinkers in the world, despite dealatis.org.uk



Pub & Bar Magazine @PubandBarMag · May 10

.@Dealatis asks: 'Is beer the last alcoholic drink with a gender bias?'
#GenderPintGap - pubandbar.com/news/2018-05-1...



Helen Merryfield @HelenMerryfield · May 10

Replying to @jaegawise @Dealatis

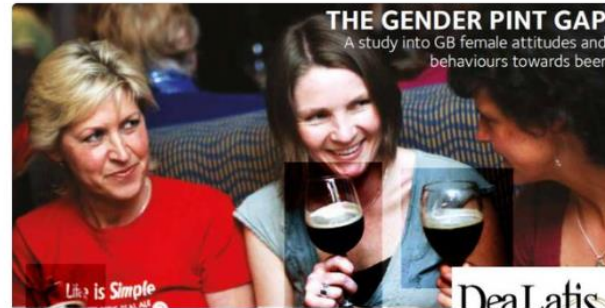
Love how the waiter/waitress always gives my husband the pint and me the coke because they think 'it won't be for her' #LadiesThatBeer #GenderPintGap
#LadiesLoveRealAleToo



Jaega Wise
@jaegawise

Following

An important must-read report by @Dealatis and @GOVUK about female attitudes towards beer across the UK #GenderPintGap



Is beer the last alcoholic drink with a gender bias?

Download here: Gender Pint Gap Report_Dea Latis_May 2018 The UK has one of the lowest percentage of female beer drinkers in the world, despite dealatis.org.uk

9:28 PM - 9 May 2018

6 Retweets 13 Likes



inapub @inapub · May 9

"Only 17 per cent of women drink beer at least once a week, compared to 53 per cent of men" a new report by @Dealatis says: bit.ly/2ruylM7



5 3



Ladies That Beer @ladiesthatbeer · May 9

Thanks to @CaskAnnabel and @LisaHarlowHello of @Dealatis for this insightful report.

Statistics showing that support and improvement by all working in the industry is much needed to redress the balance.

#GenderPintGap



CAMRA @CAMRA_Official · 2h

A new report released by @Dealatis called the #GenderPintGap has found the UK has the lowest percentage of female beer drinkers in the world, despite the "craft" beer boom: ow.ly/wKwD30jZ01o



Hoppy Lotte @LottePeplow · May 11

Props to @Dealatis for bringing the beer industry's gender inequality issues to the attention of the national press 🍷



Women are increasingly drinking beer at home but choose other drink...

More women than ever are drinking beer at home, choosing pints over wine or spirits as they relax in the evening, according to a study.

telegraph.co.uk



Daily Telegraph

- Online and in print, Saturday 12th May 2018
- Circulation: 382,204
- Equivalent advertising value: £5,654

News

Women are increasingly drinking beer at home, study finds



Women are increasingly drinking beer at home, study finds CREDIT: GETTY IMAGES

More women drink beer at home despite weight fears

By Victoria Ward

MORE women than ever are drinking beer at home, choosing pints over wine or spirits as they relax in the evening, according to a study.

Almost a third of women said they choose to drink beer at home, compared with just three per cent in 2009.

The study also found that they are more likely to drink beer if they are out with female friends, rather than male.

But despite the pronounced increase, the report found – perhaps unsurprisingly – that far fewer women drink beer than men; with only one in six choosing the beverage at least once a week, compared with more than half of men.

The Gender Pint Gap report, compiled by Dea Latis, a group promoting beer drinking by women, and based on a YouGov survey, revealed that the UK has one of the lowest percentages of female beer drinkers in the world, despite the much lauded craft beer boom.

Outdated, “sexist” marketing, fear of developing a “beer belly” and negative perceptions about flavour were found to contribute to women spurning the drink. A fifth of women said the high-calorie content was one of the main reasons they avoided beer, while almost a third said they feared “being judged by others”.

The report suggests that generally, women’s attitudes towards beer have not changed in nearly a decade.

Lisa Harlow, a co-author, said: “Our research has shown many misconceptions, which women still hold about beer, such as calorific content, self-image and preconceptions about taste.

“It was disheartening in our supposedly enlightened times that so many of our female respondents cited ‘being judged by others’ as a reason for not drinking beer. Perhaps we need some high-profile celebrity advocates to show women that it is acceptable to drink beer?”

The report suggested that a “quality over quantity” message could overcome the fear of weight gain by offering beer in different sizes and formats.

“Beer itself doesn’t have a gender and there is nothing remarkable about a woman drinking a beer,” it said.

“But it is impossible to ignore the larger questions swirling around women, gender and beer. We know it’s about perceptions, glassware, volume of liquid, range of beer styles, better training – none of this is new.

“But who is addressing this?”

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