

## Alesco CPG Buyers of Major Brand Beers

The Buyers of Major Brand Beers list reaches over 7 million consumers using debit or credit cards to purchase products like domestic beer and imported ales from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers for alcoholic beverages bought for home consumption, sharing with friends, and celebrating special occasions.

### MEDIA TYPE

Consumer  

### SOURCE

Direct response

### GEOGRAPHY

USA

### SEGMENTS

|            |                                |            |
|------------|--------------------------------|------------|
| 28,801,166 | Total Universe / Universe Rate | \$175.00/M |
| 7,635,106  | Email                          | \$250.00/M |
| 21,166,059 | Postal                         | \$175.00/M |

### MAINTENANCE

|                |                   |
|----------------|-------------------|
| Market Entry   | <b>10/28/2020</b> |
| New to Manager | <b>10/28/2020</b> |
| Counts Through | <b>10/28/2020</b> |

### DATA CARD MAINTENANCE

|                  |                   |
|------------------|-------------------|
| New To System    | <b>10/28/2020</b> |
| Last Update      | <b>10/28/2020</b> |
| Next Update      | <b>11/27/2020</b> |
| Update Frequency | <b>MONTHLY</b>    |

### DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand brews in cans, bottles, and pints. They go to the store to buy a cold one to enjoy while watching a game, have friends over, or give as a housewarming. They choose alcoholic spirits like light beer, domestic beer and imported malt liquors made from hops, barley or wheat. This audience typically enjoys social gatherings, sports, outdoor activities and remain true to their favorite beer brands. Individuals who purchase beers and ales also buy related accessories like koozies, beer-themed home decor, and barware. These beverages are purchased on a recurring basis and this audience is receptive to brands that offer discounts, coupons, free samples and more.

**Name Brands:** Amstel Light, Bass, Becks, Budweiser, Busch, Carlsberg, Coors, Corona, Genesee, Guinness, Heineken, Labatt, Lowenbrau, Michelob, Miller, Molson, Pabst, Red Stripe, Rolling Rock, Sam Adams, Schlitz, Stella Artois, Strohs.

**Products Purchased:** Lifestyle magazines, craft beer kits, wine, vodka, gin, rum, cocktails, mugs, can openers, glassware, food snacks, refrigeration, themed wall art, beer signs, napkins, drink coasters, tailgating supplies

**List Purchasers:** Publishers, liquor stores, continuity clubs, beer manufacturers, food and beverage manufactures, party suppliers, restaurants, sports bars, novelty suppliers, ice chest manufacturers, and credit card issuers.

### SELECTS

### GENDER

|        |   |
|--------|---|
| Male   | % |
| Female | % |

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

|                  |                   |
|------------------|-------------------|
| Minimum Quantity |                   |
| Minimum Price    | <b>\$2,500.00</b> |

### NET NAME ARRANGEMENTS

**Net Name is allowed**

|                  |           |
|------------------|-----------|
| Floor            | <b>0%</b> |
| Minimum Quantity | <b>0</b>  |
| Run Charges      |           |

### EXCHANGES

**Exchange is not allowed**

### REUSE

**Reuse is allowed**

Minimum Quantity  
Run Charge

**0**

**CANCELLATION**

Charges

**KEY CODING**

**Key Coding is not available**

**ADDRESSING**

**SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:  
\$10/per thousand per brand Minimum - \$2500.00  
Email CPM -\$250/per thousand Minimum- \$2000.00  
Mail Piece Required