

# DATAPOINTS

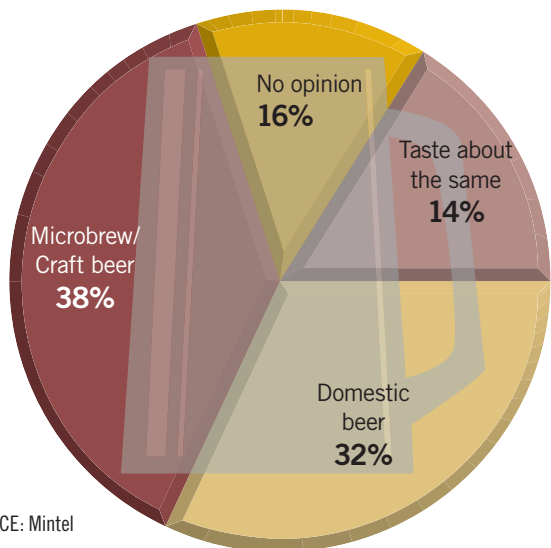
## Super Bowl Special

Super Bowl XLVII may be history, but chicken wings and craft beer remain on a winning streak that will carry them right through the rest of 2013. Wings have become a Super Bowl staple, with 1.2 billion consumed during game weekend, according to the National Chicken Council. Wholesale prices for wings tend to peak during Super Bowl season, and are currently the most expensive part of the entire bird, pulling in about \$2.11 per pound. Meanwhile, craft beer consumption may not be as strong, but its rate of growth within the beer category is

unprecedented, according to Mintel. Nearly one quarter of consumers aged 22+ who drink beer indicated that they are imbibing more craft beer sold at stores in 2012 compared to the prior year. Yet, price figures prominently in purchase decisions. Some 56% of consumers polled by the research firm stated that domestic beer is a better value. Still, Mintel expects sales of these specialty recipes to pass \$17 billion by 2017 — just in time for Super Bowl LI.

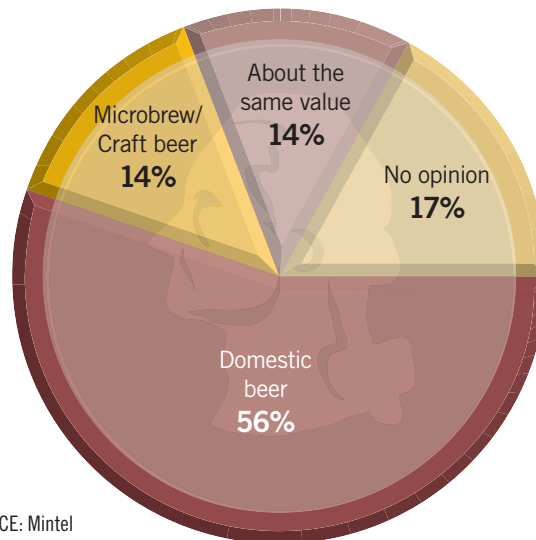
**SOURCES: National Chicken Council and Mintel**

### Craft or Domestic: Which beer tastes better?



SOURCE: Mintel

### Craft or Domestic: Which is a better value?



SOURCE: Mintel

**U.S. wings**

are primarily made of meatier first and second joints.

**25%**  
of craft beer drinkers prefer to purchase craft beer where it was brewed.

“With the rising number of restaurants with menus dedicated to wings, the return of the NHL hockey season, the NCAA March Madness basketball tournament and then the start of grilling season, wing demand should remain hot.”

— *BILL ROENIGK, chief economist and market analyst, National Chicken Council*

### Flying High



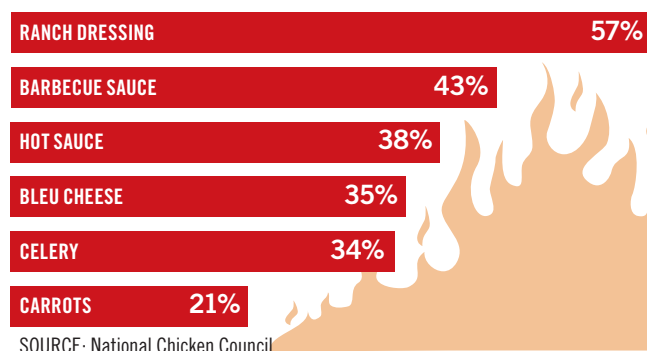
SOURCE: National Chicken Council

### CRAFT BEER SALES BY CHANNEL

(in billions)

	SUPERMARKET	OTHERS
2012 (est.)	\$1.7	\$10.2
2011	\$1.4	\$8.6
2010	\$1.2	\$7.5
2009	\$976M	\$6.9
2008	\$846M	\$6.1

### Wingmen: What flies with wings



SOURCE: National Chicken Council