


# The Beer Curve

Time to Invest	<b>Peak Spend</b>	Time to Sell
	<b>Age: 20-35</b>	

Spending Curve - - - - -

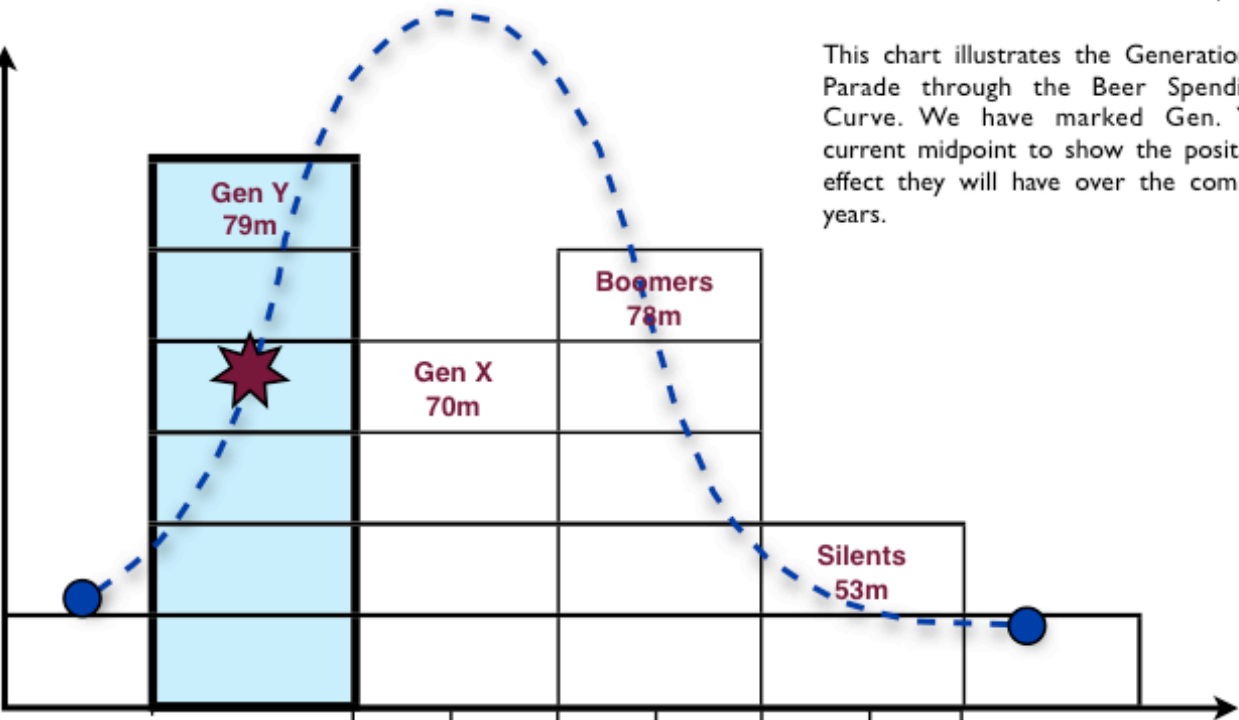
2009 Gen. Y midpoint 

Ave. Household Spending pa.

\$150

\$75

\$0



This chart illustrates the Generational Parade through the Beer Spending Curve. We have marked Gen. Y's current midpoint to show the positive effect they will have over the coming years.

Age of Householder

Source: Best Customers Demographic of Consumer Demand by New Strategist