

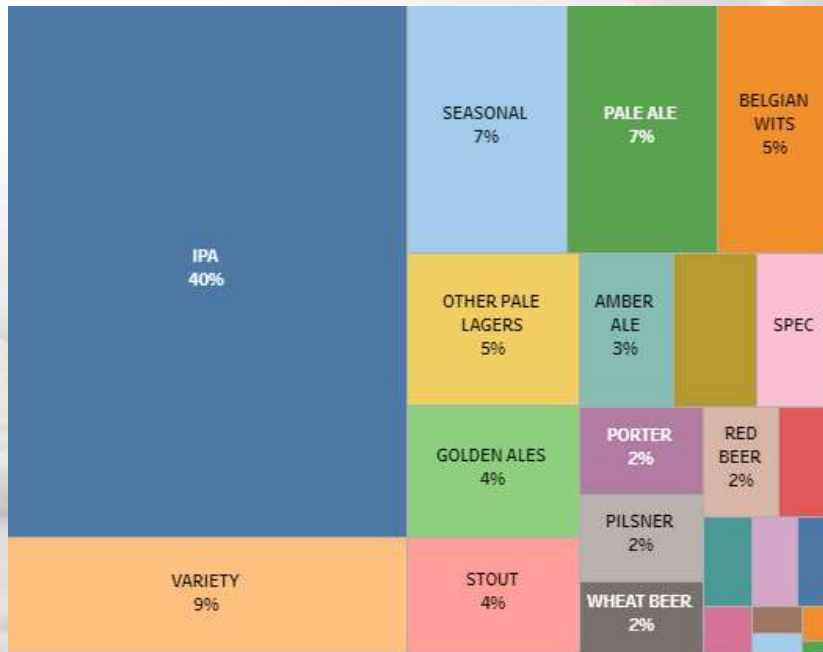
# Mother Earth Brew Co. Core Market Insights

**Dan Love- President-Founder**



# IRI INSIGHTS- IDAHO

## Craft Segments

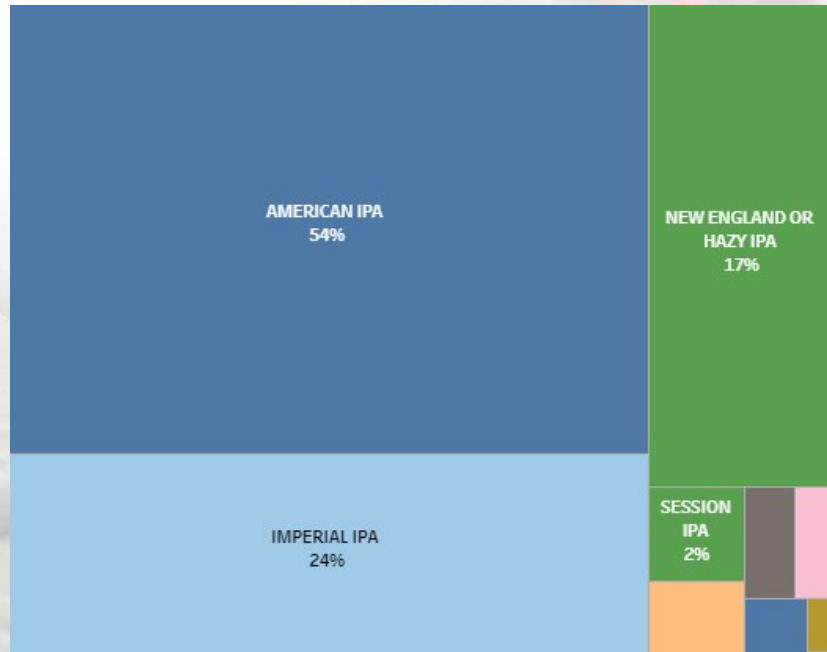


Style	Market Share	Trend (\$)
IPA	40.00%	-6.70%
Variety	9.00%	-0.80%
Seasonal	7.00%	-12.00%
Pale Ale	7.00%	-9.20%
Belgian Wit	5.00%	-0.60%
Other Pale Lager	5.00%	16.60%
Golden Ale	4.00%	-13.70%
Stout	4.00%	-14.24%
Amber Ale	3.00%	-12.00%
Fruit/Veg/Spice	2.00%	-11.78%

Idaho 52wk IRI ending 12/25/22  
Craft Segments

# IDAHO IRI INSIGHTS

## IPA Sub-Categories

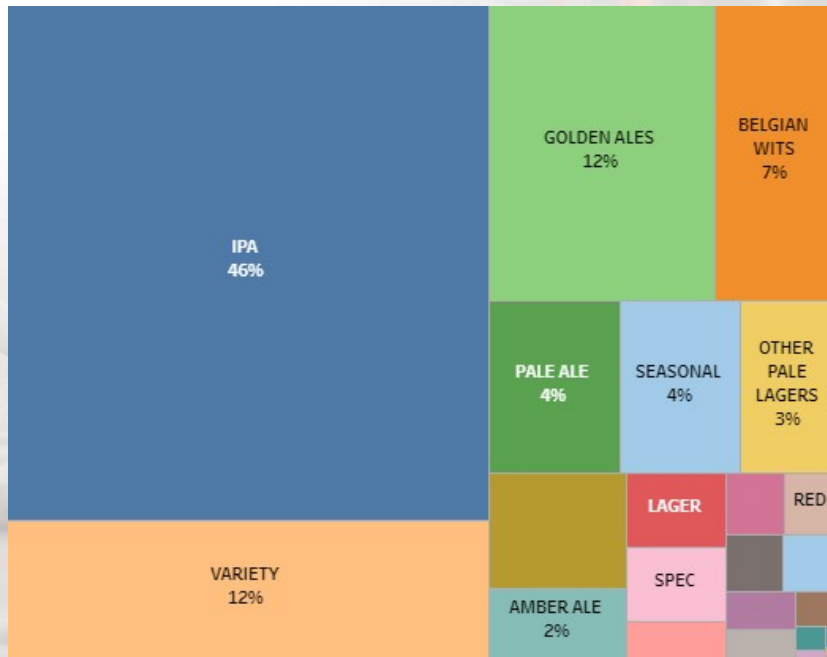


Style	Market Share	Trend (\$)
American IPA	54.00%	-11.60%
<b>Imperial IPA</b>	<b>24.00%</b>	<b>21.01%</b>
NE/Hazy IPA	17.00%	-13.70%
Session IPA	2.00%	-23.10%
American Pale	1.00%	-5.90%
West Coast IPA	1.00%	-21.90%

Idaho 52wk IRI ending 12/25/22  
IPA Segment

# IRI INSIGHTS- SOUTHERN CALIFORNIA

## Craft Segments



Style	Market Share	Trend (\$)
IPA	46.00%	-7.50%
<b>Variety</b>	<b>12.00%</b>	<b>6.04%</b>
Golden Ale	12.00%	-10.33%
Belgian Wit	7.00%	-9.81%
Pale Ale	4.00%	-7.22%
Seasonal	4.00%	-14.66%
Other Pale Lager	3.00%	-17.90%
Fruit/Veg/Spice	3.00%	-17.10%
Amber Ale	2.00%	-7.83%
Amber Lager	2.00%	-14.30%

SoCal 52wk IRI ending 12/25/22  
Craft Segments

# IRI INSIGHTS- SOUTHERN CALIFORNIA

## IPA Sub-Categories



Style	Market Share	Trend (\$)
American IPA	45.00%	-10.90%
NE/Hazy IPA	21.00%	-7.23%
<b>Imperial IPA</b>	<b>18.00%</b>	<b>13.70%</b>
Fruit IPA	7.00%	-21.30%
Other IPA	3.00%	-10.75%
Session IPA	3.00%	-24.56%

SoCal 52wk IRI ending 12/25/22  
IPA Segment



# AT SHELF LEVEL

## Idaho Grocery- Spring 2023 Resets

	Total	Craft	IPA's
Added Items	123	36	18
Deleted Items	117	54	24

## California Grocery- Spring 2023 Resets

	Total	Craft	IPA's
Added Items	131	70	31
Deleted Items	122	79	34

This data is based on actual reset schematics for Spring 2023 and is an average of multiple large national retailers servicing the identified areas. It reflects the expected add/deletes for a craft centric, high traffic location.