"Beer has avoided dollar declines, despite volume decreases, due to pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies may lower costs. While beer remains the most popular alcoholic beverage, more beer drinkers reduced consumption in 2017."

- Beth Bloom, Associate Director - Food & Drink
Beer and Craft Beer - US - October 2017

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***Beer Statements***

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Company size does not play a huge role in perception of quality
  
In their words
Brand plays a slightly larger role in identification than style
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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.