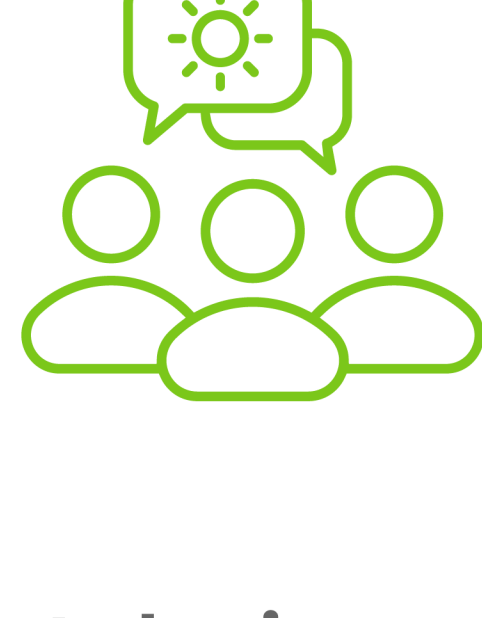




# Young Americans aren't opting out of summer drinking —



*they're redefining how they do it*



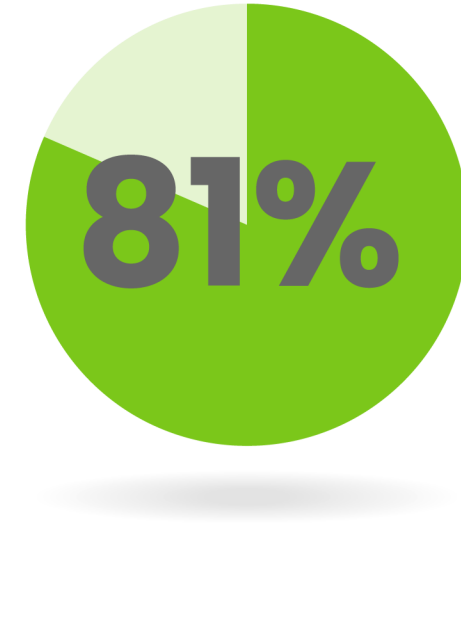
Gen Z is most likely to partake in drinking when socializing this summer

\_\_\_\_\_ compared to \_\_\_\_\_

Millennials

Gen X

Baby Boomers



More Gen Z said they've become more intentional when drinking



than

49%



Millennials

43%



Gen X

39%



Baby Boomers

## People are leaning into moderation for several reasons



Because they prefer quality over quantity



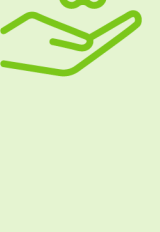
28%



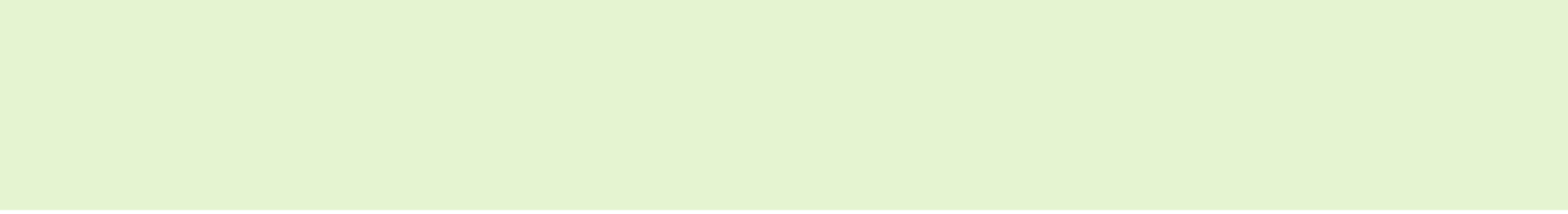
For better sleep



28%

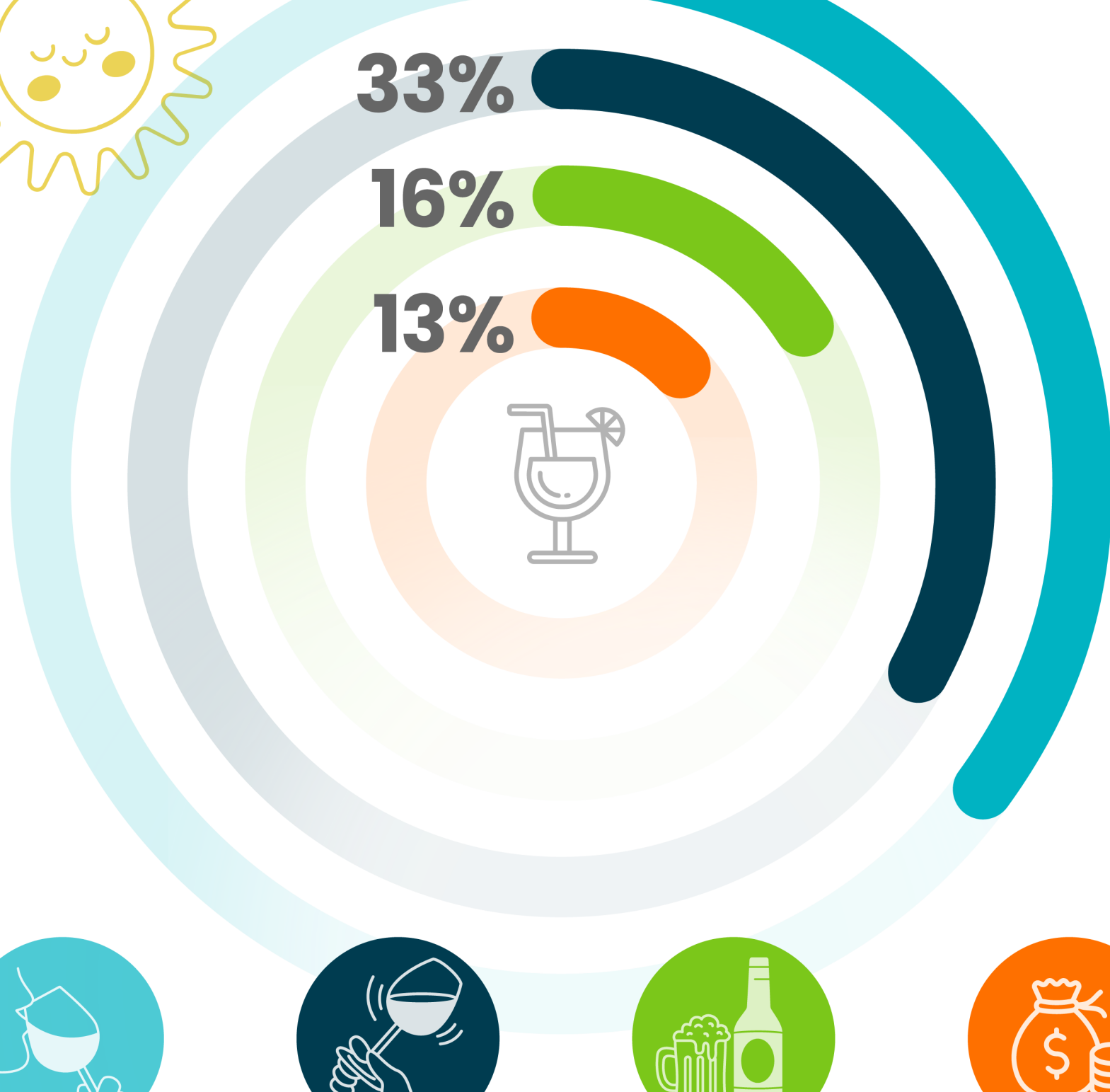


Because it's "the right approach"



26%

## For factors that will shape drinking patterns this summer, moderation is No. 1:



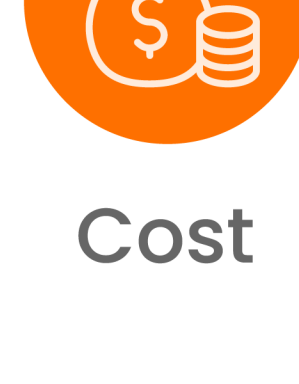
Moderation



Taste



Wanting to be social



Cost

Nearly

**half** (49%)

of respondents say their approach to moderate drinking has grown more intentional over time



of respondents say it is important that their choices feel fully self-directed and not influenced by others