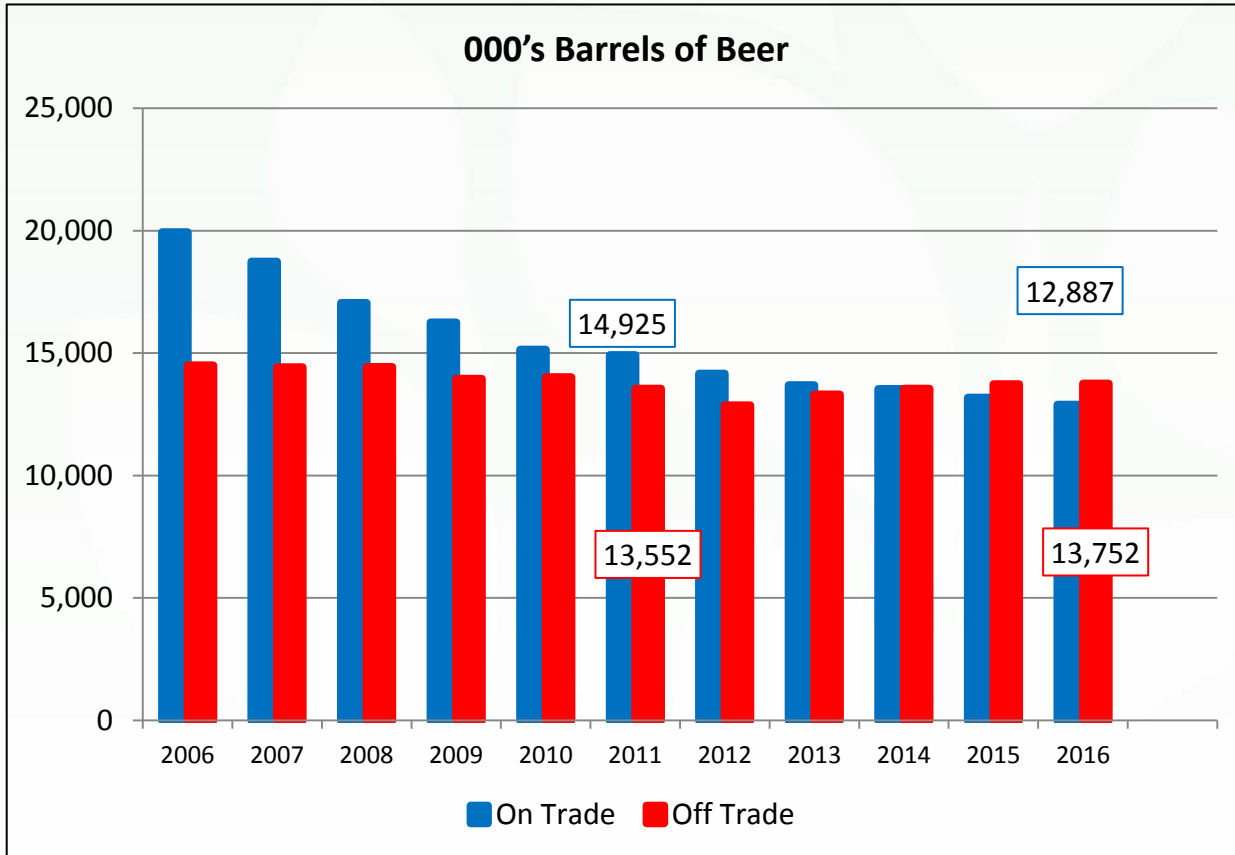




Beer Channel Performance



In 2016 the on-trade declined by **(2.2%)**, in contrast the off-trade saw slight growth up **+0.2%**. The year as a whole finished **(1.0%)** lower than in 2015.

	000's Brls	%+/- LY
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2016

On Trade	12,887	(2.2)
Off Trade	13752	+0.2
Total	26,639	(1.0)

CAGR's

	2006-16	2011-16
On Trade	(4.3)	(2.9)
Off Trade	(0.5)	+0.3
Total	(2.5)	(1.3)

