

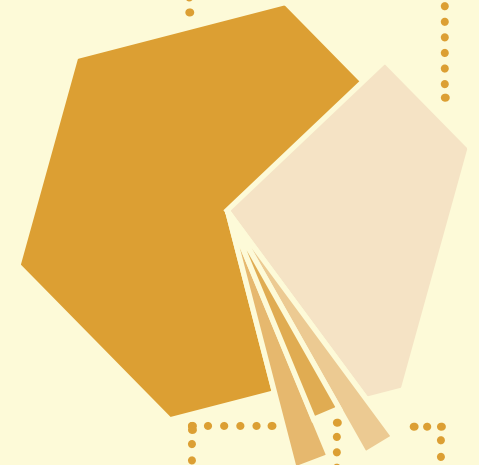
WHAT'S THE BUZZ?



HOW MANY YEARS HAVE YOU BEEN OPEN?

67%
UNDER 5 YEARS

27%
5-10 YEARS



2%
11-15 YEARS

2%
16-20 YEARS

2%
OVER 20 YEARS

2017 MEAD INDUSTRY REPORT

HOW OFTEN DOES A MEADERY OPEN?



WHAT TYPE OF PRODUCTS DID YOU PRODUCE IN 2016?

100%
MEAD 7% ABV OR GREATER

30.2%
MEAD UNDER 7% ABV

24.5%
CIDER

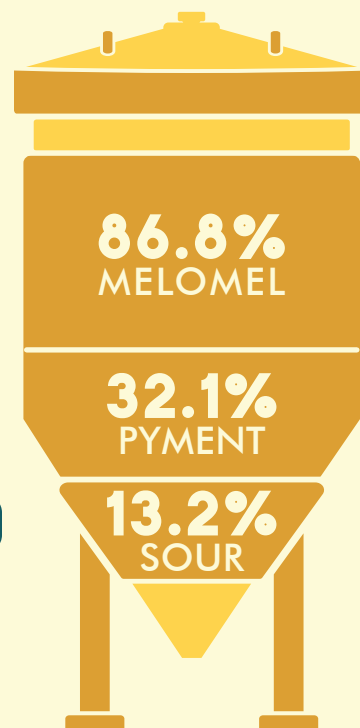
17%
GRAPE WINE

9.4%
BEER

7.5%
OTHER

WHAT STYLES OF MEAD DID YOU PRODUCE IN 2016?

MEADERIES WERE ABLE TO SELECT MULTIPLE MEAD STYLES.



86.8%
MELOMEL

83%
TRADITIONAL

73.6%
METHEGLIN

60.4%
CYSER

50.9%
METHEGLIN-MELOMEL

35.8%
CARBONATED SESSION

35.8%
OAK BARREL AGED

32.1%
PYMENT

32.1%
MELOMEL-CAPSIMEL

28.3%
SPIRIT BARREL AGED

22.6%
CAPSIMEL

17%
SPARKLING

15.1%
OTHER BARREL AGED

13.2%
SOUR

13.2%
FUNKY

7.5%
OTHER

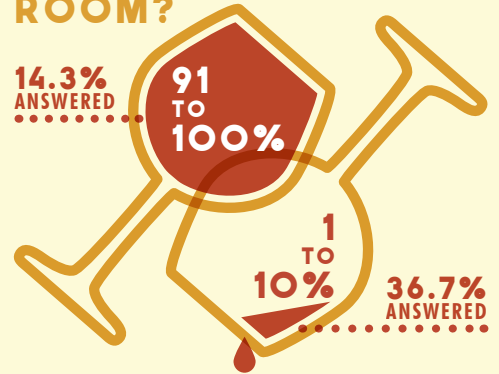
HOW DO YOU PACKAGE YOUR MEADS?

MEADERIES WERE ABLE TO SELECT MULTIPLE PACKAGING STYLES.

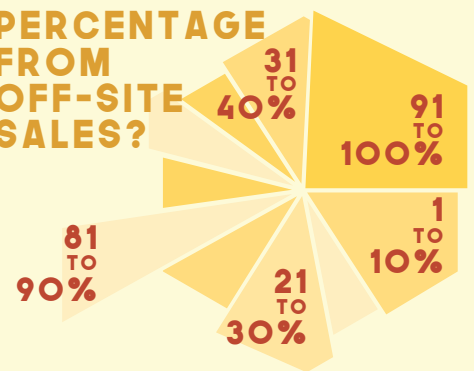


WHAT PERCENTAGE OF YOUR REVENUE WAS FROM YOUR TASTING/TAP ROOM?

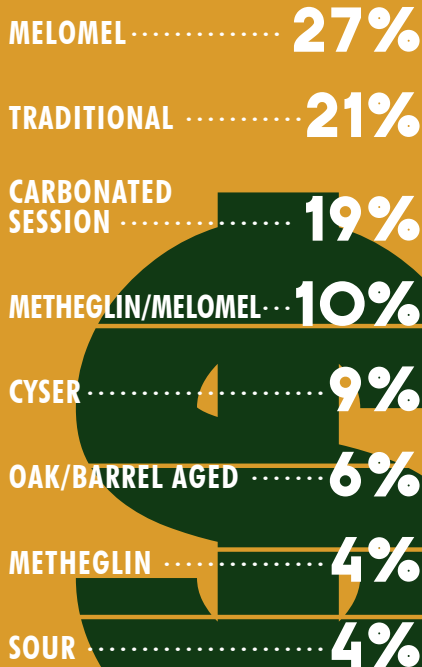
14.3% ANSWERED



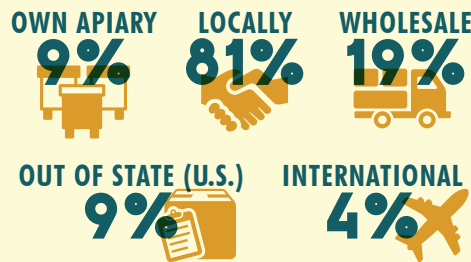
PERCENTAGE FROM OFF-SITE SALES?



WHAT IS YOUR BEST SELLING MEAD?



WHERE DO YOU SOURCE YOUR HONEY?



HOW MANY EMPLOYEES DO YOU HAVE?



HOW MANY DIFFERENT STYLES OF MEAD DID YOU PRODUCE IN 2016?

