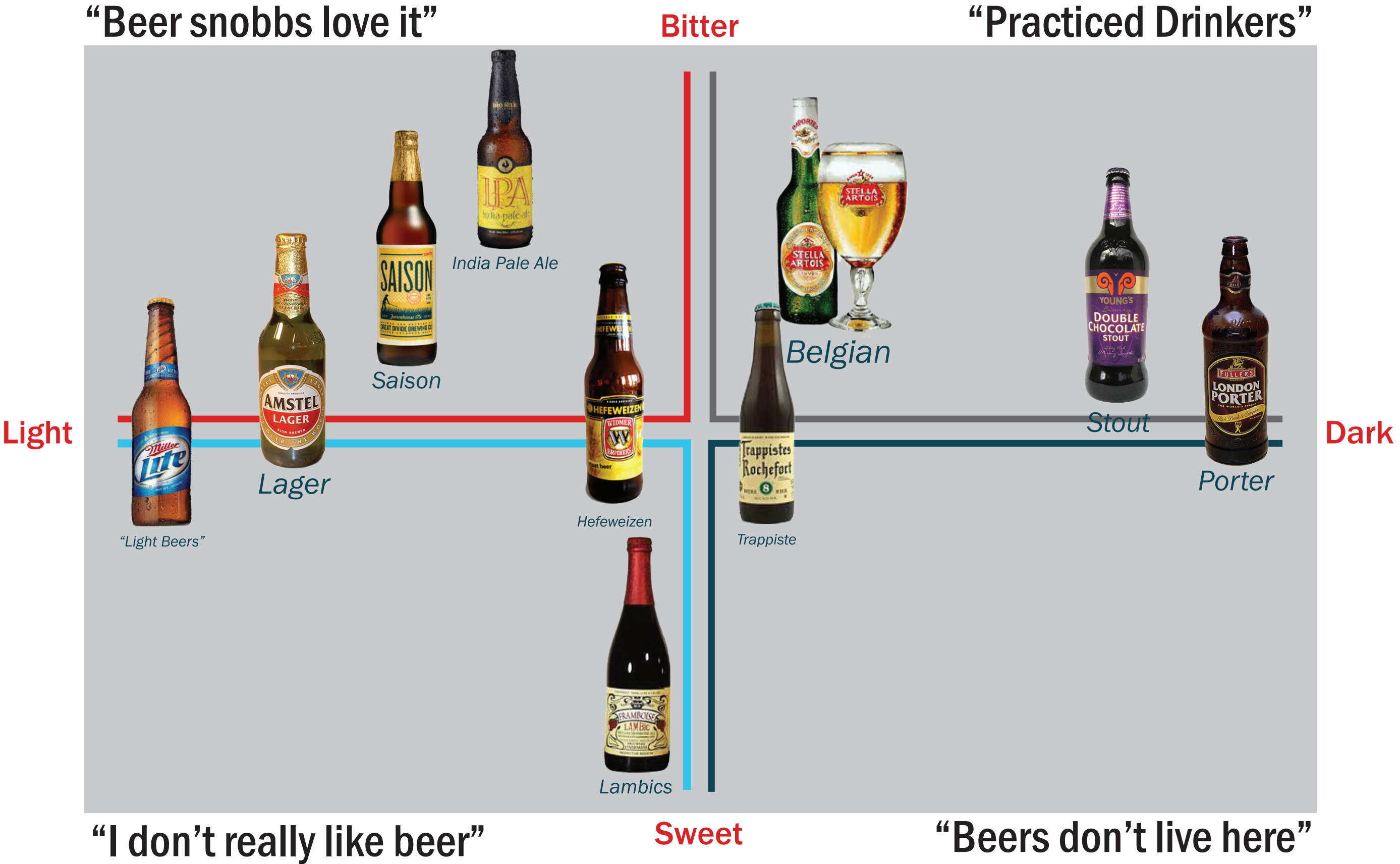


Positioning Map- What craft beer consumers are drinking by taste



*Data extrapolated from patron and brewer interviews, survey responses and cross-referenced data from bendbrewfest.com