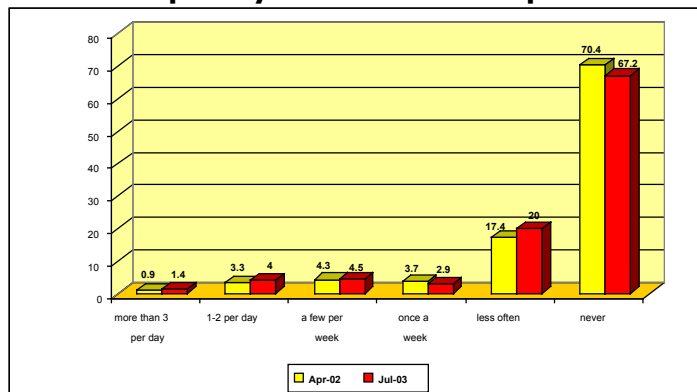


**Beer awareness and consumption in Kosova**

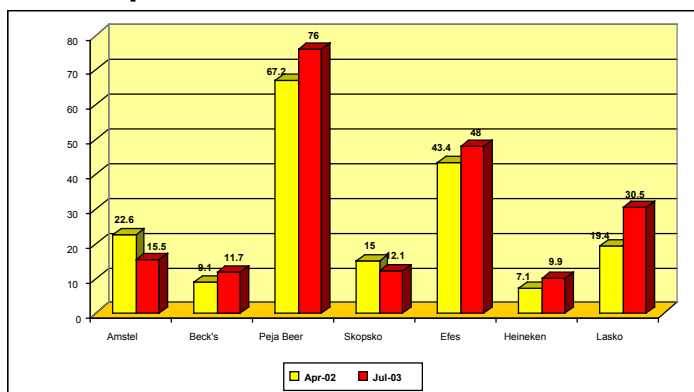
**Daily Consumption of Beverages**

	April 2002	July 2003
Tea	83.4 %	74.2 %
Coffee	75.4 %	73.4 %
Carbonated drinks	34.3 %	48.2 %
Juices	35.1 %	49.7 %
Beer	4.2 %	5.5 %
Spirits	1.0 %	1.1 %
Wine	2.1 %	0.7 %

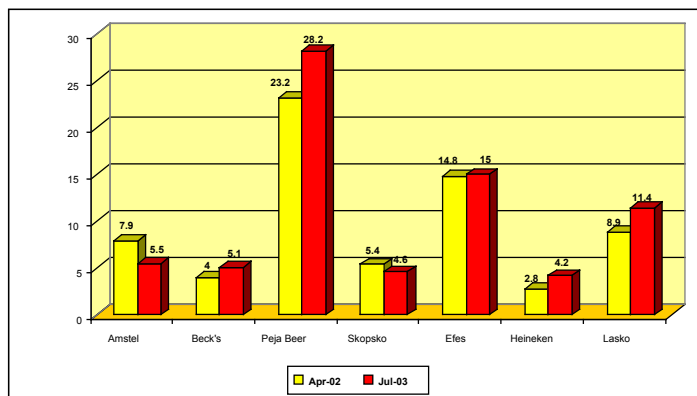
**Frequency of Beer Consumption**



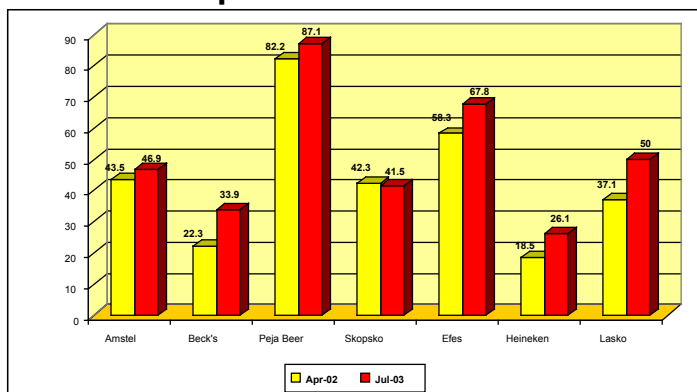
**Spontaneous Brand Awareness**



**Beer Consumption (at least once in the past 2 months)**



**Prompted Brand Awareness**



**Most Often Consumed Beer (in the past 2 months)**

