



Multicultural Insights, Inc.

Research Specialists with a Multicultural Perspective

Hispanic Millennials 21+: Beer Consumption



53% of Hispanic Millennials 21+ drink beer regularly (1+ times per week)



Hispanic Millennials 21+ beer drinkers indicate a preference for Mexican beers (i.e. Corona, Dos Equis, Tecate, Modelo), 63%



36% of Hispanic Millennials 21+ report drinking craft beers regularly (1+times per week)



61% of Hispanic Millennials 21+ who report drinking beer regularly, drink both at home and away from home (i.e. bar, restaurant)