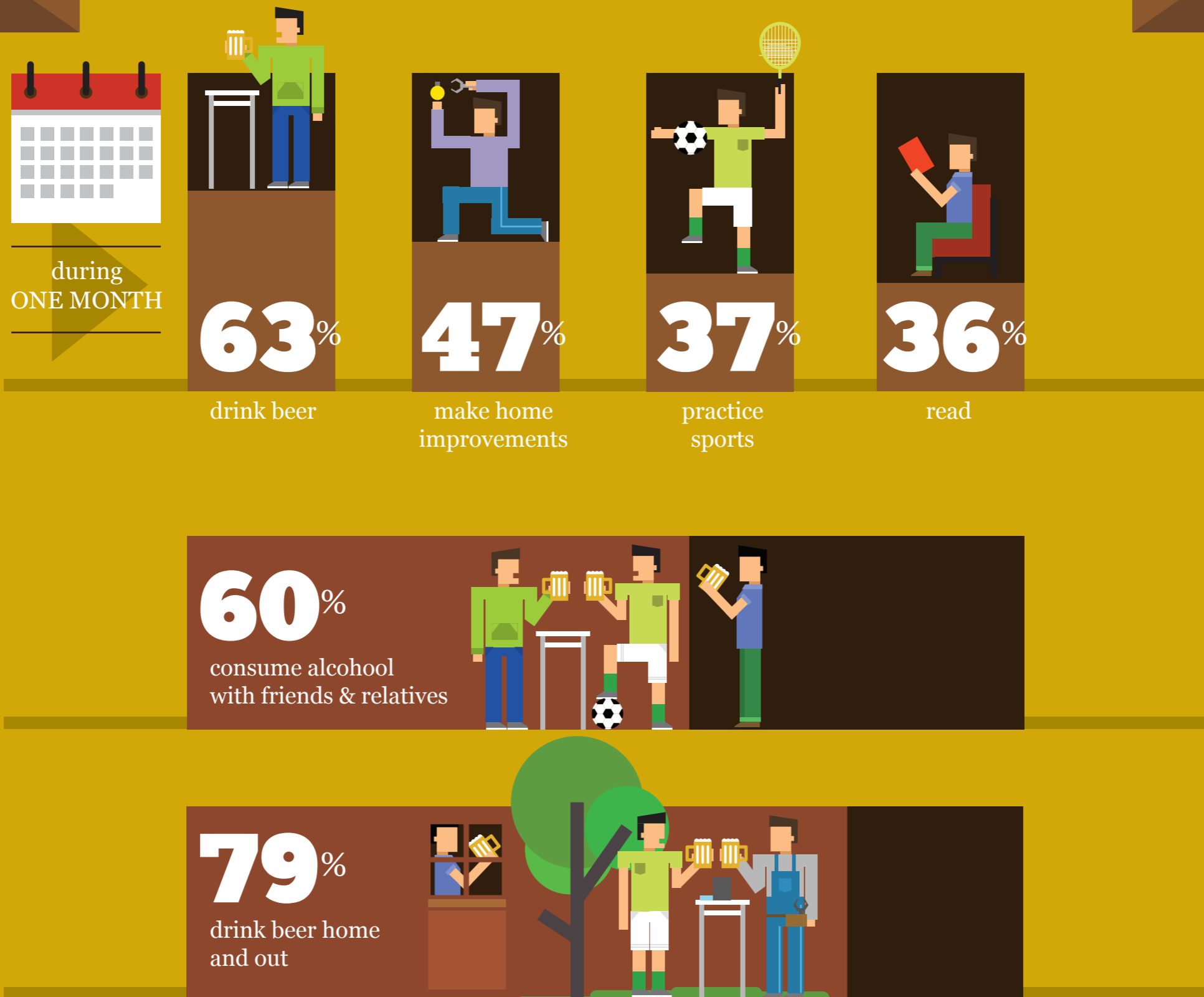


# BOYS BEER BONDING

## MEN FREQUENT ACTIVITIES



## The QUEST to an Epic Night Out

### 1 Planning

From mobile to email, young men ignite their social and physical networks to ensure the night is set up to be a memorable one.

### 2 Warm-Up

Men ease into the night with a more casual, informal gathering of friends at home, in the pub, or even in the street – and universally it is beer that owns the warm up.

With growing financial pressure the warm up phase tends to last longer, with men choosing to head 'out' later and make the most of more economical in-home drinking.

### 3 Crescendo

From here the pace for the night picks up. As the highest energy part of the night, it is typically owned by liquor and clubbing.

At this point in the evening, the desire for spontaneity and unexpected twists comes front and center. Beer plays a role in "stretching out the night" by controlling alcohol content as a "background drink" in between spirits.

### 4 Wind-Down

Last drinks doesn't signify an end to the night. It's generally off to the 'after-party' – from late night snack bars and cafes to street food vendors.

Beer comes into the foreground again, offering itself as a perfect pairing with breakfast for some, and also as a cure for the inevitable hangover.

### 5 Aftermath

With the rising sun comes an aftermath of tweets, wall posts, pictures, as moments are freely shared documenting another epic Saturday night out.

Those most epic nights move into legend, becoming "epic stories" whose details are recalled and recanted nostalgically over beers for years to come.

## The END

### Why men relate to beer

#### VERSATILE CHOICE

- ECONOMICAL  
*both affordable and longer lasting*
- ACCESSIBLE  
*on the go drink & always available*
- ADAPTABLE  
*agreeable in almost any situation*

#### SOCIAL GLUE

*A beer in hand seems to level the group dynamic; good friends and little known acquaintances can all share at least one thing in common; a labeled bottle of beer instantly says something about the one holding it*

#### A MAN THING

*So what happens when guys want to express themselves, share what's going on, relive experiences, get-give advice and generally let their feelings fly? From what we observed, they have a beer!*

#### A BONDING BREW

*It's the perfect time to "talk about 'nothing' just for the purpose to share some time with your friends"*