



BAROMÈTRE 2017

—

**CONSOMMATION DANS  
LES FESTIVALS**

## PRIX DE LA PINTE DE BIÈRE CLASSIQUE

6,00 €



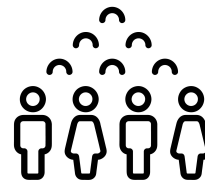
MIN | 5,00 €  
MAX | 9,00 €



+ 25 %



- 5 %



+ 3 %



- 7 %

## PRIX DE LA PINTÉ DE BIÈRE SPÉCIALE



# 7,35 €

MIN | 6,00 €

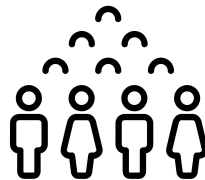
MAX | 10,00 €



+ 18 %



- 3 %

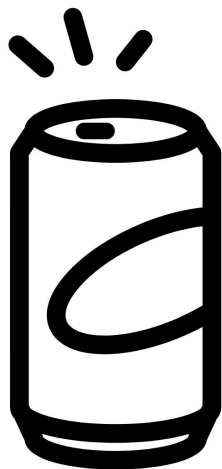


+ 1 %



- 1 %

## PRIX DU SOFT



# 2,07 €

MIN | 0,50 €

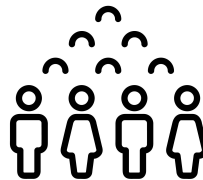
MAX | 5,00 €



+ **71 %**



- **13 %**



+ **11 %**



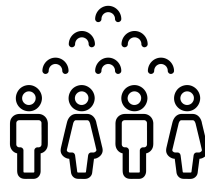
- **19 %**

## PANIER MOYEN

# 16,15 €

MIN | 7,26 €

MAX | 33,51 €

+ **47 %**- **9 %**+ **8 %**- **14 %**

## VENTILATION CA – BAR

# 73,5 %

MIN | 24,3 %

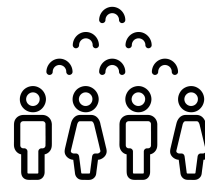
MAX | 96,8 %



+ 8 %



- 2 %



- 2 %



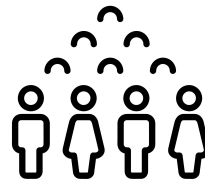
+ 5 %

## VENTILATION CA – RESTAURATION

**21,3 %**

MIN | 1,7 %

MAX | 57,1 %

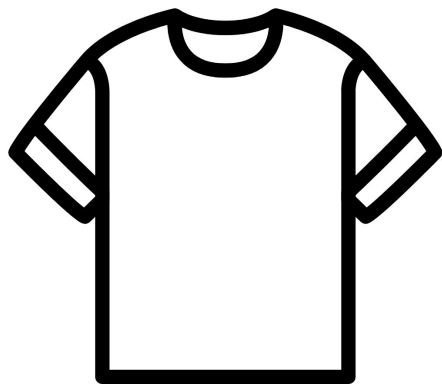
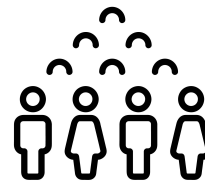
**- 19 %****+ 3 %****+ 6 %****- 12 %**

## VENTILATION CA – MERCHANDISING

**3,4 %**

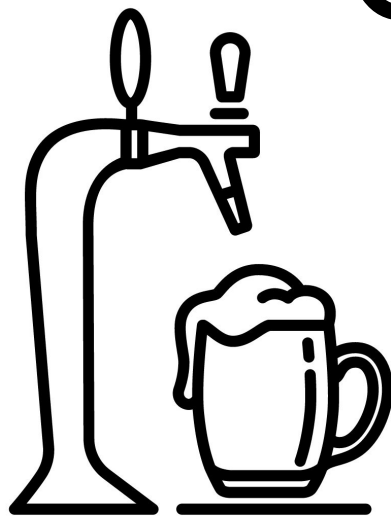
MIN | 0,1 %

MAX | 32,2 %

**- 24 %****+ 4 %****+ 5 %****- 44 %**



## VOLUME DE BIÈRE / FESTIVALIER



# 0,75 L

MIN | 0,13 L

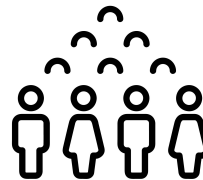
MAX | 2,41 L



+ **55 %**



- **11 %**



+ **4 %**



- **7 %**