



SUMMER IS BEER SEASON

90% of drinkers enjoy more beer in the summer
and for nearly half, July is peak pour time.



IT'S BEER O'CLOCK

Weekend drinkers
don't wait—**24%**
start sipping as
early as noon,
and **another third**
between 2–5pm.



BFFS VS. BAES REAL BEER RIVALRY

Love or loyalty?
Drinkers are split—
33% pick their
partner, **32%**
their best friend.



BBQ AND BREW

63% pair beer with burgers
57% BBQ chicken / ribs
45% hot dogs



CRISP, CLEAN & CITRUSY



Nearly **1 in 3** prefer their brew crisp and clean.
Fruity, tropical, citrusy brews also shine.

COLD BEER: DESERVED OR DECLARED

54%
mow the lawn,
then pour

58%
don't need a reason
beyond 5pm



SAMUEL ADAMS®

No summer is complete without one.
Discover our Beers of Summer.

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Powered by Harris QuestDIY, Samuel Adams surveyed 2,094 individuals, aged 25–55 between June 11–12, 2025.
Weighting was applied to the total sample by age, gender and region in accordance with the current U.S. Census.