

BRAZIL

Methodology: The study was conducted with 506 respondents from all regions of Brazil. The questionnaire was applicated through an online form on October 7th, 2025. The survey included 113 respondents from Generation Z (ages 18 to 28), 206 respondents from the Milenial Generation (ages 29 to 44), 143 respondents from Generation X (ages 45 to 60), and 44 respondents from the Baby Boomer Generation (ages 61 to 79). Among the respondents, 262 identified as female and 244 as male.

1. Have the recents reports about methanol-contaminated alcoholic beverages influenced your consumption?

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
						Feminino (262 resp.)	Masculino (244 resp.)
Yes, I've reduced my alcohol consumption	28%	37%	29%	23%	18%	28%	28%
Yes, I've changed the type of drink I consume	18%	16%	17%	17%	23%	17%	18%
I haven't changed my habits and don't think it's necessary	9%	5%	8%	13%	7%	7%	10%
I haven't changed my consumption habits, but I'm more careful about where I buy from	15%	9%	16%	19%	13%	13%	17%
I stopped drinking	6%	7%	5%	6%	7%	5%	7%
I don't drink alcoholic beverages	23%	24%	24%	20%	32%	28%	19%
I don't have a formed opinion on the matter	1%	2%	1%	2%	0%	2%	1%

2. What is your biggest concern about the risk of consuming a methanol-contaminated drink?

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
						Feminino (262 resp.)	Masculino (244 resp.)
I'm very worried about the possibility of a family member or friend being contaminated	44%	37%	45%	49%	39%	48%	39%
I'm worried about drinking something contaminated	33%	37%	35%	28%	30%	32%	33%
I'm not worried, because I know how to identify a fake frink	3%	4%	3%	3%	5%	2%	6%
I'm not worried, because I stopped drinking outside	2%	4%	2%	1%	0%	2%	2%
I'm not worried, because I don't drink spirits	7%	5%	4%	10%	11%	4%	10%
I don't drink alcohol, so I'm not at risk of contamination	9%	11%	8%	7%	11%	10%	7%
I'm not worried at all	1%	1%	2%	1%	2%	2%	1%
I think this situation is a big media exaggeration	1%	1%	1%	1%	2%	0%	2%

3. Which of the following factors would increase your confidence in distilled beverages? Select the three most important.

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
						Feminino (262 resp.)	Masculino (244 resp.)
Having a QR code so I can trace the origin of the drink	38%	30%	42%	41%	34%	41%	35%
If traceable products were more affordable	12%	9%	11%	11%	23%	9%	14%
If there were campaigns showing how to identify counterfeit drinks	42%	44%	44%	38%	32%	45%	38%
Factory inspection seal	45%	50%	48%	39%	39%	44%	47%
Opinion of family/friends	6%	12%	5%	2%	7%	4%	9%
Brand reputation	26%	30%	24%	27%	27%	25%	28%
Information on the company's website	16%	15%	17%	17%	9%	16%	16%
Brand communications on social media/in the press	17%	13%	19%	17%	14%	19%	15%
I don't know / Not applicable to me	9%	11%	8%	11%	7%	11%	7%
Nothing would make me feel more confident about drinks sold in Brazil	6%	5%	5%	8%	9%	6%	7%

4. What would make you feel more comfortable when choosing a bar or restaurant?

Select the three most important.

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
						Feminino (262 resp.)	Masculino (244 resp.)
Knowing exactly what happened in these recent contamination cases	25%	27%	29%	21%	14%	28%	21%
If bars and restaurants had inspection seals for ingredients and products	51%	49%	50%	55%	48%	50%	51%
If health authorities inspected the venue regularly and confirmed compliance	54%	56%	56%	52%	43%	57%	50%
If there were an official and updated list of bars and restaurants with violations	37%	35%	44%	31%	34%	37%	37%
Recommendations from family/friends	9%	10%	11%	6%	14%	8%	11%
Communications from the venue on social media/ in the press	15%	17%	14%	15%	9%	13%	17%
Information on the company's website	15%	12%	16%	18%	14%	11%	20%
Nothing would make me feel comfortable	7%	6%	5%	7%	18%	7%	7%
I don't know, I've never thought about it	6%	4%	5%	10%	5%	7%	6%

5. Do you trust the ads and reliability statements that establishments post on their social media?

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
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Yes, I trust social media information because I believe it's authentic and up to date	12%	10%	12%	15%	7%	10%	15%
No, I don't trust social media posts since I see them as promotional, unverified content	30%	30%	29%	28%	34%	27%	32%
I trust the information displayed on Google (like reviews and badges)	10%	11%	9%	10%	4%	11%	8%
I only trust the establishment's official website, where information tends to be more formal and traceable	15%	18%	15%	15%	16%	16%	15%
It depends on the place and source - I only trust it if there's a clear verification method (such as an official link or certificate)	25%	24%	27%	22%	32%	29%	21%
I've never seen that kind of information	8%	7%	8%	10%	7%	7%	9%

6. Who is primarily responsible for the traceability of alcoholic beverages?

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
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The government - they must oversee everything related to beverage production and sales	55%	61%	52%	59%	46%	52%	59%
The distillery - they have the obligation to track the entire production line and inputs sell	22%	19%	25%	19%	20%	24%	20%
The bars - they're responsible for knowing the origin and traceability of the drinks they sell	18%	18%	19%	16%	16%	19%	16%
The consumer - everyone should take responsibility for what they drink	5%	2%	4%	6%	18%	5%	5%

7. Do you trust the traceability information found on alcoholic beverage labels?

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
						Feminino (262 resp.)	Masculino (244 resp.)
I completely trust it because the label information is easy to understand	8%	5%	9%	9%	5%	6%	10%
I trust when there's way to verify it (such as an official government website)	37%	43%	40%	30%	30%	34%	40%
I'm not sure, because I don't know how to verify it	22%	24%	17%	25%	27%	23%	20%
I'm skeptical, as I believe it's easy to forge	27%	24%	30%	27%	18%	32%	22%
I don't trust it, because I think traceability is impossible	6%	4%	4%	9%	20%	5%	8%

8. What type of information would you like to know about the alcoholic beverages you consume, if you had digital access? Select the five most important.

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
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Address of where it was produced	26%	27%	24%	25%	39%	24%	29%
Name of the producer	21%	19%	20%	20%	34%	18%	25%
Producer's reputation	33%	32%	26%	40%	45%	27%	39%
Ingredients used and where they were sourced	47%	48%	47%	44%	59%	51%	43%
Production and expiration dates	34%	35%	33%	33%	36%	34%	34%
How the product was transported to the point of sale	29%	27%	27%	34%	25%	28%	30%
Whether recycled materials were used in production	15%	15%	15%	15%	14%	14%	16%
How the producer selects beverage ingredients	27%	24%	27%	34%	18%	26%	29%
How the producer handles production waste	17%	16%	18%	17%	9%	15%	19%
Consumer complaints about the product	27%	28%	28%	29%	18%	27%	28%
Use of water and energy in production	14%	17%	13%	14%	14%	12%	16%
Contamination alerts	40%	44%	41%	36%	32%	43%	36%
None of this interests me	8%	9%	9%	9%	5%	11%	6%

9. In your opinion, which industries should have product traceability? Select all that apply.

	Total (506 resp.)	Geração Z (113 resp.)	Millennials (206 resp.)	Geração X (143 resp.)	Baby Boomers (44 resp.)	Gênero	
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Beverages	92%	92%	90%	93%	95%	93%	91%
Food	89%	89%	87%	90%	89%	92%	86%
Clothing	28%	26%	27%	32%	30%	28%	29%
Toys	32%	23%	32%	38%	34%	36%	27%
Cosmetics	65%	63%	67%	63%	68%	76%	54%
Medicines	88%	81%	91%	91%	84%	93%	83%

