

CHARLESTON, SC, October 15, 2013 **/24-7PressRelease/** -- Some people may come to Market Street Saloon for the famous "saloon girls," others may come for the "Wild West" atmosphere--but one thing that all patrons share in common is a love for beer. As new statistics report a rise in beer sales across the United States of America, Market Street and its vibrant bartending saloon girls invite Charleston residents and visitors to come enjoy a cold one at this lively nightlife hot spot.

Although beer may not have gone out of style, a recent [article](#) from USA Today explains how many brew masters and bars alike are enjoying the return of this time-honored beverage. The article reveals, "After several difficult years brought on by the recession and evolving consumer beer-drinking habits, the beer industry reversed its downward trend last year to post both volume and dollar sales gains in the U.S. market, says a just-released report from Technomic, the research specialist." For Market Street Saloon, the return of beer is a cause worth celebrating, especially when adults can enjoy a fresh cold, domestic drink at its Charleston location.

In terms of specific growth, the article reports, "Total beer volume increased 1.2 percent to 2.8 billion cases--driving retail sales up 3.5 percent to \$62.3 billion in 2012, Technomic reports. By comparison, volume decreased 1.3 percent in 2011. The main drivers for the sales boost: growth in the super premium categories such as Blue Moon and in retro-hip brands like Pabst Blue Ribbon." However, while growth is occurring in the beer market, USA Today does suggest that consumer tastes are changing.

In a recent press statement, Market Street Saloon responds, "The article indicates that growth in beer selection may show new interest in craft beers or premium beers. At Market Street Saloon we offer a wide selection of brews to satisfy any discerning patron."

Although the beer industry and those businesses in nightlife may be applauding the rise in beer sales, USA Today does warn, "...while that upward momentum continues in 2013, it is slowing, the [Technomic] report says. It's been a tough slog for the beer industry in recent years as many Millennials and other adults have increasingly favored specialty wines and distilled spirits. Just as Millennial tastes in foods have evolved away from the pedestrian, so, too, have their tastes in alcoholic beverages."

"When it comes down to it, drinking beer is all about being in the right atmosphere. Here at Market Street Saloon, our saloon girls are ready to serve up cold ones along with many other popular drinks to ensure that guests are having a wild time. If you're in Charleston, come and support the beer industry by visiting us for one of our nightly drink specials," Market Street

Market Street Saloon Taps In to Rising Beer Sales Across United States

Written by Australian Business

Saloon concludes in its press statement.

ABOUT:

Market Street Saloon, based in Charleston, South Carolina is a first-rate nightlife destination in this coastal city for those who want to party like rock stars with true southern flair. At Market Street Saloon, patrons not only get to enjoy awesome drinks served up by attractive bartenders, but also delight in a performance put on by the "saloon girls." The saloon girls are noted for their exceptional southern beauty, charm, and rowdiness, as they are likely to take control of the crowd every night, equipped with daisy dukes and cowboy boots. Market Street Saloon is a hot spot to have a VIP Party or simply enjoy one of the usual nightly specials, such as Wild N' Wet Whiskey Wednesdays.