



overproof key market report

THE LEADING SUPPLIERS
AND BRANDS IN 10 TOP
COCKTAIL MARKETS

2022 DECEMBER

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about overproof

This report was built by Overproof, the most powerful **business intelligence platform for alcohol brands**. At the core of our products is the belief that actionable insights inform better decisions that fuel business growth. Overproof helps brands leverage predictive and prescriptive market intelligence, access account insights, and identify microtrends to outsmart the competition in the field, on the bar and in liquor stores.

Overproof's products are powered by **Overproof Insights**, an artificial and business intelligence repository that combines proprietary, aggregated, and real-time data generated by day-to-day actions on the Overproof platform and app. The innovative suite includes Overproof, a commercial planning and execution management portal and mobile app; Tastings, a platform to create and execute off-premise sampling programs while gathering retail data; and F&B Insights, which integrates with merchant POS systems to offer comprehensive on-premise insights to suppliers.



methodology

Overproof's leading menu analysis technology uses artificial intelligence and machine learning to read and extract insights from beverage menus at scale. Our proprietary algorithms scan digital and physical menus to understand their composition and capture cocktails, branded beers, wines, spirits and non-alcoholic beverages, product categories and subcategories, price point, promotional indicators, sponsorship indicators, cocktail styles and cocktail families. In a matter of seconds, **Overproof identifies the brands, products, suppliers, distributors and recipes on each menu.**

Overproof's menu database includes more than 1 million venues and 2.5 million menus across the U.S. This report includes 2,000 venues and 10 markets. Some markets will include surrounding areas. A complete list of counties and venues included can be found in the appendix.

Venues were filtered to include only those which have branded products listed. Major chain groups were not included. From the list of qualified venues in each market, 200 were chosen. The majority of venues will have more than one menu (happy hour, cocktail, etc.), and all menus for a particular venue are considered in the dataset.

The dataset is distinguished by:

Venue placements - total venues that mention the supplier, brand or product category.

Total mentions - amount of times a product is mentioned.

Unique products - amount of unique products mentioned.

Menu share - a supplier's share of all mentions.



what's included

| | |
|-----------|---------|
| MARKETS | 10 |
| VENUES | 2,000 |
| MENUS | 6,613 |
| SUPPLIERS | 385 |
| BRANDS | 1,144 |
| MENTIONS | 104,582 |



introduction

This year has seen unprecedented innovation in how the beverage alcohol industry collects, normalizes and analyzes data. For the first time ever, suppliers have gained access to **AI-driven market intelligence** through Overproof Insights.

Overproof constantly monitors **2.5 million** menus nationwide to see when and how suppliers launch and maintain sales and marketing programs, identify seasonal changes, areas of opportunity, trends and more.

This report includes a wide variety of account segments and offers insight into several U.S. markets, including what suppliers, brands, categories and cocktails lead by venue placements, total mentions and unique products.

In the supplier report, **Diageo USA** leads all three with presence on nearly 80% of the venues included and a 14% share of menu. Continued innovation in brands like **Smirnoff**, which is the leading brand by unique products, has helped the supplier place a wide range of products in each market.

We also see regional differences in market share such as **Bacardi Limited** and **Pernod Ricard USA** trending significantly higher in the southeast and west.

Tito's (Tito's Vodka) is the leading brand by venue placements and mentions, placing in the top 2 by mentions in all but one market. **Tequila** is the most mentioned category across menus and **Margarita** is the most popular cocktail family. **Don Julio (Diageo USA)** leads by tequila mentions and is the leading tequila served in margaritas. While **Tito's** accounts for more than 21.8% of the vodka menu share, **Grey Goose (Bacardi Limited)** is the most commonly used vodka in the second most popular cocktail family, **Martini**.

Of course, these are just the leaders. There are countless insights to uncover from one market to the next.

As Overproof Insights continues to evolve, we look forward to **helping our supplier partners keep their fingers on the pulse of the on-premise landscape** in a manner that far exceeds industry standards. The days of relying solely on depletion data are over. Overproof continues to revolutionize how the industry derives and leverages actionable insights.



NICK NISTICO
VP OF ENTERPRISE SALES
OVERPROOF



overall report



top suppliers

VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 79.6% |
| BACARDI LIMITED | 77.1% |
| PERNOD RICARD | 76.3% |
| CAMPARI AMERICA | 70.8% |
| BEAM SUNTORY | 67.5% |

TOTAL MENTIONS

| | |
|-----------------|--------|
| DIAGEO USA | 14,914 |
| BACARDI LIMITED | 10,315 |
| PERNOD RICARD | 9,239 |
| BEAM SUNTORY | 8,746 |
| CAMPARI AMERICA | 7,138 |

Diageo USA leads by venue placements (1,592), total mentions (14,914) and unique products (196), with placements in 79.6% of the 2,000 venues included and 14.2% share of the 6,613 menus analyzed. **Diageo USA's** position is driven by **Don Julio**, **Bulleit**, **Ketel One**, **Casamigos** and **Johnnie Walker**, which all make the top 20 by total mentions.

Bacardi Limited follows with 1,542 venue placements (77.1% of venues) and 10,315 total mentions (9.8% menu share). **Pernod Ricard USA** is the third leading supplier in both categories, with 1,525 venue placements (76.3%) and 9,239 mentions (8.8% menu share).

Beam Suntory (8,746 mentions, 8.4% menu share) and **Campari America** (7,138 mentions, 6.8% menu share) complete the top 5. Of 385 suppliers identified, these top 5 make up nearly 50% of 104,582 mentions.



top suppliers

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|-----------------------|----------------|-------------------------|
| DIAGEO USA | 1,592 | DIAGEO USA |
| BACARDI LIMITED | 1,542 | BEAM SUNTORY |
| PERNOD RICARD USA | 1,525 | PERNOD RICARD USA |
| CAMPARI AMERICA | 1,415 | SAZERAC COMPANY INC. |
| BEAM SUNTORY | 1,349 | BACARDI LIMITED |
| BROWN FORMAN | 1,217 | PROXIMO SPIRITS |
| SAZERAC COMPANY INC. | 1,030 | BROWN FORMAN |
| WILLIAM GRANT & SONS | 991 | CAMPARI AMERICA |
| TITO'S VODKA | 944 | HOTALING & CO |
| REMY COINTREAU | 875 | WILLIAM GRANT & SONS |
| HEAVEN HILL | 747 | REMY COINTREAU |
| PROXIMO SPIRITS | 660 | TITO'S VODKA |
| MOET HENNESSY USA INC | 632 | HEAVEN HILL |
| MIZKAN AMERICA | 602 | PROXIMO SPIRITS |
| EDRINGTON GROUP | 516 | MIZKAN AMERICA |
| E. & J. GALLO WINERY | 465 | MOET HENNESSY USA INC |
| BRANCA USA | 385 | EDRINGTON GROUP |
| CONSTELLATION BRANDS | 367 | E. & J. GALLO WINERY |
| HOTALING & CO | 364 | CONSTELLATION BRANDS |
| INFINIUM SPIRITS | 345 | BRANCA USA |
| | | 375 PARK AVENUE SPIRITS |
| | | HOTALING & CO |
| | | REMY COINTREAU |
| | | HAUS ALPENZ |
| | | 196 |
| | | 175 |
| | | 171 |
| | | 122 |
| | | 111 |
| | | 78 |
| | | 74 |
| | | 72 |
| | | 70 |
| | | 64 |
| | | 59 |
| | | 58 |
| | | 49 |
| | | 48 |
| | | 45 |
| | | 39 |
| | | 38 |
| | | 35 |
| | | 34 |
| | | 33 |



top brands

VENUE PLACEMENTS

| | |
|--------------|-------|
| TITO'S | 47.2% |
| DON JULIO | 35.0% |
| MAKER'S MARK | 34.6% |
| JAMESON | 34.3% |
| BACARDÍ | 34.2% |

TOTAL MENTIONS

| | |
|-----------|-------|
| TITO'S | 2,968 |
| DON JULIO | 2,419 |
| BACARDÍ | 2,196 |
| ANGOSTURA | 1,997 |
| COINTREAU | 1,881 |

Tito's (Tito's Vodka) is the top brand by venue placements (944, 47.2% of 2,000 venues analyzed), and total mentions (2,968, 2.8% menu share). Although there are 106 vodka brands included in the report, **Tito's** accounts for 21.8% of all vodka mentions and makes the top 2 by venue placements in 9 of 10 markets.

Don Julio (Diageo USA) is the second leading brand by venue placements (699), and total mentions (2,419, 2.31% menu share). **Maker's Mark (Beam Suntory)** takes third by venue placements (691), while **Bacardi (Bacardi Limited)** takes third by total mentions (2,196, 2.1% menu share).

Of 1,144 brands included in the report, when adding the remaining top 2 by mentions, **Angostura (Mizkan America, 1.9%)** and **Cointreau (Remy Cointreau, 1.8%)**, these top 5 brands account for 10.9% menu share.



top brands

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS | | | |
|------------------|----------------|-----------------|-------|---------------|----|
| TITO'S | 944 | TITO'S | 2,968 | SMIRNOFF | 30 |
| DON JULIO | 699 | DON JULIO | 2,419 | GIFFARD | 22 |
| MAKER'S MARK | 691 | BACARDÍ | 2,196 | DEL MAGUEY | 21 |
| JAMESON | 686 | ANGOSTURA | 1,997 | BACARDÍ | 20 |
| BACARDÍ | 684 | COINTREAU | 1,881 | THREE OLIVES | 20 |
| KETEL ONE | 653 | PATRÓN | 1,840 | ABSOLUT | 18 |
| GREY GOOSE | 653 | ABSOLUT | 1,579 | THE MACALLAN | 18 |
| PATRÓN | 635 | BULLEIT | 1,517 | ST GEORGE | 18 |
| APEROL | 619 | JAMESON | 1,505 | CRUZAN | 17 |
| ANGOSTURA | 602 | MAKER'S MARK | 1,503 | JIM BEAM | 16 |
| COINTREAU | 581 | KETEL ONE | 1,438 | DEKUYPER | 16 |
| GRAND MARNIER | 581 | APEROL | 1,428 | PATRÓN | 15 |
| BULLEIT | 565 | GRAND MARNIER | 1,403 | STOLI | 15 |
| HENDRICK'S | 557 | GREY GOOSE | 1,391 | OLD FORESTER | 15 |
| JACK DANIEL'S | 551 | CASAMIGOS | 1,378 | JAMESON | 14 |
| CAMPARI | 545 | JOHNNIE WALKER | 1,234 | VAN GOGH | 14 |
| ABSOLUT | 544 | ST~GERMAIN | 1,207 | JACK DANIEL'S | 13 |
| CASAMIGOS | 514 | JACK DANIEL'S | 1,167 | GLENFIDDICH | 13 |
| JOHNNIE WALKER | 493 | THE MACALLAN | 1,057 | WILD TURKEY | 13 |
| BOMBAY | 478 | HENDRICK'S | 1,046 | SKYY | 13 |



top categories

TOTAL MENTIONS

| | |
|----------------|--------|
| TEQUILA | 17,980 |
| VODKA | 13,601 |
| BOURBON | 12,757 |
| SCOTCH WHISKEY | 7,522 |
| RUM | 6,429 |

TOP TEQUILA BRANDS

| | |
|-----------|-------|
| DON JULIO | 2,419 |
| PATRÓN | 1,708 |
| CASAMIGOS | 1,281 |
| HERRADURA | 902 |
| ESPOLON | 732 |

Tequila is the most popular category included on the 6,613 menus analyzed, with 17,980 total mentions accounting for 17% of mentions. **Don Julio (Diageo USA)** is the leading brand in the category with 2,419 mentions, followed by **Patrón (Bacardi Limited, 1,708 mentions)** and **Casamigos (Diageo USA, 1,281)**. With 2 brands in the top 3, **Diageo USA** accounts for 20% of tequila mentions.

Vodka is the second most popular category with 13,601 total mentions. The **vodka** category is led by **Tito's (Tito's Vodka)** with 2,968 mentions, accounting for 21.8% of **vodka** mentions. **Absolut (Pernod Ricard)** is the second leading brand by mentions with 1,579, followed by **Ketel One (Diageo USA)**. There are 106 **vodka** brands included in the report but these top three account for 44% of **vodka** mentions.

Bourbon is the third most popular category with 12,757 total mentions. **Maker's Mark (Beam Suntory)** is the most mentioned brand with 1,503 mentions (11% of bourbon mentions), followed by **Bulleit (Diageo USA, 1,042 mentions)** and **Woodford Reserve (Brown Forman, 883 mentions)**.



top categories

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|---------------|
| TEQUILA | 17,980 |
| VODKA | 13,601 |
| BOURBON | 12,757 |
| SCOTCH WHISKEY | 7,522 |
| RUM | 6,429 |
| GIN | 6,030 |
| RYE WHISKEY | 4,330 |
| AMARO | 4,147 |

| TEQUILA | VODKA | BOURBON |
|-----------------|-------------------|--------------------|
| DON JULIO 2,419 | TITO'S 2,968 | MAKER'S MARK 1,503 |
| PATRÓN 1,708 | ABSOLUT 1,579 | BULLEIT 1,042 |
| CASAMIGOS 1,281 | KETEL ONE 1,438 | WOODFORD 883 |
| HERRADURA 902 | GREY GOOSE 1,391 | BUFFALO TRACE 796 |
| ESPOLON 732 | DEEP EDDY 723 | FOUR ROSES 679 |
| HORNITOS 722 | STOLI 706 | ELIJAH CRAIG 634 |
| CAZADORES 697 | SMIRNOFF 592 | BASIL HAYDEN'S 612 |
| CLASE AZUL 693 | BELVEDERE 425 | OLD FORESTER 564 |
| EL JIMADOR 649 | WHEATLEY 402 | KNOB CREEK 544 |
| CUERVO 1800 493 | NEW AMSTERDAM 342 | JIM BEAM 524 |

| SCOTCH WHISKY | RUM | GIN | RYE WHISKEY | AMARO |
|----------------------|--------------------|------------------|--------------------|----------------|
| JOHNNIE WALKER 1,234 | BACARDÍ 2,196 | HENDRICK'S 1,046 | WHISTLEPIG 516 | APEROL 1,428 |
| THE MACALLAN 1,057 | CAPTAIN MORGAN 711 | BOMBAY 1,038 | BULLEIT 475 | CAMPARI 1,003 |
| THE GLENLIVET 751 | MYERS'S 329 | TANQUERAY 825 | HIGH WEST 463 | BRANCA 300 |
| GLENFIDDICH 526 | CRUZAN 278 | BEEFEATER 308 | SAZERAC 338 | MONTENEGRO 253 |
| LAPHROAIG 393 | DON Q 264 | THE BOTANIST 224 | MICHTER'S 316 | AVERNA 246 |
| DEWAR'S 374 | PLANTATION 248 | ROKU 206 | TEMPLETON RYE 288 | NONINO 172 |
| BALVENIE 355 | GOSLING'S 229 | EMPRESS 202 | KNOB CREEK 287 | CYNAR 149 |
| CHIVAS REGAL 353 | SAILOR JERRY 205 | FORDS GIN 182 | RITTENHOUSE 268 | MELETTI 68 |
| OBAN 325 | FLOR DE CAÑA 171 | AVIATION 182 | ANGEL'S ENVY 202 | RAMAZZOTTI 67 |
| GLENMORANGIE 268 | RON ZACAPA 165 | PLYMOUTH 151 | OLD OVERHOLT 145 | LUCANO 62 |



top cocktails

VENUE PLACEMENTS

| | |
|---------------|-------|
| MARGARITA | 7,336 |
| MARTINI | 3,515 |
| MULE | 2,784 |
| OLD FASHIONED | 2,351 |
| SANGRIA | 1,398 |

Margarita is the most mentioned cocktail family (7,336 total mentions). The top suppliers by mentions in **Margaritas** are **Campari America** (556), **Bacardi Limited** (457) and **Diageo USA** (424). The top brands by mentions are **Cointreau** (**Remy Cointreau**, 416 mentions), **Grand Marnier** (**Campari America**, 323) and **Don Julio** (**Diageo USA**, 284).

The second most mentioned cocktail is the **Martini** (3,515 total mentions). The top suppliers by mentions in martinis are **Diageo USA** (615 mentions), **Bacardi Limited** (570) and **Pernod Ricard USA** (498). The top brands in martini cocktails are **Grey Goose** (**Bacardi Limited**, 285 mentions), **Kahlúa** (**Pernod Ricard USA**, 245) and **Tito's** (**Tito's Vodka**, 207).

The third most mentioned cocktail is the **Mule** (2,784 total mentions). The top suppliers by mentions in **Mule** cocktails are **Tito's** (331), **Diageo USA** (204), and **Pernod Ricard USA** (118). The top brands by mentions in **Mules** are **Tito's** (331), **Ketel One** (**Diageo USA**, 83) and **Absolut** (**Pernod Ricard USA**, 74).



top cocktails

The top cocktail families and the leading suppliers and brands by mentions in cocktails.

| | |
|---------------|-------|
| MARGARITA | 7,336 |
| MARTINI | 3,515 |
| MULE | 2,784 |
| OLD FASHIONED | 2,351 |
| SANGRIA | 1,398 |
| MOJITO | 1,328 |
| BLOODY MARY | 1,180 |
| MANHATTAN | 923 |
| SPRITZ | 841 |
| PALOMA | 746 |
| MIMOSA | 726 |
| PUNCH | 593 |
| COSMOPOLITAN | 580 |
| NEGRONI | 530 |
| SOUR | 506 |
| SMASH | 452 |
| PIÑA COLADA | 451 |
| LEMON DROP | 449 |
| IRISH COFFEE | 415 |
| CAIPIRINHA | 370 |

| MARGARITA | MARTINI | MULE |
|---------------------|-----------------------|-----------------------|
| CAMPARI AMERICA 556 | DIAGEO USA 615 | TITO'S VODKA 331 |
| BACARDI LIMITED 457 | BACARDI LIMITED 570 | DIAGEO USA 204 |
| DIAGEO USA 424 | PERNOD RICARD 498 | PERNOD RICARD 118 |
| REMY COINTREAU 417 | TITO'S VODKA 207 | BEAM SUNTORY 95 |
| BEAM SUNTORY 292 | BEAM SUNTORY 140 | BACARDI LIMITED 69 |
| PROXIMO SPIRITS 253 | CAMPARI AMERICA 132 | HEAVEN HILL 58 |
| BROWN FORMAN 213 | STOLI GROUP 131 | BROWN FORMAN 55 |
| SAZERAC CO. 200 | HEAVEN HILL 77 | SAZERAC CO. 51 |
| HEAVEN HILL 178 | BROWN FORMAN 76 | WILLIAM GRANT & S. 48 |
| PERNOD RICARD 131 | WILLIAM GRANT & S. 74 | E. & J. GALLO 44 |

| MARGARITA | MARTINI | MULE |
|-------------------|----------------|------------------|
| COINTREAU 416 | GREY GOOSE 285 | TITO'S 331 |
| GRAND MARNIER 323 | KAHLÚA 245 | KETEL ONE 83 |
| DON JULIO 284 | TITO'S 207 | ABSOLUT 74 |
| PATRÓN 244 | BAILEYS 204 | BULLEIT 55 |
| LUNAZUL 146 | ABSOLUT 174 | NEW AMSTERDAM 43 |
| ESPOLON 141 | ST~GERMAIN 169 | EFFEN 41 |
| HORNITOS 121 | STOLI 129 | SMIRNOFF 38 |
| EL JIMADOR 117 | BOMBAY 92 | DEEP EDDY 38 |
| CUERVO TRAD. 117 | GODIVA 88 | JAMESON 34 |
| SAUZA 97 | KETEL ONE 86 | EL JIMADOR 33 |



market reports



boston



WHAT'S INCLUDED

| | |
|----------------|-------|
| VENUES | 200 |
| MENUS | 576 |
| SUPPLIERS | 140 |
| BRANDS | 476 |
| TOTAL MENTIONS | 1,010 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 86.5% |
| PERNOD RICARD | 84.5% |
| BACARDI LIMITED | 79.0% |
| CAMPARI AMERICA | 74.5% |
| BEAM SUNTORY | 64.5% |

BRAND VENUE PLACEMENTS

| | |
|------------|-------|
| TITO'S | 50.5% |
| BAILEYS | 42.0% |
| BACARDÍ | 39.0% |
| KAHLÚA | 35.0% |
| *2-WAY TIE | 34.5% |



boston

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|----------------------------|--------------------------|-------------------------|
| SUPPLIERS | | |
| DIAGEO USA 173 | DIAGEO USA 1,436 | DIAGEO USA 102 |
| PERNOD RICARD USA 169 | PERNOD RICARD USA 1,081 | PERNOD RICARD USA 91 |
| BACARDI LIMITED 158 | BACARDI LIMITED 1,058 | BEAM SUNTORY 86 |
| CAMPARI AMERICA 149 | BEAM SUNTORY 882 | BACARDI LIMITED 61 |
| BEAM SUNTORY 129 | CAMPARI AMERICA 727 | SAZERAC COMPANY INC. 43 |
| WILLIAM GRANT & SONS 112 | WILLIAM GRANT & SONS 378 | PROXIMO SPIRITS 43 |
| BROWN FORMAN 110 | BROWN FORMAN 377 | CAMPARI AMERICA 35 |
| TITO'S VODKA 101 | SAZERAC COMPANY INC. 357 | WILLIAM GRANT & SONS 35 |
| REMY COINTREAU 94 | PROXIMO SPIRITS 332 | HEAVEN HILL 35 |
| SAZERAC COMPANY INC. 94 | REMY COINTREAU 296 | BROWN FORMAN 32 |
| BRANDS | | |
| TITO'S 101 | BACARDÍ 322 | THREE OLIVES 16 |
| BAILEYS 84 | TITO'S 258 | SMIRNOFF 16 |
| BACARDÍ 78 | ABSOLUT 225 | BACARDÍ 15 |
| KAHLÚA 70 | STOLI 198 | ABSOLUT 14 |
| GREY GOOSE 69 | COINTREAU 190 | ST GEORGE 12 |
| COINTREAU 69 | BAILEYS 189 | DEL MAGUEY 11 |
| APEROL 66 | MAKER'S MARK 186 | JIM BEAM 9 |
| GRAND MARNIER 65 | GREY GOOSE 165 | JAMESON 8 |
| JAMESON 63 | DON JULIO 161 | PATRÓN 8 |
| ABSOLUT 62 | GRAND MARNIER 160 | THE MACALLAN 8 |



boston

The top product categories and the leading brands in each category.

| | |
|---------------|-------|
| VODKA | 1,620 |
| TEQUILA | 1,323 |
| BOURBON | 1,141 |
| RUM | 836 |
| SCOTCH WHISKY | 754 |
| GIN | 533 |
| AMARO | 361 |
| RYE WHISKEY | 331 |

| VODKA | TEQUILA | BOURBON |
|---------------|---------------|----------------|
| TITO'S | DON JULIO | MAKER'S MARK |
| ABSOLUT | CASAMIGOS | WOODFORD |
| STOLI | PATRÓN | FOUR ROSES |
| GREY GOOSE | ESPOLON | KNOB CREEK |
| KETEL ONE | CUERVO 1800 | BULLEIT |
| THREE OLIVES | CUERVO TRAD. | JIM BEAM |
| SMIRNOFF | HERRADURA | BASIL HAYDEN'S |
| PINNACLE | MILAGRO | ELIJAH CRAIG |
| SKYY | GHOST TEQUILA | BLANTON'S |
| NEW AMSTERDAM | AVION | BUFFALO TRACE |

| RUM | SCOTCH WHISKY | GIN | AMARO | RYE WHISKEY |
|----------------|----------------|---------------|------------|---------------|
| BACARDÍ | JOHNNIE WALKER | BOMBAY | APEROL | BULLEIT |
| CAPTAIN MORGAN | THE GLENLIVET | HENDRICK'S | CAMPARI | WHISTLEPIG |
| DON Q | THE MACALLAN | TANQUERAY | BRANCA | RITTENHOUSE |
| MYERS'S | BALVENIE | BEEFEATER | MONTENEGRO | MICHTER'S |
| GOSLINGS | GLENFIDDICH | NEW AMSTERDAM | AVERNA | SAZERAC |
| CRUZAN | DEWAR'S | AVIATION | NONINO | TEMPLETON RYE |
| MOUNT GAY | LAGAVULIN | PLYMOUTH | CYNAR | OLD OVERHOLT |
| PLANTATION | LAPHROAIG | MONKEY 47 | PEYCHAUD | REDEMPTION |
| FLOR DE CAÑA | CHIVAS REGAL | EMPRESS | RAMAZZOTTI | HIGH WEST |
| SAILOR JERRY | OBAN | ST GEORGE | MELETTI | *TWO-WAY TIE |



chicago

WHAT'S INCLUDED

| | |
|----------------|--------|
| VENUES | 200 |
| MENUS | 713 |
| SUPPLIERS | 165 |
| BRANDS | 504 |
| TOTAL MENTIONS | 13,567 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 92.0% |
| BACARDI LIMITED | 86.0% |
| PERNOD RICARD | 84.0% |
| BEAM SUNTORY | 78.0% |
| BROWN FORMAN | 73.5% |

BRAND VENUE PLACEMENTS

| | |
|---------------|-------|
| TITO'S | 53.5% |
| KETEL ONE | 47.5% |
| JACK DANIEL'S | 46.5% |
| MAKER'S MARK | 44.5% |
| JAMESON | 44.0% |

Diageo USA leads with 184 venue placements, 2,527 mentions (19% menu share), and 110 unique products. **Bacardi Limited** (172) and **Pernod Ricard USA** (168) follow in venue placements while **Beam Suntory** takes second in mentions with 1,421 (10% menu share) and unique products (91).

Tito's (Tito's Vodka) is the brand with the most venue placements (107), followed by **Ketel One (Diageo USA, 95)** and **Jack Daniel's (Brown Forman, 93)**. This is the only market where **Ketel One** and **Jack Daniel's** make the top three in this category. **Tito's** leads with 418 mentions, followed by **Baileys (Diageo USA, 358)** and **Angostura (Mizkan America, 315)**.

Bourbon, vodka and tequila are the most popular product categories, and **Martinis, Margaritas** and **Old Fashioneds** are the most popular cocktail families in Chicago.



chicago

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|----------------------------|--------------------------|-------------------------|
| SUPPLIERS | | |
| DIAGEO USA 184 | DIAGEO USA 2,527 | DIAGEO USA 110 |
| BACARDI LIMITED 172 | BEAM SUNTORY 1,421 | BEAM SUNTORY 91 |
| PERNOD RICARD USA 168 | PERNOD RICARD USA 1,364 | PERNOD RICARD USA 85 |
| BEAM SUNTORY 156 | BACARDI LIMITED 1,191 | SAZERAC COMPANY INC. 72 |
| BROWN FORMAN 147 | CAMPARI AMERICA 904 | BACARDI LIMITED 52 |
| CAMPARI AMERICA 125 | SAZERAC COMPANY INC. 701 | BROWN FORMAN 41 |
| SAZERAC COMPANY INC. 120 | BROWN FORMAN 642 | CAMPARI AMERICA 38 |
| WILLIAM GRANT & SONS 111 | REMY COINTREAU 467 | HEAVEN HILL 37 |
| TITO'S VODKA 107 | TITO'S VODKA 418 | PROXIMO SPIRITS 36 |
| HEAVEN HILL 87 | WILLIAM GRANT & SONS 394 | WILLIAM GRANT & SONS 30 |
| BRANDS | | |
| TITO'S 107 | TITO'S 418 | SMIRNOFF 23 |
| KETEL ONE 95 | BAILEYS 358 | ABSOLUT 15 |
| JACK DANIEL'S 93 | ANGOSTURA 315 | BACARDÍ 12 |
| MAKER'S MARK 89 | ABSOLUT 302 | JAMESON 10 |
| JAMESON 88 | DON JULIO 300 | THE MACALLAN 10 |
| GREY GOOSE 85 | JAMESON 296 | JIM BEAM 10 |
| BULLEIT 83 | JOHNNIE WALKER 291 | JACK DANIEL'S 9 |
| BACARDÍ 82 | THE MACALLAN 285 | PATRÓN 9 |
| ABSOLUT 81 | BACARDÍ 266 | SKYY 9 |
| DON JULIO 80 | COINTREAU 260 | KOVAL 9 |



chicago

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|-------|
| BOURBON | 2,011 |
| VODKA | 1,932 |
| TEQUILA | 1,417 |
| SCOTCH WHISKEY | 1,374 |
| RUM | 683 |
| GIN | 658 |
| RYE WHISKEY | 616 |
| IRISH WHISKEY | 437 |

| bourbon | vodka | tequila |
|--------------------|------------------|-----------------|
| MAKER'S MARK 236 | TITO'S 418 | DON JULIO 300 |
| BULLEIT 210 | ABSOLUT 302 | PATRÓN 183 |
| WOODFORD 172 | GREY GOOSE 259 | CASAMIGOS 128 |
| BUFFALO TRACE 171 | KETEL ONE 237 | CUERVO TRAD. 58 |
| BASIL HAYDEN'S 167 | SMIRNOFF 163 | SAUZA 49 |
| JIM BEAM 107 | EFFEN 91 | CUERVO 1800 43 |
| OLD FORESTER 92 | SKYY 84 | HERRADURA 36 |
| KNOB CREEK 86 | STOLI 70 | HORNITOS 35 |
| FOUR ROSES 81 | NEW AMSTERDAM 60 | AVION 34 |
| ANGEL'S ENVY 56 | BELVEDERE 42 | CLASE AZUL 32 |

| SCOTCH WHISKEY | RUM | GIN | RYE WHISKEY | IRISH WHISKEY |
|--------------------|--------------------|------------------|------------------|---------------------|
| JOHNNIE WALKER 291 | BACARDÍ 266 | HENDRICK'S 190 | KNOB CREEK 150 | JAMESON 296 |
| THE MACALLAN 285 | CAPTAIN MORGAN 148 | BOMBAY 118 | WHISTLEPIG 64 | BUSHMILLS 49 |
| THE GLENLIVET 154 | DON Q 53 | TANQUERAY 104 | BULLEIT 48 | TULLAMORE D.E.W. 28 |
| CHIVAS REGAL 92 | CRUZAN 51 | ROKU 48 | TEMPLETON RYE 40 | REDBREAST 19 |
| DEWAR'S 86 | MYERS'S 41 | BEEFEATER 44 | HIGH WEST 39 | MIDLETON 5 |
| LAPHROAIG 80 | PLANTATION 23 | NOLET'S 15 | SAZERAC 32 | POWERS 5 |
| ARDBEG 69 | APPLETON ESTATE 13 | NEW AMSTERDAM 14 | RITTENHOUSE 27 | PADDY 5 |
| GLENFIDDICH 62 | RON ZACAPA 10 | PLYMOUTH 13 | MICHTER'S 24 | TEELING SINGLE 5 |
| OBAN 61 | *3-WAY TIE 9 | FORDS GIN 10 | GEORGE DICKEL 18 | KILBEGGAN 5 |
| BALVENIE 24 | | EMPRESS 10 | ANGEL'S ENVY 16 | SPOT WHISKEY 4 |



dallas

WHAT'S INCLUDED

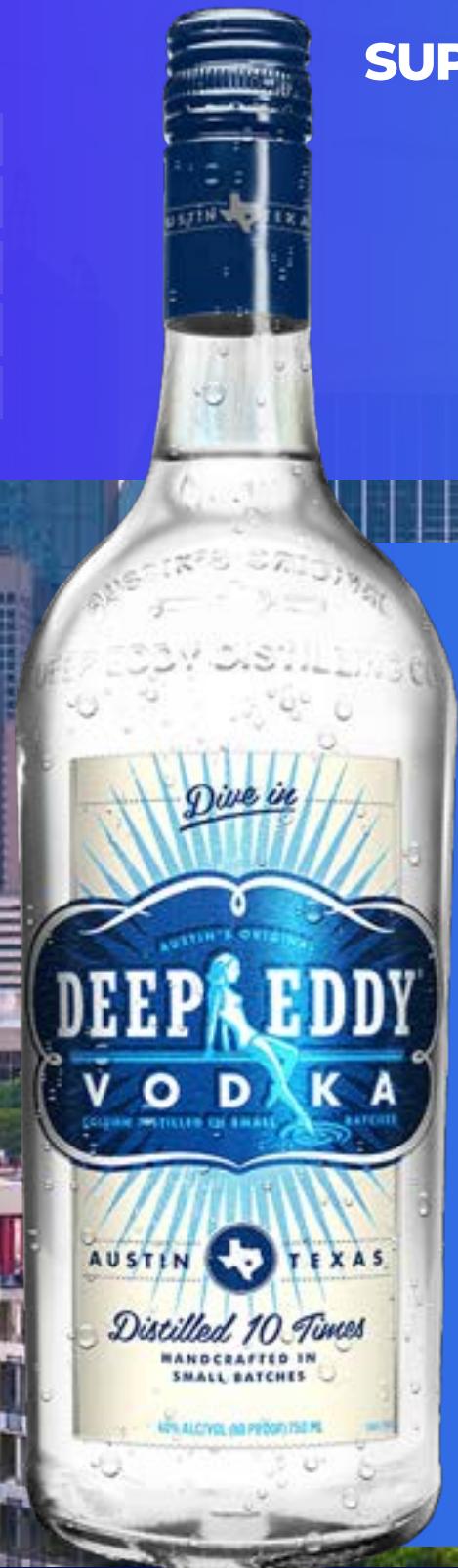
| | |
|----------------|-------|
| VENUES | 200 |
| MENUS | 611 |
| SUPPLIERS | 139 |
| BRANDS | 403 |
| TOTAL MENTIONS | 7,383 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 64.0% |
| BACARDI LIMITED | 61.5% |
| CAMPARI AMERICA | 61.0% |
| PERNOD RICARD | 60.0% |
| BEAM SUNTORY | 50.5% |

BRAND VENUE PLACEMENTS

| | |
|---------------|-------|
| TITO'S | 45.5% |
| ANGOSTURA | 35.0% |
| COINTREAU | 30.0% |
| GRAND MARNIER | 30.0% |
| PATRÓN | 29.5% |



Diageo USA leads with 128 venue placements, 1,124 mentions (15% menu share) and 79 unique products. **Bacardi Limited** has the second most venue placements (123) and mentions (676, 9% menu share) while **Pernod Ricard USA** has the second most unique products on Dallas menus with 74.

Tito's (Tito's Vodka) leads by venue placements (91), followed by **Angostura (Mizkan America, 70)** and a tie for third between **Cointreau (Remy Cointreau)** and **Grand Marnier (Campari America)**, each with 60 venue placements. **Tito's** also leads by total mentions with 431, and is followed by **Don Julio (Diageo USA, 279)** and **Deep Eddy (Heaven Hill, 222)** – making Dallas the only market where **Deep Eddy** is in the top three by mentions.

Tequila, vodka and bourbon are the three most popular product categories. Tequila leader **Don Julio** gets more than double the mentions (279) than **Patrón (Bacardi Limited, 137)**. **Margaritas, Martinis and Old Fashioneds** are the three most popular cocktail families in Dallas.

dallas

VENUE PLACEMENTS

TOTAL MENTIONS

UNIQUE PRODUCTS

SUPPLIERS

| | | | | | |
|----------------------|-----|----------------------|-------|----------------------|----|
| DIAGEO USA | 128 | DIAGEO USA | 1,124 | DIAGEO USA | 79 |
| BACARDI LIMITED | 123 | BACARDI LIMITED | 676 | PERNOD RICARD USA | 74 |
| CAMPARI AMERICA | 122 | PERNOD RICARD USA | 566 | BEAM SUNTORY | 60 |
| PERNOD RICARD USA | 120 | BEAM SUNTORY | 552 | BACARDI LIMITED | 48 |
| BEAM SUNTORY | 101 | BROWN FORMAN | 462 | SAZERAC COMPANY INC. | 36 |
| BROWN FORMAN | 95 | CAMPARI AMERICA | 455 | BROWN FORMAN | 34 |
| TITO'S VODKA | 91 | HEAVEN HILL | 451 | HEAVEN HILL | 27 |
| HEAVEN HILL | 81 | TITO'S VODKA | 431 | CAMPARI AMERICA | 25 |
| SAZERAC COMPANY INC. | 73 | SAZERAC COMPANY INC. | 387 | PROXIMO SPIRITS | 24 |
| REMY COINTREAU | 71 | REMY COINTREAU | 245 | WILLIAM GRANT & SONS | 22 |

BRANDS

| | | | | | |
|---------------|----|---------------|-----|---------------|----|
| TITO'S | 91 | TITO'S | 431 | BACARDÍ | 12 |
| ANGOSTURA | 70 | DON JULIO | 279 | ABSOLUT | 12 |
| COINTREAU | 60 | DEEP EDDY | 222 | PATRÓN | 9 |
| GRAND MARNIER | 60 | COINTREAU | 192 | OLD FORESTER | 9 |
| PATRÓN | 59 | ANGOSTURA | 182 | DEEP EDDY | 8 |
| BACARDÍ | 57 | BULLEIT | 166 | JACK DANIEL'S | 8 |
| DON JULIO | 53 | BACARDÍ | 155 | THE MACALLAN | 8 |
| DEEP EDDY | 47 | GRAND MARNIER | 153 | CIROC | 8 |
| APEROL | 44 | PATRÓN | 137 | WESTERN SON | 8 |
| MAKER'S MARK | 44 | JACK DANIEL'S | 127 | NIKKA | 8 |



dallas

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|--------------|
| TEQUILA | 1,645 |
| VODKA | 1,276 |
| BOURBON | 696 |
| RUM | 393 |
| SCOTCH WHISKY | 355 |
| GIN | 346 |
| RYE WHISKEY | 232 |
| IRISH WHISKEY | 146 |

| TEQUILA | VODKA | BOURBON |
|----------------|---------------------|-------------------|
| DON JULIO 279 | TITO'S 431 | BULLEIT 117 |
| PATRÓN 127 | DEEP EDDY 222 | MAKER'S MARK 88 |
| LUNAZUL 104 | WHEATLEY 112 | ELIJAH CRAIG 74 |
| CASAMIGOS 100 | KETEL ONE 101 | WOODFORD 66 |
| EL JIMADOR 92 | ABSOLUT 65 | BUFFALO TRACE 50 |
| HORNITOS 92 | GREY GOOSE 57 | BASIL HAYDEN'S 28 |
| HERRADURA 80 | STOLI 40 | OLD FORESTER 27 |
| TEREMANA 66 | DRIPPING SPRINGS 35 | WILD TURKEY 27 |
| CUERVO 1800 42 | CIROC 28 | KNOB CREEK 26 |
| AVION 41 | WESTERN SON 25 | ANGEL'S ENVY 23 |

| RUM | SCOTCH WHISKY | GIN | RYE WHISKEY | IRISH WHISKEY |
|-------------------|--------------------|------------------|-----------------|---------------------|
| BACARDÍ 155 | THE GLENLIVET 54 | BOMBAY 95 | BULLEIT 49 | JAMESON 82 |
| PARROT BAY 50 | JOHNNIE WALKER 53 | HENDRICK'S 61 | WHISTLEPIG 40 | TULLAMORE D.E.W. 24 |
| PAPA'S PILAR 50 | THE MACALLAN 40 | TANQUERAY 38 | KNOB CREEK 17 | REDBREAST 11 |
| CAPTAIN MORGAN 42 | GLENFIDDICH 20 | FORDS GIN 25 | ANGEL'S ENVY 17 | MIDLETTON 5 |
| CRUZAN 17 | DEWAR'S 18 | AVIATION 21 | SAZERAC 14 | BUSHMILLS 5 |
| DON Q 12 | MONKEY SHOULDER 18 | NEW AMSTERDAM 17 | RITTENHOUSE 14 | POWERS 4 |
| SAILOR JERRY 11 | LAPHROAIG 16 | ROKU 15 | SAGAMORE 13 | KILBEGGAN 3 |
| MOUNT GAY 7 | OBAN 16 | THE BOTANIST 14 | REDEMPTION 10 | SPOT WHISKEY 3 |
| MYERS'S 7 | BALVENIE 15 | BEEFEATER 10 | HIGH WEST 9 | TEELING SINGLE 3 |
| DIPLOMATICO 7 | CHIVAS REGAL 14 | EMPRESS 6 | OLD OVERHOLT 7 | SLANE 3 |



houston

WHAT'S INCLUDED

| | |
|----------------|-------|
| VENUES | 200 |
| MENUS | 487 |
| SUPPLIERS | 126 |
| BRANDS | 458 |
| TOTAL MENTIONS | 7,362 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| BACARDI LIMITED | 67.5% |
| DIAGEO USA | 63.0% |
| PERNOD RICARD | 58.0% |
| BROWN FORMAN | 54.0% |
| CAMPARI AMERICA | 53.5% |

BRAND VENUE PLACEMENTS

| | |
|-----------|-------|
| DON JULIO | 34.5% |
| TITO'S | 32.5% |
| BACARDÍ | 30.5% |
| PATRÓN | 28.0% |
| COINTREAU | 25.0% |



Bacardi Limited leads with 135 venue placements, followed by **Diageo USA** (126) and **Pernod Ricard USA** (116). **Diageo USA** leads with 1,043 mentions (14% menu share) and 91 unique products. **Bacardi Limited** has 747 mentions (10% menu share) and 54 unique products, followed by **Pernod Ricard USA** with 573 mentions (7.8% menu share) and 79 unique products.

Don Julio (**Diageo USA**) is the brand with the most venue placements (69), followed by **Tito's** (**Tito's Vodka**, 65) and **Bacardi** (**Bacardi Limited**, 61). **Tito's** leads with 248 mentions, followed by **Don Julio** (175) and **Angostura** (**Mizkan America**, 168).

Vodka, **tequila** and **bourbon** are the most popular product categories. The vodka category is dominated by **Tito's**, which has more than double the placements as second-in-line **Deep Eddy** (**Heaven Hill**). **Margaritas**, **Martinis**, and **Old Fashioneds** are the three most popular cocktail families in Houston.



houston

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS | | | |
|----------------------------|----------------|----------------------|-------|----------------------|----|
| SUPPLIERS | | | | | |
| BACARDI LIMITED | 135 | DIAGEO USA | 1,043 | DIAGEO USA | 91 |
| DIAGEO USA | 126 | BACARDI LIMITED | 747 | PERNOD RICARD USA | 79 |
| PERNOD RICARD USA | 116 | PERNOD RICARD USA | 573 | BEAM SUNTORY | 64 |
| BROWN FORMAN | 108 | BROWN FORMAN | 532 | BACARDI LIMITED | 54 |
| CAMPARI AMERICA | 107 | BEAM SUNTORY | 522 | SAZERAC COMPANY INC. | 41 |
| BEAM SUNTORY | 100 | SAZERAC COMPANY INC. | 519 | BROWN FORMAN | 34 |
| SAZERAC COMPANY INC. | 82 | CAMPARI AMERICA | 483 | CAMPARI AMERICA | 33 |
| HEAVEN HILL | 80 | HEAVEN HILL | 304 | PROXIMO SPIRITS | 28 |
| REMY COINTREAU | 68 | TITO'S VODKA | 248 | HEAVEN HILL | 25 |
| TITO'S VODKA | 65 | WILLIAM GRANT & SONS | 196 | WILLIAM GRANT & SONS | 23 |
| BRANDS | | | | | |
| DON JULIO | 69 | TITO'S | 248 | ABSOLUT | 15 |
| TITO'S | 65 | DON JULIO | 175 | SMIRNOFF | 12 |
| BACARDÍ | 61 | ANGOSTURA | 168 | BACARDÍ | 11 |
| PATRÓN | 56 | BULLEIT | 146 | THE MACALLAN | 11 |
| COINTREAU | 50 | ST GERMAIN | 137 | DEEP EDDY | 8 |
| MAKER'S MARK | 49 | BACARDÍ | 132 | PATRÓN | 8 |
| DEEP EDDY | 46 | EL JIMADOR | 122 | OLD FORESTER | 8 |
| GRAND MARNIER | 46 | DEEP EDDY | 119 | SKYY | 8 |
| GREY GOOSE | 45 | CROWN ROYAL | 111 | THE GLENLIVET | 8 |
| CROWN ROYAL | 44 | PATRÓN | 108 | GREY GOOSE | 7 |



houston

The top product categories and the leading brands by mentions in each category.

| | |
|---------------|-------|
| VODKA | 1,248 |
| TEQUILA | 1,165 |
| BOURBON | 810 |
| GIN | 478 |
| RUM | 333 |
| SCOTCH WHISKY | 304 |
| AMARO | 249 |
| RYE WHISKEY | 228 |

| VODKA | TEQUILA | BOURBON |
|------------|-------------|----------------|
| TITO'S | DON JULIO | BULLEIT |
| DEEP EDDY | EL JIMADOR | MAKER'S MARK |
| ABSOLUT | PATRÓN | ELIJAH CRAIG |
| SMIRNOFF | HORNITOS | OLD FORESTER |
| WHEATLEY | CUERVO 1800 | BUFFALO TRACE |
| GREY GOOSE | HERRADURA | WOODFORD |
| KETEL ONE | ESPOLON | ANGEL'S ENVY |
| SKYY | CASAMIGOS | JIM BEAM |
| STOLI | JOSE CUERVO | KNOB CREEK |
| BELVEDERE | AVION | BASIL HAYDEN'S |

| GIN | RUM | SCOTCH WHISKY | AMARO | RYE WHISKEY | | | | | |
|---------------|-----|----------------|-------|-----------------|----|------------|----|--------------|----|
| BOMBAY | 94 | BACARDÍ | 132 | JOHNNIE WALKER | 53 | AVERNA | 59 | BULLEIT | 60 |
| HENDRICK'S | 76 | CAPTAIN MORGAN | 61 | THE GLENLIVET | 38 | APEROL | 57 | HIGH WEST | 30 |
| TANQUERAY | 53 | MYERS'S | 24 | THE MACALLAN | 38 | CAMPARI | 37 | SAZERAC | 24 |
| GRAY WHALE | 25 | PARROT BAY | 15 | GLENFIDDICH | 22 | MONTENEGRO | 29 | RITTENHOUSE | 18 |
| NEW AMSTERDAM | 24 | PAPA'S PILAR | 15 | CHIVAS REGAL | 21 | NONINO | 20 | ANGEL'S ENVY | 17 |
| BEEFEATER | 21 | PLANTATION | 14 | GLENMORANGIE | 21 | BRANCA | 16 | KNOB CREEK | 12 |
| EMPRESS | 16 | CRUZAN | 13 | DEWAR'S | 18 | CYNAR | 11 | WHISTLEPIG | 12 |
| FORDS GIN | 15 | SAILOR JERRY | 8 | LAPHROAIG | 18 | MELETTI | 6 | OLD OVERHOLT | 11 |
| ROKU | 13 | DON Q | 7 | MONKEY SHOULDER | 18 | RAMAZZOTTI | 6 | WILD TURKEY | 7 |
| PLYMOUTH | 12 | GOSLING'S | 7 | ABERFELDY | 11 | R. JELINEK | 4 | *TWO-WAY TIE | 6 |



los angeles

WHAT'S INCLUDED

| | |
|----------------|--------|
| VENUES | 200 |
| MENUS | 813 |
| SUPPLIERS | 219 |
| BRANDS | 656 |
| TOTAL MENTIONS | 14,273 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| BACARDI LIMITED | 91.0% |
| DIAGEO USA | 89.0% |
| PERNOD RICARD | 83.0% |
| BEAM SUNTORY | 80.0% |
| BROWN FORMAN | 79.5% |

BRAND VENUE PLACEMENTS

| | |
|--------------|-------|
| DON JULIO | 54.5% |
| TITO'S | 52.0% |
| PATRÓN | 47.5% |
| JAMESON | 45.0% |
| MAKER'S MARK | 44.5% |



Bacardi Limited leads with 182 venue placements followed by **Diageo USA** (178). By total mentions, **Diageo USA** leads with 1,813, (12.7% menu share), followed by **Bacardi Limited** with 1,517 mentions (10.6% menu share). By unique products, **Diageo USA** (109) edges out **Pernod Ricard USA** (108).

Don Julio (**Diageo USA**) has the most venue placements (109), followed by **Tito's** (**Tito's Vodka**, 104) and **Patrón** (**Bacardi Limited**, 95). Los Angeles is the only market where tequila brands take all three top spots by total mentions: **Don Julio** (427), **Patrón** (411) and **Cazadores** (**Bacardi Limited**, 292).

Tequila, **bourbon** and **vodka** are the most popular categories, but no market has a larger difference between the top category and those that follow. Tequila has nearly double the presence of bourbon. L.A. is the only market where **Mezcal** enters the top 8. **Margaritas**, **Old Fashioneds** and **Martinis** are the most popular cocktail families.

los angeles

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS | | | |
|----------------------|----------------|----------------------|-------|----------------------|-----|
| SUPPLIERS | | | | | |
| BACARDI LIMITED | 182 | DIAGEO USA | 1,813 | DIAGEO USA | 109 |
| DIAGEO USA | 178 | BACARDI LIMITED | 1,517 | PERNOD RICARD USA | 108 |
| PERNOD RICARD USA | 166 | PERNOD RICARD USA | 1102 | BEAM SUNTORY | 104 |
| BEAM SUNTORY | 160 | BEAM SUNTORY | 1070 | BACARDI LIMITED | 71 |
| BROWN FORMAN | 159 | BROWN FORMAN | 833 | SAZERAC COMPANY INC. | 68 |
| CAMPARI AMERICA | 158 | CAMPARI AMERICA | 831 | CAMPARI AMERICA | 52 |
| SAZERAC COMPANY INC. | 135 | SAZERAC COMPANY INC. | 827 | BROWN FORMAN | 51 |
| WILLIAM GRANT & SONS | 124 | WILLIAM GRANT & SONS | 429 | PROXIMO SPIRITS | 49 |
| REMY COINTREAU | 109 | REMY COINTREAU | 419 | HOTALING & CO | 40 |
| TITO'S VODKA | 104 | HEAVEN HILL | 415 | WILLIAM GRANT & SONS | 36 |
| BRANDS | | | | | |
| DON JULIO | 109 | DON JULIO | 427 | BACARDÍ | 16 |
| TITO'S | 104 | PATRÓN | 411 | ABSOLUT | 15 |
| PATRÓN | 95 | CAZADORES | 292 | DEKUYPER | 14 |
| JAMESON | 90 | TITO'S | 267 | ST GEORGE | 14 |
| MAKER'S MARK | 89 | COINTREAU | 232 | OLD FORESTER | 13 |
| CASAMIGOS | 84 | CASAMIGOS | 230 | GIFFARD | 13 |
| GREY GOOSE | 84 | HERRADURA | 222 | WILD TURKEY | 13 |
| JACK DANIEL'S | 80 | JAMESON | 212 | PATRÓN | 12 |
| KETEL ONE | 77 | ANGOSTURA | 206 | JAMESON | 11 |
| GRAND MARNIER | 77 | BACARDÍ | 201 | THE MACALLAN | 11 |



los angeles

The top product categories and the leading brands by mentions in each category.

| | |
|---------------|-------|
| TEQUILA | 3,572 |
| BOURBON | 1,831 |
| VODKA | 1,398 |
| SCOTCH WHISKY | 928 |
| RYE WHISKEY | 785 |
| RUM | 676 |
| GIN | 662 |
| MEZCAL | 434 |

| TEQUILA | BOURBON | VODKA |
|------------------|-------------------|-----------------|
| DON JULIO 427 | MAKER'S MARK 165 | TITO'S 267 |
| PATRÓN 383 | BUFFALO TRACE 139 | KETEL ONE 192 |
| CAZADORES 292 | FOUR ROSES 127 | ABSOLUT 180 |
| HERRADURA 222 | ELIJAH CRAIG 119 | GREY GOOSE 166 |
| CASAMIGOS 218 | WOODFORD 106 | WHEATLEY 54 |
| CLASE AZUL 191 | BULLEIT 87 | STOLI 53 |
| OCHO 118 | OLD FORESTER 83 | BELVEDERE 51 |
| LUNAZUL 114 | EAGLE RARE 75 | DEEP EDDY 41 |
| SIETE LEGUAS 103 | WELLER 70 | CIROC 35 |
| CASA NOBLE 102 | KNOB CREEK 69 | *TWO-WAY TIE 30 |

| SCOTCH WHISKY | RYE WHISKEY | RUM | GIN | MEZCAL |
|--------------------|-------------------|-------------------|-----------------|---------------------|
| JOHNNIE WALKER 146 | HIGH WEST 117 | BACARDÍ 201 | HENDRICK'S 115 | DEL MAGUEY 68 |
| THE MACALLAN 124 | WHISTLEPIG 111 | CAPTAIN MORGAN 58 | BOMBAY 105 | EL SILENCIO 50 |
| THE GLENLIVET 80 | SAZERAC 95 | SAILOR JERRY 33 | TANQUERAY 66 | ILEGAL 34 |
| GLENFIDDICH 67 | MICHTER'S 80 | MYERS'S 33 | FORD'S GIN 34 | MEZCAL AMARÁS 29 |
| LAPHROAIG 52 | BULLEIT 63 | FLOR DE CAÑA 32 | THE BOTANIST 31 | BOZAL 25 |
| BALVENIE 47 | TEMPLETON RYE 60 | GOSLING'S 27 | BEEFEATER 27 | LOS VECINOS D.C. 17 |
| CHIVAS REGAL 42 | RITTENHOUSE 33 | DIPLOMATICO 23 | EMPRESS 27 | BANHEZ 14 |
| LAGAVULIN 39 | KNOB CREEK 27 | CRUZAN 21 | NOLET'S 25 | UNION MEZCAL 13 |
| DEWAR'S 35 | WOODFORD 22 | PLANTATION 17 | MONKEY 47 22 | *THREE-WAY TIE 12 |
| GLENMORANGIE 32 | BASIL HAYDEN'S 22 | RON ZACAPA 16 | ROKU 19 | |



new york city

WHAT'S INCLUDED

| | |
|----------------|--------|
| VENUES | 200 |
| MENUS | 775 |
| SUPPLIERS | 211 |
| BRANDS | 689 |
| TOTAL MENTIONS | 10,978 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 93.0% |
| PERNOD RICARD | 91.0% |
| CAMPARI AMERICA | 86.0% |
| BACARDI LIMITED | 83.5% |
| BEAM SUNTORY | 83.5% |

BRAND VENUE PLACEMENTS

| | |
|----------------|-------|
| MAKER'S MARK | 52.5% |
| JOHNNIE WALKER | 50.5% |
| CAMPARI | 49.5% |
| JAMESON | 49.5% |
| TITO'S | 48.0% |



Diageo USA leads with 186 venue placements, 1,862 mentions (14.7% menu share) and 114 unique products. **Pernod Ricard USA** takes second in all three categories (182 venues, 1,276 mentions, 102 unique products), followed by **Campari America** in venue placements (172) and **Beam Suntory** in total mentions (1,164) and unique products (85).

Maker's Mark (Beam Suntory) has the most venue placements (105) making **New York City** the only market where it leads. It is followed by **Johnnie Walker (Diageo USA, 101)**, while **Campari (Campari America)** and **Jameson (Pernod Ricard USA)** tie for third (99). **Don Julio (Diageo USA)** has the most mentions (242), followed by **Johnnie Walker** (225) and **Campari** (202).

Tequila, Scotch whisky and bourbon are the most popular categories, with **Don Julio** holding a commanding lead in the tequila category over **Casamigos (Diageo USA)**. NYC is the only market where vodka is not in the top 3 categories. **Margaritas, Martinis and Old Fashioneds** are the most popular cocktail families in New York City.

new york city

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|----------------------------|---------------------------|-------------------------|
| SUPPLIERS | | |
| DIAGEO USA 186 | DIAGEO USA 1,862 | DIAGEO USA 114 |
| PERNOD RICARD USA 182 | PERNOD RICARD USA 1,276 | PERNOD RICARD USA 102 |
| CAMPARI AMERICA 172 | BEAM SUNTORY 1,164 | BEAM SUNTORY 85 |
| BACARDI LIMITED 167 | BACARDI LIMITED 1,083 | BACARDI LIMITED 72 |
| BEAM SUNTORY 167 | CAMPARI AMERICA 973 | SAZERAC COMPANY INC. 50 |
| BROWN FORMAN 153 | BROWN FORMAN 571 | WILLIAM GRANT & SONS 44 |
| WILLIAM GRANT & SONS 136 | WILLIAM GRANT & SONS 521 | CAMPARI AMERICA 40 |
| SAZERAC COMPANY INC. 120 | SAZERAC COMPANY INC. 415 | BROWN FORMAN 39 |
| REMY COINTREAU 116 | MOET HENNESSY USA INC 356 | PROXIMO SPIRITS 36 |
| MOET HENNESSY USA INC 111 | REMY COINTREAU 323 | EDRINGTON GROUP 31 |
| BRANDS | | |
| MAKER'S MARK 105 | DON JULIO 242 | ABSOLUT 15 |
| JOHNNIE WALKER 101 | JOHNNIE WALKER 225 | BACARDÍ 13 |
| CAMPARI 99 | CAMPARI 202 | PATRÓN 12 |
| JAMESON 99 | ANGOSTURA 199 | THE MACALLAN 11 |
| TITO'S 96 | PATRÓN 198 | GLENFIDDICH 11 |
| GREY GOOSE 95 | CASAMIGOS 192 | GIFFARD 11 |
| APEROL 94 | TITO'S 189 | ST GEORGE 11 |
| KETEL ONE 94 | THE MACALLAN 185 | MICHTER'S 10 |
| BULLEIT 89 | JAMESON 184 | DEL MAGUEY 10 |
| DON JULIO 88 | BULLEIT 184 | *TWO-WAY TIE 9 |



new york city

The top product categories and the leading brands by mentions in each category.

| TEQUILA | 1,712 |
|---------------|-------|
| SCOTCH WHISKY | 1,491 |
| BOURBON | 1,334 |
| VODKA | 1,135 |
| GIN | 1,009 |
| RUM | 761 |
| AMARO | 730 |
| RYE WHISKEY | 468 |

| TEQUILA | SCOTCH WHISKY | BOURBON |
|--------------|----------------|----------------|
| DON JULIO | JOHNNIE WALKER | MAKER'S MARK |
| CASAMIGOS | THE MACALLAN | BULLEIT |
| PATRÓN | THE GLENLIVET | WOODFORD |
| CLASE AZUL | GLENFIDDICH | KNOB CREEK |
| ESPOLON | LAPHROAIG | OLD FORESTER |
| HERRADURA | BALVENIE | BASIL HAYDEN'S |
| EL TESORO | CHIVAS REGAL | JIM BEAM |
| HORNITOS | GLENMORANGIE | BUFFALO TRACE |
| CUERVO 1800 | DEWAR'S | FOUR ROSES |
| SIETE LEGUAS | OBAN | WILD TURKEY |

| VODKA | GIN | RUM | AMARO | RYE WHISKEY | | | | | |
|------------|-----|--------------|-------|-----------------|-----|------------|-----|---------------|----|
| TITO'S | 189 | TANQUERAY | 174 | BACARDÍ | 149 | CAMPARI | 202 | MICHTER'S | 57 |
| KETEL ONE | 169 | HENDRICK'S | 140 | PLANTATION | 54 | APEROL | 181 | BULLEIT | 56 |
| GREY GOOSE | 169 | BOMBAY | 124 | CAPTAIN MORGAN | 53 | BRANCA | 63 | RITTENHOUSE | 50 |
| ABSOLUT | 152 | BEEFEATER | 73 | GOSLINGS | 53 | MONTENEGRO | 47 | WHISTLEPIG | 46 |
| STOLI | 93 | MONKEY 47 | 43 | CADENHEAD'S | 38 | CYNAR | 43 | OLD OVERHOLT | 39 |
| BELVEDERE | 74 | FORDS GIN | 37 | EL DORADO | 34 | NONINO | 41 | HIGH WEST | 30 |
| HAKU | 42 | PLYMOUTH | 36 | RON ZACAPA | 33 | AVERNA | 33 | TEMPLETON RYE | 28 |
| REYKA | 36 | THE BOTANIST | 34 | APPLETON ESTATE | 33 | RAMAZZOTTI | 13 | WILD TURKEY | 20 |
| CIROC | 33 | ROKU | 29 | MOUNT GAY | 28 | BRAULIO | 11 | SAZERAC | 20 |
| SMIRNOFF | 23 | AVIATION | 25 | WRAY AND NEPHEW | 25 | CONTRATTO | 10 | KNOB CREEK | 18 |



phoenix

WHAT'S INCLUDED

| | |
|----------------|--------|
| VENUES | 200 |
| MENUS | 738 |
| SUPPLIERS | 159 |
| BRANDS | 524 |
| TOTAL MENTIONS | 11,381 |



SUPPLIER VENUE PLACEMENTS

| | |
|-------------------|-------|
| DIAGEO USA | 80% |
| PERNOD RICARD USA | 76% |
| BACARDI LIMITED | 76% |
| BEAM SUNTORY | 75.5% |
| CAMPARI AMERICA | 66.5% |

BRAND VENUE PLACEMENTS

| | |
|--------------|-------|
| TITO'S | 50.0% |
| COINTREAU | 35.0% |
| PATRÓN | 35.0% |
| DON JULIO | 34.5% |
| MAKER'S MARK | 34.5% |

Diageo USA leads with 160 venue placements, 1,580 mentions (13.8% menu share) and 107 unique products. **Bacardi Limited** and **Pernod Ricard USA** tie for second in venue placements (152), while **Beam Suntory** takes second in mentions (1,076, 9.5% menu share) and unique products (94).

Tito's (Tito's Vodka) is the brand with the most venue placements (100), followed by a two-way tie for second and third place: **Cointreau (Remy Cointreau)** and **Patrón (Bacardi Limited)** with 70, and **Don Julio (Diageo USA)** and **Maker's Mark (Beam Suntory)** with 69. Phoenix is the only market where **Cointreau** leads by total mentions (310). It is followed by **Tito's** (296) and **Angostura (Mizkan America, 273)**.

Tequila, bourbon and **vodka** are the most popular product categories, and **Margaritas, Mules** and **Martinis** are the most popular cocktail families in Phoenix.

phoenix

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|--------------------------|--------------------------|-------------------------|
| SUPPLIERS | | |
| DIAGEO USA 160 | DIAGEO USA 1,580 | DIAGEO USA 107 |
| PERNOD RICARD USA 152 | BEAM SUNTORY 1,076 | BEAM SUNTORY 94 |
| BACARDI LIMITED 152 | BACARDI LIMITED 1,026 | PERNOD RICARD USA 92 |
| BEAM SUNTORY 151 | PERNOD RICARD USA 931 | SAZERAC COMPANY INC. 69 |
| CAMPARI AMERICA 133 | SAZERAC COMPANY INC. 669 | BACARDI LIMITED 64 |
| BROWN FORMAN 119 | BROWN FORMAN 633 | BROWN FORMAN 46 |
| SAZERAC COMPANY INC. 103 | CAMPARI AMERICA 570 | PROXIMO SPIRITS 46 |
| TITO'S VODKA 100 | PROXIMO SPIRITS 414 | CAMPARI AMERICA 38 |
| REMY COINTREAU 98 | REMY COINTREAU 410 | WILLIAM GRANT & SONS 37 |
| WILLIAM GRANT & SONS 97 | WILLIAM GRANT & SONS 406 | HEAVEN HILL 31 |
| BRANDS | | |
| TITO'S 100 | COINTREAU 310 | BACARDÍ 15 |
| COINTREAU 70 | TITO'S 296 | ST GEORGE 14 |
| PATRÓN 70 | ANGOSTURA 273 | SMIRNOFF 13 |
| DON JULIO 69 | DON JULIO 272 | PATRÓN 12 |
| MAKER'S MARK 69 | PATRÓN 255 | ABSOLUT 12 |
| BACARDÍ 67 | BACARDÍ 204 | GIFFARD 12 |
| CASAMIGOS 61 | MAKER'S MARK 202 | JIM BEAM 11 |
| KETEL ONE 58 | ABSOLUT 197 | JACK DANIEL'S 10 |
| ABSOLUT 57 | CASAMIGOS 190 | GLENFIDDICH 10 |
| *3-WAY TIE 56 | HORNITOS 176 | *5-WAY TIE 9 |



phoenix

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|--------------|
| TEQUILA | 2,311 |
| BOURBON | 1,583 |
| VODKA | 1,546 |
| SCOTCH WHISKY | 684 |
| GIN | 647 |
| RUM | 630 |
| RYE WHISKEY | 472 |
| AMARO | 377 |

| TEQUILA | BOURBON | VODKA |
|------------------|-------------------|----------------|
| DON JULIO 272 | MAKER'S MARK 202 | TITO'S 296 |
| PATRÓN 227 | OLD FORESTER 111 | ABSOLUT 197 |
| HORNITOS 176 | FOUR ROSES 104 | DEEP EDDY 164 |
| CASAMIGOS 174 | BULLEIT 98 | KETEL ONE 148 |
| CINCORO 148 | BUFFALO TRACE 96 | GREY GOOSE 105 |
| CUERVO TRAD. 120 | WOODFORD 90 | EFFEN 85 |
| HERRADURA 111 | ELIJAH CRAIG 80 | SMIRNOFF 80 |
| CLASE AZUL 93 | WELLER 80 | WHEATLEY 42 |
| CUERVO 1800 85 | BASIL HAYDEN'S 68 | STOLI 41 |
| EL JIMADOR 74 | JIM BEAM 57 | BELVEDERE 40 |

| SCOTCH WHISKY | GIN | RUM | RYE WHISKEY | AMARO |
|--------------------|-----------------|--------------------|-------------------|-----------------------|
| JOHNNIE WALKER 96 | TANQUERAY 126 | BACARDÍ 204 | WHISTLEPIG 73 | CAMPARI 105 |
| THE MACALLAN 92 | HENDRICK'S 113 | CAPTAIN MORGAN 69 | ANGEL'S ENVY 58 | APEROL 103 |
| THE GLENLIVET 76 | BOMBAY 69 | CRUZAN 44 | BULLEIT 54 | MONTENEGRÖ 40 |
| GLENFIDDICH 66 | BEEFEATER 43 | HAVANA CLUB 37 | TEMPLETON RYE 52 | BRANCA 35 |
| OBAN 44 | AVIATION 35 | PLANTATION 26 | HIGH WEST 31 | AVERNA 31 |
| DEWAR'S 41 | THE BOTANIST 33 | MOUNT GAY 21 | KNOB CREEK 23 | RAMAZZOTTI 10 |
| BALVENIE 40 | EMPRESS 33 | SAILOR JERRY 21 | SAZERAC 23 | ANGOSTURA (TERLATO) 6 |
| CHIVAS REGAL 26 | PLYMOUTH 25 | MYERS'S 19 | RITTENHOUSE 21 | NONINO 5 |
| MONKEY SHOULDER 24 | FORDS GIN 25 | DON Q 19 | MICHTER'S 19 | CYNAR 5 |
| LAPHROAIG 19 | ROKU 22 | APPLETON ESTATE 18 | BASIL HAYDEN'S 14 | BIGALLET 5 |



san francisco

WHAT'S INCLUDED

| | |
|----------------|--------|
| VENUES | 200 |
| MENUS | 569 |
| SUPPLIERS | 201 |
| BRANDS | 635 |
| TOTAL MENTIONS | 10,808 |



SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| DIAGEO USA | 82.5% |
| PERNOD RICARD | 81.0% |
| CAMPARI AMERICA | 80.0% |
| BACARDI LIMITED | 79.0% |
| BEAM SUNTORY | 76.0% |

BRAND VENUE PLACEMENTS

| | |
|--------------|-------|
| TITO'S | 50.0% |
| GREY GOOSE | 46.0% |
| JAMESON | 44.0% |
| APEROL | 43.5% |
| MAKER'S MARK | 42.5% |

Diageo USA leads with 165 venue placements and 1,458 mentions (13.5% menu share). **Pernod Ricard USA** has 162 venue placements and 885 mentions (10% menu share), while **Campari America** takes third in venue placements with 160. **Diageo USA** and **Pernod Ricard USA** tie with the most unique products (109).

Tito's (Tito's Vodka) is the brand with the most venue placements (100), followed by **Grey Goose (Bacardi Limited, 92)** and **Jameson (Pernod Ricard USA, 88)**. **Don Julio (Diageo USA)** leads with 227 mentions in this market, followed by **Tito's** (207) and **Grey Goose** (179).

Tequila, bourbon and vodka are the most popular product categories. The tequila category is led by **Don Julio**, which has more than double the mentions as **Cazadores (Bacardi Limited)**. **Margaritas, Martinis and Mules** are the three most popular cocktail families in San Francisco.



san francisco

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS |
|----------------------------|--------------------------|-------------------------|
| SUPPLIERS | | |
| DIAGEO USA 165 | DIAGEO USA 1,458 | DIAGEO USA 109 |
| PERNOD RICARD USA 162 | PERNOD RICARD USA 885 | PERNOD RICARD USA 109 |
| CAMPARI AMERICA 160 | BACARDI LIMITED 876 | BEAM SUNTORY 77 |
| BACARDI LIMITED 158 | BEAM SUNTORY 747 | BACARDI LIMITED 66 |
| BEAM SUNTORY 152 | CAMPARI AMERICA 725 | SAZERAC COMPANY INC. 66 |
| BROWN FORMAN 127 | SAZERAC COMPANY INC. 616 | BROWN FORMAN 40 |
| SAZERAC COMPANY INC. 123 | BROWN FORMAN 383 | HOTALING & CO 37 |
| WILLIAM GRANT & SONS 123 | WILLIAM GRANT & SONS 362 | CAMPARI AMERICA 35 |
| REMY COINTREAU 106 | REMY COINTREAU 326 | WILLIAM GRANT & SONS 34 |
| TITO'S VODKA 100 | HEAVEN HILL 268 | HEAVEN HILL 33 |
| BRANDS | | |
| TITO'S 100 | DON JULIO 227 | DEL MAGUEY 18 |
| GREY GOOSE 92 | TITO'S 207 | ST GEORGE 16 |
| JAMESON 88 | GREY GOOSE 179 | ABSOLUT 12 |
| APEROL 87 | KETEL ONE 170 | BACARDÍ 11 |
| MAKER'S MARK 85 | ANGOSTURA 149 | THE MACALLAN 10 |
| KETEL ONE 77 | JAMESON 148 | PATRÓN 10 |
| HENDRICK'S 76 | COINTREAU 148 | EL JOLGORIO 10 |
| DON JULIO 74 | APEROL 146 | JACK DANIEL'S 9 |
| BULLEIT 74 | BULLEIT 146 | NIKKA 9 |
| CAMPARI 74 | ST GEORGE 141 | *8-WAY TIE 8 |



san francisco

The top product categories and the leading brands by mentions in each category.

| | |
|---------------|-------|
| TEQUILA | 1,541 |
| BOURBON | 1,337 |
| VODKA | 1,165 |
| SCOTCH WHISKY | 808 |
| GIN | 753 |
| AMARO | 613 |
| RUM | 554 |
| RYE WHISKEY | 548 |

| TEQUILA | BOURBON | VODKA |
|-----------------|-------------------|---------------------|
| DON JULIO 227 | MAKER'S MARK 136 | TITO'S 207 |
| CAZADORES 112 | FOUR ROSES 98 | GREY GOOSE 179 |
| CASAMIGOS 111 | BULLEIT 96 | KETEL ONE 170 |
| PATRÓN 101 | BUFFALO TRACE 91 | ABSOLUT 122 |
| HERRADURA 96 | ELIJAH CRAIG 83 | HANSON OF SONOMA 65 |
| SIETE LEGUAS 83 | WOODFORD 73 | BELVEDERE 59 |
| CLASE AZUL 75 | BASIL HAYDEN'S 54 | STOLI 43 |
| ESPOLON 69 | WELLER 54 | HANGAR 1 39 |
| HORNITOS 56 | EAGLE RARE 52 | DEEP EDDY 35 |
| EL TESORO 44 | KNOB CREEK 44 | SMIRNOFF 29 |

| SCOTCH WHISKY | GIN | AMARO | RUM | RYE WHISKEY |
|--------------------|-----------------|---------------|--------------------|------------------|
| JOHNNIE WALKER 123 | HENDRICK'S 108 | APEROL 146 | BACARDÍ 129 | HIGH WEST 80 |
| THE MACALLAN 116 | BOMBAY 104 | CAMPARI 126 | CAPTAIN MORGAN 41 | SAZERAC 71 |
| THE GLENLIVET 66 | TANQUERAY 74 | BRANCA 55 | GOSLING'S 34 | MICHTER'S 62 |
| GLENFIDDICH 61 | THE BOTANIST 34 | MONTENEGRO 44 | MYERS'S 31 | WHISTLEPIG 60 |
| LAPHROAIG 47 | ROKU 29 | AVERNA 36 | MOUNT GAY 30 | TEMPLETON RYE 53 |
| OBAN 45 | BEEFEATER 29 | NONINO 35 | PLANTATION 27 | BULLEIT 50 |
| BALVENIE 40 | SIPSMITH 24 | CYNAR 26 | SMITH & CROSS 23 | RITTENHOUSE 38 |
| LAGAVULIN 37 | EMPRESS 22 | LUCANO 25 | SAILOR JERRY 21 | REDEMPTION 27 |
| GLENMORANGIE 29 | NOLET'S 19 | ST GEORGE 23 | RON ZACAPA 21 | KNOB CREEK 15 |
| HIGHLAND PARK 24 | *3-WAY TIE 17 | MELETTI 14 | APPLETON ESTATE 21 | PIKESVILLE 8 |



seattle

WHAT'S INCLUDED

| | |
|----------------|-------|
| VENUES | 200 |
| MENUS | 592 |
| SUPPLIERS | 163 |
| BRANDS | 525 |
| TOTAL MENTIONS | 7,820 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| CAMPARI AMERICA | 72.0% |
| BACARDI LIMITED | 68.0% |
| PERNOD RICARD | 68.0% |
| DIAGEO USA | 66.5% |
| BEAM SUNTORY | 59.0% |

BRAND VENUE PLACEMENTS

| | |
|-----------|-------|
| ANGOSTURA | 41.5% |
| TITO'S | 37.0% |
| JAMESON | 35.5% |
| CAMPARI | 30.0% |
| APEROL | 27.0% |



With 144 venue placements, Seattle is the only market where **Campari America** leads. **Bacardi Limited** and **Pernod Ricard USA** tie for second with 136 venue placements. By total mentions, **Diageo USA** leads with 860, (11% menu share), followed by **Bacardi Limited** (726, 9.3% menu share) and **Pernod Ricard USA** (676, 8.6% menu share). **Diageo USA** leads in unique products mentioned with 90.

Angostura (Mizkan America) is the leading brand by venue placements (83) and second leading brand by total mentions (184). **Angostura** does not make the top three in venue placements in any other market. **Tito's Vodka**, 74) and **Jameson (Pernod Ricard USA**, 71) follow in venue placements. **Bacardi (Bacardi Limited)** leads in total mentions with 186.

Tequila, **bourbon** and **vodka** are the most popular categories and **Margaritas**, **Mules** and **Old Fashioneds** are the most popular cocktail families in Seattle.

Seattle

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS | | | |
|----------------------------|----------------|----------------------|-----|----------------------|----|
| SUPPLIERS | | | | | |
| CAMPARI AMERICA | 144 | DIAGEO USA | 860 | DIAGEO USA | 90 |
| BACARDI LIMITED | 136 | BACARDI LIMITED | 726 | PERNOD RICARD USA | 86 |
| PERNOD RICARD USA | 136 | PERNOD RICARD USA | 676 | BEAM SUNTORY | 82 |
| DIAGEO USA | 133 | BEAM SUNTORY | 654 | BACARDI LIMITED | 57 |
| BEAM SUNTORY | 118 | CAMPARI AMERICA | 530 | SAZERAC COMPANY INC. | 57 |
| SAZERAC COMPANY INC. | 100 | SAZERAC COMPANY INC. | 525 | BROWN FORMAN | 41 |
| BROWN FORMAN | 93 | BROWN FORMAN | 433 | CAMPARI AMERICA | 37 |
| MIZKAN AMERICA | 83 | HEAVEN HILL | 281 | PROXIMO SPIRITS | 33 |
| HEAVEN HILL | 81 | REMY COINTREAU | 247 | HEAVEN HILL | 32 |
| WILLIAM GRANT & SONS | 79 | WILLIAM GRANT & SONS | 233 | WILLIAM GRANT & SONS | 32 |
| BRANDS | | | | | |
| ANGOSTURA | 83 | BACARDÍ | 186 | GIFFARD | 14 |
| TITO'S | 74 | ANGOSTURA | 184 | ST GEORGE | 12 |
| JAMESON | 71 | COINTREAU | 141 | BACARDÍ | 11 |
| CAMPARI | 60 | DON JULIO | 138 | OLD FORESTER | 11 |
| APEROL | 54 | APEROL | 136 | JAMESON | 10 |
| MAKER'S MARK | 54 | TITO'S | 133 | WILD TURKEY | 10 |
| BACARDÍ | 52 | JAMESON | 132 | ABSOLUT | 9 |
| GRAND MARNIER | 48 | EL JIMADOR | 120 | DEL MAGUEY | 9 |
| KETEL ONE | 48 | ST GERMAIN | 105 | NIKKA | 9 |
| BUFFALO TRACE | 47 | MAKER'S MARK | 99 | *5-WAY TIE | 8 |



seattle

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|--------------|
| TEQUILA | 1,302 |
| BOURBON | 1,135 |
| VODKA | 763 |
| RUM | 509 |
| SCOTCH WHISKEY | 459 |
| GIN | 400 |
| AMARO | 399 |
| RYE WHISKEY | 373 |

| TEQUILA | BOURBON | VODKA |
|-----------------|-------------------|------------------|
| DON JULIO 138 | MAKER'S MARK 99 | TITO'S 133 |
| EL JIMADOR 120 | BUFFALO TRACE 76 | ABSOLUT 86 |
| PATRÓN 89 | WOODFORD 71 | NEW AMSTERDAM 78 |
| CASAMIGOS 83 | FOUR ROSES 67 | KETEL ONE 77 |
| HORNITOS 76 | BULLEIT 67 | GREY GOOSE 74 |
| CINCORO 70 | WELLER 61 | DEEP EDDY 73 |
| CLASE AZUL 57 | ELIJAH CRAIG 55 | BELVEDERE 41 |
| HERRADURA 56 | KNOB CREEK 48 | SMIRNOFF 30 |
| OLMECA ALTOS 43 | OLD FORESTER 46 | STOLI 29 |
| CAZADORES 43 | BASIL HAYDEN'S 42 | WHEATLEY 18 |

| RUM | SCOTCH WHISKY | GIN | AMARO | RYE WHISKEY |
|-------------------|-------------------|-----------------|----------------|------------------|
| BACARDÍ 186 | THE MACALLAN 53 | BOMBAY 71 | APEROL 136 | HIGH WEST 38 |
| MYERS'S 63 | JOHNNIE WALKER 51 | HENDRICK'S 54 | CAMPARI 89 | WHISTLEPIG 36 |
| GOSLING'S 36 | THE GLENLIVET 34 | TANQUERAY 44 | BRANCA 29 | RITTENHOUSE 34 |
| PLANTATION 35 | BALVENIE 29 | THE BOTANIST 44 | MONTENEGRO 25 | ANGEL'S ENVY 32 |
| CAPTAIN MORGAN 29 | GLENMORANGIE 27 | EMPRESS 30 | CYNAR 21 | BULLEIT 31 |
| SAILOR JERRY 26 | LAPHROAIG 27 | BEEFEATER 20 | MELETTI 18 | SAZERAC 28 |
| KRAKEN 25 | GLENFIDDICH 26 | UNCLE VAL'S 15 | NONINO 17 | MICHTER'S 26 |
| CRUZAN 17 | DEWAR'S 24 | AVIATION 15 | AVERNA 14 | OLD OVERHOLT 24 |
| DON Q 13 | OBAN 22 | ROKU 12 | TEMPUS FUGIT 6 | TEMPLETON RYE 18 |
| RON ZACAPA 9 | ARDBEAG 20 | GRAY WHALE 10 | RAMAZZOTTI 6 | WOODINVILLE 17 |



South Florida



WHAT'S INCLUDED

| | |
|----------------|-------|
| VENUES | 200 |
| MENUS | 756 |
| SUPPLIERS | 161 |
| BRANDS | 481 |
| TOTAL MENTIONS | 9,562 |

SUPPLIER VENUE PLACEMENTS

| | |
|-----------------|-------|
| BACARDI LIMITED | 79.5% |
| DIAGEO USA | 79.5% |
| PERNOD RICARD | 77.0% |
| CAMPARI AMERICA | 72.5% |
| BEAM SUNTORY | 57.5% |

BRAND VENUE PLACEMENTS

| | |
|-----------|-------|
| TITO'S | 53.0% |
| BACARDÍ | 45.0% |
| APEROL | 37.5% |
| KETEL ONE | 35.0% |
| DON JULIO | 32.5% |



Bacardi Limited and **Diageo USA** tie as the suppliers with the most venue placements (159). **Bacardi Limited** leads by total mentions with 1,415 (14.9% menu share), followed by **Diageo USA** with 1,211 mentions (12.8% menu share). **Diageo USA** leads by unique products (89), followed by **Pernod Ricard USA** (82).

Tito's (Tito's Vodka), **Bacardi (Bacardi Limited)** and **Aperol (Campari America)** take the top three by venue placements and total mentions. **South Florida** is the only market where **Aperol** makes the top three in either category.

Tequila, **vodka** and **rum** are the most popular categories, making South Florida the only market where rum is listed among the top three. **Espolon (Campari America)** leads tequila mentions in South Florida, the only market where it ranks in the top 3 tequila brands. **Margaritas**, **Martinis** and **Mules** are the most popular cocktail families.

south florida

| VENUE PLACEMENTS | TOTAL MENTIONS | UNIQUE PRODUCTS | | | |
|----------------------------|----------------|----------------------|-------|----------------------|----|
| SUPPLIERS | | | | | |
| BACARDI LIMITED | 159 | BACARDI LIMITED | 1,415 | DIAGEO USA | 89 |
| DIAGEO USA | 159 | DIAGEO USA | 1,211 | PERNOD RICARD USA | 82 |
| PERNOD RICARD USA | 154 | CAMPARI AMERICA | 940 | BEAM SUNTORY | 75 |
| CAMPARI AMERICA | 145 | PERNOD RICARD USA | 785 | BACARDI LIMITED | 71 |
| BEAM SUNTORY | 115 | BEAM SUNTORY | 658 | SAZERAC COMPANY INC. | 53 |
| BROWN FORMAN | 106 | TITO'S VODKA | 521 | BROWN FORMAN | 40 |
| TITO'S VODKA | 106 | BROWN FORMAN | 447 | CAMPARI AMERICA | 38 |
| WILLIAM GRANT & SONS | 91 | SAZERAC COMPANY INC. | 382 | PROXIMO SPIRITS | 33 |
| SAZERAC COMPANY INC. | 80 | WILLIAM GRANT & SONS | 308 | WILLIAM GRANT & SONS | 26 |
| REMY COINTREAU | 71 | PROXIMO SPIRITS | 246 | HEAVEN HILL | 23 |
| BRANDS | | | | | |
| TITO'S | 106 | TITO'S | 521 | BACARDÍ | 15 |
| BACARDÍ | 90 | BACARDÍ | 452 | DEL MAGUEY | 12 |
| APEROL | 75 | APEROL | 218 | PATRÓN | 11 |
| KETEL ONE | 70 | PATRÓN | 214 | ABSOLUT | 11 |
| DON JULIO | 65 | ESPOLON | 213 | CRUZAN | 11 |
| PATRÓN | 64 | DON JULIO | 198 | VAN GOGH | 10 |
| GREY GOOSE | 62 | ST. GERMAIN | 178 | STOLI | 9 |
| CAMPARI | 58 | ANGOSTURA | 164 | THE MACALLAN | 8 |
| BOMBAY | 55 | COINTREAU | 157 | OLD FORESTER | 8 |
| GRAND MARNIER | 55 | KETEL ONE | 155 | MARGARITAVILLE | 8 |



south florida

The top product categories and the leading brands by mentions in each category.

| | |
|----------------|--------------|
| TEQUILA | 1,992 |
| VODKA | 1,518 |
| RUM | 1,054 |
| BOURBON | 879 |
| GIN | 544 |
| AMARO | 411 |
| SCOTCH WHISKY | 365 |
| RYE WHISKEY | 277 |

| TEQUILA | VODKA | RUM |
|----------------|------------------|--------------------|
| ESPOLON 213 | TITO'S 521 | BACARDÍ 452 |
| PATRÓN 208 | KETEL ONE 155 | CAPTAIN MORGAN 103 |
| DON JULIO 198 | ABSOLUT 143 | FLOR DE CAÑA 57 |
| CASAMIGOS 119 | GREY GOOSE 128 | SAILOR JERRY 49 |
| HERRADURA 117 | STOLI 94 | DON Q 46 |
| CINCORO 88 | NEW AMSTERDAM 71 | RON ZACAPA 44 |
| AVION 73 | SMIRNOFF 35 | MYERS'S 36 |
| CORAZON 72 | BELVEDERE 34 | CRUZAN 36 |
| JOSE CUERVO 61 | WHEATLEY 33 | BRUGAL 32 |
| CAZADORES 60 | SKYY 33 | HAVANA CLUB 25 |

| BOURBON | GIN | AMARO | SCOTCH WHISKY | RYE WHISKEY |
|-------------------|---------------|-----------------|-------------------|-----------------|
| MAKER'S MARK 133 | BOMBAY 142 | APEROL 218 | JOHNNIE WALKER 72 | HIGH WEST 78 |
| JIM BEAM 79 | HENDRICK'S 91 | CAMPARI 123 | THE MACALLAN 56 | ANGEL'S ENVY 32 |
| BULLEIT 78 | TANQUERAY 51 | AVERNA 18 | THE GLENLIVET 29 | WHISTLEPIG 31 |
| WOODFORD 71 | AVIATION 34 | MONTENEGRO 14 | DEWAR'S 28 | REDEMPTION 30 |
| BASIL HAYDEN'S 37 | NOLET'S 26 | BRANCA 11 | CHIVAS REGAL 26 | BULLEIT 21 |
| WELLER 37 | EMPRESS 22 | NONINO 6 | GLENFIDDICH 26 | MICHTER'S 15 |
| KNOB CREEK 34 | BEEFEATER 18 | CYNAR 4 | OBAN 14 | WOODINVILLE 9 |
| FOUR ROSES 34 | GRAY WHALE 16 | RAMAZZOTTI 4 | LAPHROAIG 14 | OLD OVERHOLT 9 |
| ELIJAH CRAIG 29 | FORDS GIN 16 | LUCANO 4 | BALVENIE 13 | WILD TURKEY 6 |
| ANGEL'S ENVY 28 | MONKEY 47 | CAFFO VECCHIO 3 | GLENMORANGIE 13 | WOODFORD 5 |



appendix



counties

BOSTON

NORFOLK
PLYMOUTH
SUFFOLK
ESSEX
MIDDLESEX

CHICAGO

COOK
DUPAGE
KANE
LAKE
MCHENRY
WILL

DALLAS

COLLIN
DALLAS
DENTON
ELLIS
HUNT
KAUFMAN
ROCKWALL

HOUSTON

AUSTIN
BRAZORIA
CHAMBERS
FORT BEND
GALVESTON
HARRIS
LIBERTY
MONTGOMERY
WALLER

LOS ANGELES

SAN BERNARDINO
RIVERSIDE
VENTURA
ORANGE
LOS ANGELES

NEW YORK CITY

RICHMOND
BRONX
NEW YORK
KINGS
QUEENS

PHOENIX

MARICOPA
PINAL

SAN FRANCISCO

ALAMEDA
CONTRA COSTA
MARIN
NAPA
SAN FRANCISCO
SAN MATEO
SANTA CLARA
SOLANO
SONOMA

SEATTLE

KING
SNOHOMISH
PIERCE

SOUTH FLORIDA

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