



TEQUILA / MEZCAL CLASS REPORT FIRST QUARTER 2017

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Beverage Alcohol Case Sales Report

National Alcohol Beverage Control Association, Inc.
4401 Ford Avenue, Suite 700 Alexandria, VA 22302-1433
Tel: 703.578.4200 • Fax: 703.820.3551 • www.nabca.org

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NABCA CLASS REPORT

| FIRST QUARTER 2017 | | | | TEQUILA / MEZCAL | | | | | | PAGE 1 | | |
|------------------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| ALL STATES DISTILLED SPIRITS | | D.S. | | 46402733 | 45311417 | 2.41 | 10571601 | 10362477 | 2.02 | 10571601 | 10362477 | 2.02 |
| TEQUILA / MEZCAL | | 5.50 | 5.20 | 2553188 | 2356526 | 8.35 | 573282 | 523785 | 9.45 | 573282 | 523785 | 9.45 |
| CUERVO ESPECI TEQUI 1 | | 15.77 | 17.14 | 402579 | 403901 | .33- | 84871 | 87206 | 2.68- | 84871 | 87206 | 2.68- |
| PATRON SILVER TEQUI 2 | | 9.45 | 9.20 | 241378 | 216693 | 11.39 | 56155 | 51114 | 9.86 | 56155 | 51114 | 9.86 |
| 1800 SILVER TEQUI 3 | | 5.89 | 6.04 | 150387 | 142269 | 5.71 | 32931 | 30403 | 8.31 | 32931 | 30403 | 8.31 |
| CUERVO ESP SL TEQUI 4 | | 5.81 | 5.60 | 148224 | 132012 | 12.28 | 32518 | 29410 | 10.57 | 32518 | 29410 | 10.57 |
| MONTEZUMA TEQUI 5 | | 3.01 | 3.09 | 76786 | 72912 | 5.31 | 18523 | 17827 | 3.90 | 18523 | 17827 | 3.90 |
| HORNITOS RPSA TEQUI 6 | | 2.42 | 2.27 | 61698 | 53414 | 15.51 | 13281 | 11167 | 18.93 | 13281 | 11167 | 18.93 |
| 1800 REPOSADO TEQUI 7 | | 2.39 | 2.57 | 61141 | 60516 | 1.03 | 13350 | 12904 | 3.46 | 13350 | 12904 | 3.46 |
| TORTILLA GOLD TEQUI 8 | | 2.38 | 2.37 | 60707 | 55875 | 8.65 | 14400 | 13353 | 7.84 | 14400 | 13353 | 7.84 |
| SAUZA EXTRA G TEQUI 9 | | 1.92 | 2.22 | 49127 | 52338 | 6.14- | 10571 | 11138 | 5.09- | 10571 | 11138 | 5.09- |
| EL JIMADR SLV TEQUI 10 | | 1.66 | 1.48 | 42293 | 34921 | 21.11 | 10367 | 8695 | 19.23 | 10367 | 8695 | 19.23 |
| JUAREZ TEQUI 11 | | 1.65 | 1.76 | 42242 | 41469 | 1.86 | 10136 | 9560 | 6.03 | 10136 | 9560 | 6.03 |
| HORNITOS PLAT TEQUI 12 | | 1.58 | 1.29 | 40229 | 30390 | 32.38 | 9253 | 6256 | 47.91 | 9253 | 6256 | 47.91 |
| MONTEZUMA TEQUI 13 | | 1.48 | 1.53 | 37837 | 36055 | 4.94 | 8836 | 8211 | 7.61 | 8836 | 8211 | 7.61 |
| SAUZA SILVER TEQUI 14 | | 1.35 | 1.24 | 34496 | 29314 | 17.68 | 7545 | 6618 | 14.01 | 7545 | 6618 | 14.01 |
| LUNAZUL BLANC TEQUI 15 | | 1.33 | 1.02 | 34047 | 24148 | 40.99 | 8235 | 5541 | 48.62 | 8235 | 5541 | 48.62 |
| JUAREZ GOLD TEQUI 16 | | 1.26 | 1.35 | 32237 | 31701 | 1.69 | 8167 | 7820 | 4.44 | 8167 | 7820 | 4.44 |
| EL JIMADR RPS TEQUI 17 | | 1.25 | 1.26 | 31837 | 29801 | 6.83 | 7319 | 6745 | 8.51 | 7319 | 6745 | 8.51 |
| OLMECA ALT PL TEQUI 18 | | 1.21 | .84 | 30824 | 19795 | 55.72 | 7089 | 4430 | 60.02 | 7089 | 4430 | 60.02 |
| SAUZA BLUE SL TEQUI 19 | | 1.19 | 1.00 | 30329 | 23611 | 28.45 | 6948 | 5313 | 30.77 | 6948 | 5313 | 30.77 |
| CUERVO ESP FL TEQUI 20 | | 1.10 | 1.18 | 28171 | 27837 | 1.20 | 6389 | 6370 | .30 | 6389 | 6370 | .30 |
| FAMILIA CMR S TEQUI 21 | | 1.04 | 1.01 | 26469 | 23891 | 10.79 | 5521 | 5186 | 6.46 | 5521 | 5186 | 6.46 |
| JUAREZ TEQUI 22 | | 1.00 | 1.02 | 25622 | 23935 | 7.05 | 6061 | 5779 | 4.88 | 6061 | 5779 | 4.88 |
| LA PRIMA TEQUI 23 | | .91 | .95 | 23136 | 22339 | 3.57 | 5657 | 5395 | 4.86 | 5657 | 5395 | 4.86 |
| ARISTOCRAT SP TEQUI 24 | | .87 | .90 | 22234 | 21130 | 5.22 | 5415 | 5177 | 4.60 | 5415 | 5177 | 4.60 |
| LUNAZUL REPOS TEQUI 25 | | .85 | .75 | 21606 | 17775 | 21.55 | 4960 | 4144 | 19.69 | 4960 | 4144 | 19.69 |
| ESPOLON BLANC TEQUI 26 | | .84 | .66 | 21335 | 15529 | 37.39 | 5267 | 3841 | 37.13 | 5267 | 3841 | 37.13 |
| SAUZA GIRO TEQUI 27 | | .82 | .82 | 20847 | 19251 | 8.29 | 5492 | 4351 | 26.22 | 5492 | 4351 | 26.22 |
| LA PRIMA TEQUI 28 | | .82 | .84 | 20827 | 19810 | 5.13 | 4763 | 4434 | 7.42 | 4763 | 4434 | 7.42 |
| MARGARITAVILL TEQUI 29 | | .79 | .82 | 20205 | 19319 | 4.59 | 4209 | 4054 | 3.82 | 4209 | 4054 | 3.82 |
| DON JULIO SIL TEQUI 30 | | .74 | .66 | 18906 | 15462 | 22.27 | 4461 | 3565 | 25.13 | 4461 | 3565 | 25.13 |
| MARGARITAVILL TEQUI 31 | | .67 | .71 | 17108 | 16746 | 2.16 | 3665 | 3267 | 12.18 | 3665 | 3267 | 12.18 |
| ARISTOCRAT WH TEQUI 32 | | .67 | .68 | 17030 | 16099 | 5.78 | 3973 | 3734 | 6.40 | 3973 | 3734 | 6.40 |
| AVION SILVER TEQUI 33 | | .65 | .91 | 16670 | 21527 | 22.56- | 4006 | 4220 | 5.07- | 4006 | 4220 | 5.07- |
| 1800 COCONUT TEQUI 34 | | .65 | .56 | 16488 | 13223 | 24.69 | 3597 | 2784 | 29.20 | 3597 | 2784 | 29.20 |
| PEPE LOPEZ PR TEQUI 35 | | .64 | .66 | 16342 | 15456 | 5.73 | 3986 | 3675 | 8.46 | 3986 | 3675 | 8.46 |
| CAZADORES RPS TEQUI 36 | | .63 | .63 | 16090 | 14771 | 8.93 | 3628 | 3100 | 17.03 | 3628 | 3100 | 17.03 |
| MILAGRO SILVE TEQUI 37 | | .61 | .56 | 15538 | 13090 | 18.70 | 3307 | 2833 | 16.73 | 3307 | 2833 | 16.73 |
| FAMILIA CMR R TEQUI 38 | | .57 | .64 | 14649 | 15094 | 2.95- | 3007 | 3104 | 3.13- | 3007 | 3104 | 3.13- |
| CUERVO TRADCN TEQUI 39 | | .56 | .58 | 14393 | 13657 | 5.39 | 3091 | 3000 | 3.03 | 3091 | 3000 | 3.03 |
| PANCHO VILLA TEQUI 40 | | .51 | .56 | 13073 | 13200 | .96- | 3048 | 3083 | 1.14- | 3048 | 3083 | 1.14- |
| OLMECA ALT RP TEQUI 41 | | .50 | .37 | 12688 | 8643 | 46.80 | 2830 | 2021 | 40.03 | 2830 | 2021 | 40.03 |
| EL TORO REPSA TEQUI 42 | | .49 | .50 | 12485 | 11743 | 6.32 | 2866 | 2625 | 9.18 | 2866 | 2625 | 9.18 |
| EL TORO GOLD TEQUI 43 | | .46 | .47 | 11714 | 11016 | 6.34 | 2665 | 2691 | .97- | 2665 | 2691 | .97- |
| CABO WABO BLN TEQUI 44 | | .45 | .41 | 11542 | 9684 | 19.19 | 2394 | 1955 | 22.46 | 2394 | 1955 | 22.46 |
| TORADA REPOSA TEQUI 45 | | .45 | .46 | 11389 | 10853 | 4.94 | 2876 | 2715 | 5.93 | 2876 | 2715 | 5.93 |
| TWO FINGERS TEQUI 46 | | .44 | .45 | 11223 | 10576 | 6.12 | 2546 | 2387 | 6.66 | 2546 | 2387 | 6.66 |
| PATRON ANEJO TEQUI 47 | | .43 | .43 | 11044 | 10042 | 9.98 | 2319 | 2061 | 12.52 | 2319 | 2061 | 12.52 |
| ESPOLON RPS TEQUI 48 | | .42 | .36 | 10773 | 8467 | 27.24 | 2503 | 1774 | 41.09 | 2503 | 1774 | 41.09 |
| PATRON REPOSA TEQUI 49 | | .39 | .36 | 9986 | 8554 | 16.74 | 2241 | 1890 | 18.57 | 2241 | 1890 | 18.57 |
| PEPE LOPEZ TEQUI 50 | | .38 | .41 | 9742 | 9730 | .12 | 2212 | 2147 | 3.03 | 2212 | 2147 | 3.03 |

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|-------------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
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| EL TORO TRP D TEQUI 51 | | .38 | .39 | 9592 | 9284 | 3.32 | 2156 | 1987 | 8.51 | 2156 | 1987 | 8.51 |
| DON JULIO ANE TEQUI 52 | | .37 | .35 | 9570 | 8252 | 15.97 | 2137 | 1753 | 21.91 | 2137 | 1753 | 21.91 |
| CORRALEJO RPS TEQUI 53 | | .37 | .35 | 9387 | 8303 | 13.06 | 1873 | 1675 | 11.82 | 1873 | 1675 | 11.82 |
| CUERVO TRD SL TEQUI 54 | | .36 | .29 | 9232 | 6838 | 35.01 | 2093 | 1561 | 34.08 | 2093 | 1561 | 34.08 |
| MONARCH TEQUI 55 | | .34 | .35 | 8635 | 8350 | 3.41 | 1859 | 1856 | .16 | 1859 | 1856 | .16 |
| MONARCH TEQUI 56 | | .34 | .37 | 8619 | 8736 | 1.34- | 1811 | 1905 | 4.93- | 1811 | 1905 | 4.93- |
| SAUZA C ANOS TEQUI 57 | | .31 | .33 | 7831 | 7858 | .34- | 1676 | 1750 | 4.23- | 1676 | 1750 | 4.23- |
| MONTE ALBAN M TEQUI 58 | | .31 | .32 | 7804 | 7463 | 4.57 | 1801 | 1682 | 7.07 | 1801 | 1682 | 7.07 |
| AZTECA TEQUI 59 | | .30 | .32 | 7611 | 7467 | 1.93 | 1662 | 1642 | 1.22 | 1662 | 1642 | 1.22 |
| EL TORO SILVE TEQUI 60 | | .30 | .30 | 7551 | 7167 | 5.36 | 1669 | 1542 | 8.24 | 1669 | 1542 | 8.24 |
| SAUZA GIRO SL TEQUI 61 | | .29 | .27 | 7437 | 6260 | 18.80 | 1982 | 1560 | 27.05 | 1982 | 1560 | 27.05 |
| EL ZARCO SILV TEQUI 62 | | .28 | .23 | 7104 | 5507 | 29.00 | 1839 | 1469 | 25.19 | 1839 | 1469 | 25.19 |
| ARANDAS TEQUI 63 | | .27 | .32 | 6986 | 7500 | 6.85- | 1564 | 1586 | 1.39- | 1564 | 1586 | 1.39- |
| CAZADORES BLN TEQUI 64 | | .25 | .24 | 6509 | 5595 | 16.34 | 1315 | 1334 | 1.42- | 1315 | 1334 | 1.42- |
| SAUZA COMEMT TEQUI 65 | | .25 | .25 | 6425 | 5779 | 11.18 | 1495 | 1457 | 2.61 | 1495 | 1457 | 2.61 |
| EL ZARCO GOLD TEQUI 66 | | .24 | .21 | 6167 | 5053 | 22.05 | 1611 | 1397 | 15.32 | 1611 | 1397 | 15.32 |
| CABO WABO RPS TEQUI 67 | | .23 | .24 | 5988 | 5733 | 4.45 | 1262 | 1167 | 8.14 | 1262 | 1167 | 8.14 |
| TORADA TEQUI 68 | | .23 | .24 | 5753 | 5578 | 3.14 | 1372 | 1238 | 10.82 | 1372 | 1238 | 10.82 |
| CUERVO GL/JC TEQUI 69 | | .21 | .22 | 5462 | 5235 | 4.34 | 909 | 488 | 86.27 | 909 | 488 | 86.27 |
| TWO FINGERS TEQUI 70 | | .21 | .23 | 5320 | 5508 | 3.41- | 1234 | 1180 | 4.58 | 1234 | 1180 | 4.58 |
| DON JULIO RPS TEQUI 71 | | .21 | .19 | 5235 | 4550 | 15.05 | 1231 | 1109 | 11.00 | 1231 | 1109 | 11.00 |
| EXOTICO BLANC TEQUI 72 | | .20 | .09 | 5180 | 2083 | 148.68 | 1773 | 600 | 195.50 | 1773 | 600 | 195.50 |
| CASAMIGOS BLN TEQUI 73 | | .20 | .18 | 5117 | 4135 | 23.75 | 1271 | 787 | 61.50 | 1271 | 787 | 61.50 |
| RIO GRANDE TEQUI 74 | | .20 | .21 | 5110 | 5051 | 1.17 | 1286 | 1268 | 1.42 | 1286 | 1268 | 1.42 |
| EL CHARRO SIL TEQUI 75 | | .19 | .19 | 4925 | 4373 | 12.62 | 1149 | 1070 | 7.38 | 1149 | 1070 | 7.38 |
| HORNITOS BLK TEQUI 76 | | .19 | .14 | 4898 | 3409 | 43.68 | 1039 | 800 | 29.88 | 1039 | 800 | 29.88 |
| PUERTO VALLAR TEQUI 77 | | .19 | .22 | 4809 | 5197 | 7.47- | 1119 | 1171 | 4.44- | 1119 | 1171 | 4.44- |
| TORTILLA TEQUI 78 | | .18 | .20 | 4708 | 4663 | .97 | 1015 | 959 | 5.84 | 1015 | 959 | 5.84 |
| HERRADURA SIL TEQUI 79 | | .18 | .16 | 4564 | 3887 | 17.42 | 951 | 831 | 14.44 | 951 | 831 | 14.44 |
| HORNITOS LIME TEQUI 80 | | .18 | .19 | 4502 | 4520 | .40- | 905 | 962 | 5.93- | 905 | 962 | 5.93- |
| MI COSECHA GO TEQUI 81 | | .17 | .22 | 4408 | 5126 | 14.01- | 1037 | 1113 | 6.83- | 1037 | 1113 | 6.83- |
| PANCHO VILLA TEQUI 82 | | .17 | .18 | 4335 | 4324 | .25 | 959 | 992 | 3.33- | 959 | 992 | 3.33- |
| EL MAYOR BLAN TEQUI 83 | | .16 | .15 | 4121 | 3573 | 15.34 | 919 | 814 | 12.90 | 919 | 814 | 12.90 |
| DEGOLLADO GOL TEQUI 84 | | .16 | .17 | 4102 | 3927 | 4.46 | 938 | 1034 | 9.28- | 938 | 1034 | 9.28- |
| AZTECA GOLD TEQUI 85 | | .16 | .17 | 4035 | 4088 | 1.30- | 978 | 880 | 11.14 | 978 | 880 | 11.14 |
| SAUZA T GEN A TEQUI 86 | | .16 | .18 | 4020 | 4261 | 5.66- | 885 | 934 | 5.25- | 885 | 934 | 5.25- |
| MILAGRO REPSA TEQUI 87 | | .16 | .14 | 3977 | 3206 | 24.05 | 844 | 728 | 15.93 | 844 | 728 | 15.93 |
| HERRADURA RPD TEQUI 88 | | .15 | .14 | 3803 | 3363 | 13.08 | 777 | 709 | 9.59 | 777 | 709 | 9.59 |
| TIJUANA SW HE TEQUI 89 | | .14 | .05 | 3582 | 1292 | 177.24 | 782 | 939 | 16.72- | 782 | 939 | 16.72- |
| SAUZA CIEN AN TEQUI 90 | | .14 | .14 | 3568 | 3364 | 6.06 | 802 | 759 | 5.67 | 802 | 759 | 5.67 |
| KIRKLAND SILV TEQUI 91 | | .14 | .02 | 3512 | 469 | 648.83 | 952 | 161 | 491.30 | 952 | 161 | 491.30 |
| MONTE ALBAN S TEQUI 92 | | .13 | .07 | 3426 | 1577 | 117.25 | 985 | 477 | 106.50 | 985 | 477 | 106.50 |
| EL CAB EST GO TEQUI 93 | | .13 | .15 | 3196 | 3635 | 12.08- | 768 | 867 | 11.42- | 768 | 867 | 11.42- |
| CASAMIGOS RPS TEQUI 94 | | .12 | .11 | 3176 | 2495 | 27.29 | 769 | 521 | 47.60 | 769 | 521 | 47.60 |
| 1800 SLV/STL TEQUI 95 | | .12 | .12 | 3097 | 2752 | 12.54 | 244 | 137 | 78.10 | 244 | 137 | 78.10 |
| ROSITA TEQUI 96 | | .12 | .12 | 2990 | 2821 | 5.99 | 717 | 658 | 8.97 | 717 | 658 | 8.97 |
| CUERVO CINGE TEQUI 97 | | .12 | .17 | 2980 | 4030 | 26.05- | 504 | 844 | 40.28- | 504 | 844 | 40.28- |
| TRES AGAVES B TEQUI 98 | | .11 | .10 | 2926 | 2261 | 29.41 | 609 | 418 | 45.69 | 609 | 418 | 45.69 |
| ARANDAS TEQUI 99 | | .11 | .12 | 2887 | 2820 | 2.38 | 582 | 599 | 2.84- | 582 | 599 | 2.84- |
| EL CHARRO RPS TEQUI 100 | | .11 | .10 | 2885 | 2427 | 18.87 | 638 | 587 | 8.69 | 638 | 587 | 8.69 |

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| | | This Year | Prior Year | | | | | | | | | |
| ALABAMA - D.S. | | | | 2471275 | 2419133 | 2.16 | 590596 | 581485 | 1.57 | 590596 | 581485 | 1.57 |
| TEQUILA / MEZCAL | | 5.78 | 5.49 | 142817 | 132930 | 7.44 | 34305 | 31580 | 8.63 | 34305 | 31580 | 8.63 |
| CUERVO ESPECI | TEQUI 1 | 18.90 | 19.96 | 26998 | 26533 | 1.75 | 6089 | 6400 | 4.86- | 6089 | 6400 | 4.86- |
| MONTEZUMA | TEQUI 2 | 7.54 | 8.30 | 10774 | 11031 | 2.33- | 2656 | 2713 | 2.10- | 2656 | 2713 | 2.10- |
| CUERVO ESP SL | TEQUI 3 | 6.48 | 5.98 | 9257 | 7950 | 16.44 | 2098 | 1869 | 12.25 | 2098 | 1869 | 12.25 |
| PATRON SILVER | TEQUI 4 | 5.52 | 5.60 | 7889 | 7439 | 6.05 | 1842 | 1738 | 5.98 | 1842 | 1738 | 5.98 |
| MONTEZUMA | TEQUI 5 | 5.12 | 5.64 | 7311 | 7497 | 2.48- | 1775 | 1703 | 4.23 | 1775 | 1703 | 4.23 |
| SAUZA GIRO | TEQUI 6 | 4.38 | 4.22 | 6255 | 5616 | 11.38 | 1827 | 1333 | 37.06 | 1827 | 1333 | 37.06 |
| PEPE LOPEZ PR | TEQUI 7 | 4.17 | 4.02 | 5953 | 5349 | 11.29 | 1539 | 1447 | 6.36 | 1539 | 1447 | 6.36 |
| EL ZARCO SILV | TEQUI 8 | 3.95 | 3.17 | 5642 | 4219 | 33.73 | 1476 | 1158 | 27.46 | 1476 | 1158 | 27.46 |
| JUAREZ GOLD | TEQUI 9 | 3.79 | 4.30 | 5410 | 5712 | 5.29- | 1340 | 1535 | 12.70- | 1340 | 1535 | 12.70- |
| 1800 SILVER | TEQUI 10 | 3.65 | 3.56 | 5216 | 4734 | 10.18 | 1162 | 1097 | 5.93 | 1162 | 1097 | 5.93 |
| EL ZARCO GOLD | TEQUI 11 | 2.80 | 2.27 | 4002 | 3011 | 32.91 | 1125 | 811 | 38.72 | 1125 | 811 | 38.72 |
| OLMECA ALT PL | TEQUI 12 | 2.51 | 1.27 | 3581 | 1684 | 112.65 | 958 | 473 | 102.54 | 958 | 473 | 102.54 |
| SAUZA GIRO SL | TEQUI 13 | 2.37 | 1.73 | 3381 | 2301 | 46.94 | 972 | 671 | 44.86 | 972 | 671 | 44.86 |
| PEPE LOPEZ | TEQUI 14 | 2.01 | 1.98 | 2865 | 2638 | 8.61 | 692 | 653 | 5.97 | 692 | 653 | 5.97 |
| FAMILIA CMR S | TEQUI 15 | 1.95 | 1.99 | 2785 | 2639 | 5.53 | 549 | 594 | 7.58- | 549 | 594 | 7.58- |
| 1800 REPOSADO | TEQUI 16 | 1.58 | 1.70 | 2253 | 2256 | .13- | 527 | 521 | 1.15 | 527 | 521 | 1.15 |
| SAUZA EXTRA G | TEQUI 17 | 1.40 | 1.40 | 2002 | 1856 | 7.87 | 495 | 419 | 18.14 | 495 | 419 | 18.14 |
| EL JIMADR SLV | TEQUI 18 | 1.24 | 1.08 | 1774 | 1440 | 23.19 | 488 | 405 | 20.49 | 488 | 405 | 20.49 |
| MARGARITAVILL | TEQUI 19 | 1.21 | 1.19 | 1727 | 1583 | 9.10 | 394 | 345 | 14.20 | 394 | 345 | 14.20 |
| SAUZA SILVER | TEQUI 20 | 1.01 | .99 | 1445 | 1314 | 9.97 | 314 | 315 | .32- | 314 | 315 | .32- |
| CUERVO ESP/JU | TEQUI 21 | .98 | 2.09 | 1400 | 2783 | 49.69- | 0 | 241 | 100.00- | 0 | 241 | 100.00- |
| HORNITOS PLAT | TEQUI 22 | .84 | .55 | 1202 | 736 | 63.32 | 314 | 168 | 86.90 | 314 | 168 | 86.90 |
| FAMILIA CMR R | TEQUI 23 | .80 | .83 | 1140 | 1098 | 3.83 | 231 | 242 | 4.55- | 231 | 242 | 4.55- |
| HORNITOS RPSA | TEQUI 24 | .78 | .50 | 1110 | 665 | 66.92 | 271 | 184 | 47.28 | 271 | 184 | 47.28 |
| EL JIMADR RPS | TEQUI 25 | .77 | .85 | 1100 | 1134 | 3.00- | 250 | 254 | 1.57- | 250 | 254 | 1.57- |
| OLMECA ALT RP | TEQUI 26 | .77 | .46 | 1097 | 605 | 81.32 | 313 | 189 | 65.61 | 313 | 189 | 65.61 |
| SAUZA BLUE SL | TEQUI 27 | .75 | .73 | 1075 | 973 | 10.48 | 284 | 202 | 40.59 | 284 | 202 | 40.59 |
| KIRKLAND SILV | TEQUI 28 | .75 | .35 | 1071 | 469 | 128.36 | 196 | 161 | 21.74 | 196 | 161 | 21.74 |
| MARGARITAVILL | TEQUI 29 | .72 | .78 | 1033 | 1036 | .29- | 183 | 265 | 30.94- | 183 | 265 | 30.94- |
| TWO FINGERS | TEQUI 30 | .61 | .73 | 878 | 965 | 9.02- | 193 | 200 | 3.50- | 193 | 200 | 3.50- |
| CUERVO SL/JC | TEQUI 31 | .54 | .90 | 767 | 1192 | 35.65- | 200 | 127 | 57.48 | 200 | 127 | 57.48 |
| EL TORO GOLD | TEQUI 32 | .52 | .56 | 747 | 750 | .40- | 155 | 223 | 30.49- | 155 | 223 | 30.49- |
| CUERVO GL/JC | TEQUI 33 | .50 | .00 | 719 | 0 | .00 | 543 | 0 | .00 | 543 | 0 | .00 |
| ARISTOCRAT WH | TEQUI 34 | .50 | .55 | 715 | 730 | 2.05- | 149 | 196 | 23.98- | 149 | 196 | 23.98- |
| AVION SILVER | TEQUI 35 | .44 | .59 | 626 | 788 | 20.56- | 130 | 185 | 29.73- | 130 | 185 | 29.73- |
| DON JULIO SIL | TEQUI 36 | .42 | .39 | 593 | 525 | 12.95 | 145 | 119 | 21.85 | 145 | 119 | 21.85 |
| CAZADORES RPS | TEQUI 37 | .39 | .49 | 561 | 652 | 13.96- | 128 | 129 | .78- | 128 | 129 | .78- |
| 1800 COCONUT | TEQUI 38 | .39 | .31 | 558 | 407 | 37.10 | 142 | 90 | 57.78 | 142 | 90 | 57.78 |
| DON JULIO ANE | TEQUI 39 | .33 | .36 | 469 | 473 | .85- | 107 | 96 | 11.46 | 107 | 96 | 11.46 |
| CABO WABO BLN | TEQUI 40 | .33 | .33 | 468 | 433 | 8.08 | 104 | 90 | 15.56 | 104 | 90 | 15.56 |
| SAUZA C ANOS | TEQUI 41 | .32 | .32 | 462 | 421 | 9.74 | 108 | 106 | 1.89 | 108 | 106 | 1.89 |
| SAUZA BL SL/M | TEQUI 42 | .32 | .21 | 460 | 284 | 61.97 | 31 | 77 | 59.74- | 31 | 77 | 59.74- |
| MILAGRO SILVE | TEQUI 43 | .32 | .31 | 452 | 415 | 8.92 | 114 | 96 | 18.75 | 114 | 96 | 18.75 |
| ESPOLON BLANC | TEQUI 44 | .30 | .20 | 430 | 265 | 62.26 | 109 | 74 | 47.30 | 109 | 74 | 47.30 |
| PATRON REPOSA | TEQUI 45 | .30 | .31 | 424 | 417 | 1.68 | 98 | 84 | 16.67 | 98 | 84 | 16.67 |
| CUERVO TRADCN | TEQUI 46 | .29 | .32 | 415 | 425 | 2.35- | 89 | 98 | 9.18- | 89 | 98 | 9.18- |
| PATRON ANEJO | TEQUI 47 | .21 | .25 | 306 | 326 | 6.13- | 60 | 69 | 13.04- | 60 | 69 | 13.04- |
| CORRALEJO RPS | TEQUI 48 | .21 | .19 | 298 | 257 | 15.95 | 51 | 58 | 12.07- | 51 | 58 | 12.07- |
| CABO WABO RPS | TEQUI 49 | .19 | .20 | 276 | 260 | 6.15 | 62 | 59 | 5.08 | 62 | 59 | 5.08 |
| CUERVO TRD SL | TEQUI 50 | .18 | .11 | 256 | 141 | 81.56 | 57 | 42 | 35.71 | 57 | 42 | 35.71 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| IDAHO - D.S. | | | | 1012609 | 971141 | 4.27 | 226723 | 218466 | 3.78 | 226723 | 218466 | 3.78 |
| TEQUILA / MEZCAL | | 5.49 | 5.35 | 55549 | 51936 | 6.96 | 11869 | 11042 | 7.49 | 11869 | 11042 | 7.49 |
| CUERVO ESPECI TEQUI 1 | | 13.25 | 14.45 | 7362 | 7506 | 1.92- | 1473 | 1556 | 5.33- | 1473 | 1556 | 5.33- |
| PATRON SILVER TEQUI 2 | | 6.35 | 6.22 | 3529 | 3230 | 9.26 | 744 | 705 | 5.53 | 744 | 705 | 5.53 |
| HORNITOS RPSA TEQUI 3 | | 5.47 | 4.94 | 3036 | 2568 | 18.22 | 628 | 520 | 20.77 | 628 | 520 | 20.77 |
| MONARCH TEQUI 4 | | 4.97 | 4.84 | 2760 | 2516 | 9.70 | 615 | 560 | 9.82 | 615 | 560 | 9.82 |
| PEDRO MORALES TEQUI 5 | | 4.14 | 3.84 | 2298 | 1996 | 15.13 | 533 | 458 | 16.38 | 533 | 458 | 16.38 |
| PANCHO VILLA TEQUI 6 | | 3.26 | 3.74 | 1812 | 1944 | 6.79- | 392 | 442 | 11.31- | 392 | 442 | 11.31- |
| EL JIMADR RPS TEQUI 7 | | 3.16 | 2.67 | 1756 | 1386 | 26.70 | 367 | 291 | 26.12 | 367 | 291 | 26.12 |
| MONARCH TEQUI 8 | | 2.98 | 3.23 | 1653 | 1679 | 1.55- | 355 | 385 | 7.79- | 355 | 385 | 7.79- |
| ARANDAS TEQUI 9 | | 2.89 | 3.11 | 1603 | 1615 | .74- | 356 | 366 | 2.73- | 356 | 366 | 2.73- |
| CUERVO ESP SL TEQUI 10 | | 2.78 | 2.71 | 1545 | 1406 | 9.89 | 313 | 298 | 5.03 | 313 | 298 | 5.03 |
| SAUZA BLUE SL TEQUI 11 | | 2.38 | 1.66 | 1320 | 861 | 53.31 | 325 | 208 | 56.25 | 325 | 208 | 56.25 |
| FAMILIA CMR S TEQUI 12 | | 2.33 | 2.10 | 1295 | 1092 | 18.59 | 257 | 210 | 22.38 | 257 | 210 | 22.38 |
| CUERVO ESP FL TEQUI 13 | | 2.23 | 2.34 | 1241 | 1216 | 2.06 | 279 | 283 | 1.41- | 279 | 283 | 1.41- |
| SAUZA EXTRA G TEQUI 14 | | 2.20 | 3.12 | 1223 | 1622 | 24.60- | 251 | 335 | 25.07- | 251 | 335 | 25.07- |
| SAUZA SILVER TEQUI 15 | | 2.03 | 2.13 | 1127 | 1107 | 1.81 | 232 | 215 | 7.91 | 232 | 215 | 7.91 |
| PEDRO MORALES TEQUI 16 | | 1.97 | 1.89 | 1097 | 983 | 11.60 | 237 | 197 | 20.30 | 237 | 197 | 20.30 |
| 1800 REPOSADO TEQUI 17 | | 1.87 | 1.94 | 1040 | 1010 | 2.97 | 235 | 229 | 2.62 | 235 | 229 | 2.62 |
| LUNAZUL BLANC TEQUI 18 | | 1.87 | 1.43 | 1039 | 742 | 40.03 | 243 | 159 | 52.83 | 243 | 159 | 52.83 |
| EL JIMADR SLV TEQUI 19 | | 1.82 | 1.35 | 1009 | 702 | 43.73 | 245 | 159 | 54.09 | 245 | 159 | 54.09 |
| HORNITOS PLAT TEQUI 20 | | 1.80 | 1.37 | 1000 | 714 | 40.06 | 208 | 157 | 32.48 | 208 | 157 | 32.48 |
| 1800 SILVER TEQUI 21 | | 1.74 | 1.56 | 968 | 811 | 19.36 | 213 | 183 | 16.39 | 213 | 183 | 16.39 |
| FAMILIA CMR R TEQUI 22 | | 1.60 | 1.60 | 890 | 830 | 7.23 | 187 | 157 | 19.11 | 187 | 157 | 19.11 |
| CAZADORES RPS TEQUI 23 | | 1.48 | 1.17 | 823 | 610 | 34.92 | 171 | 133 | 28.57 | 171 | 133 | 28.57 |
| LUNAZUL REPOS TEQUI 24 | | 1.42 | 1.42 | 789 | 739 | 6.77 | 162 | 140 | 15.71 | 162 | 140 | 15.71 |
| JUAREZ TEQUI 25 | | 1.32 | 1.40 | 731 | 725 | .83 | 165 | 176 | 6.25- | 165 | 176 | 6.25- |
| PUERTO VALLAR TEQUI 26 | | 1.07 | 1.20 | 592 | 624 | 5.13- | 134 | 135 | .74- | 134 | 135 | .74- |
| SAUZA C ANOS TEQUI 27 | | .95 | 1.08 | 526 | 563 | 6.57- | 114 | 114 | .00 | 114 | 114 | .00 |
| MILAGRO SILVE TEQUI 28 | | .77 | .68 | 425 | 351 | 21.08 | 89 | 74 | 20.27 | 89 | 74 | 20.27 |
| JUAREZ TEQUI 29 | | .68 | .75 | 380 | 392 | 3.06- | 94 | 96 | 2.08- | 94 | 96 | 2.08- |
| CORRALEJO RPS TEQUI 30 | | .68 | .62 | 380 | 323 | 17.65 | 80 | 62 | 29.03 | 80 | 62 | 29.03 |
| OLMECA ALT RP TEQUI 31 | | .65 | .95 | 361 | 491 | 26.48- | 61 | 94 | 35.11- | 61 | 94 | 35.11- |
| OLMECA ALT PL TEQUI 32 | | .65 | .94 | 359 | 487 | 26.28- | 68 | 61 | 11.48 | 68 | 61 | 11.48 |
| EL MAYOR BLAN TEQUI 33 | | .61 | .49 | 340 | 256 | 32.81 | 101 | 78 | 29.49 | 101 | 78 | 29.49 |
| CUERVO TRADCN TEQUI 34 | | .60 | .64 | 331 | 333 | .60- | 74 | 78 | 5.13- | 74 | 78 | 5.13- |
| SAUZA BLUE RP TEQUI 35 | | .55 | .75 | 305 | 392 | 22.19- | 67 | 74 | 9.46- | 67 | 74 | 9.46- |
| PATRON ANEJO TEQUI 36 | | .48 | .43 | 266 | 225 | 18.22 | 53 | 42 | 26.19 | 53 | 42 | 26.19 |
| DON JULIO ANE TEQUI 37 | | .46 | .46 | 258 | 237 | 8.86 | 46 | 49 | 6.12- | 46 | 49 | 6.12- |
| EXOTICO BLANC TEQUI 38 | | .44 | .01 | 242 | 6 | 3933.33 | 76 | 1 | 7500.00 | 76 | 1 | 7500.00 |
| PATRON REPOSA TEQUI 39 | | .42 | .37 | 233 | 190 | 22.63 | 48 | 46 | 4.35 | 48 | 46 | 4.35 |
| DON JULIO SIL TEQUI 40 | | .41 | .35 | 228 | 184 | 23.91 | 51 | 39 | 30.77 | 51 | 39 | 30.77 |
| ESPOLON BLANC TEQUI 41 | | .40 | .36 | 222 | 188 | 18.09 | 51 | 48 | 6.25 | 51 | 48 | 6.25 |
| MARGARITAVILL TEQUI 42 | | .38 | .44 | 211 | 226 | 6.64- | 46 | 52 | 11.54- | 46 | 52 | 11.54- |
| CAZADORES BLN TEQUI 43 | | .36 | .30 | 201 | 156 | 28.85 | 40 | 37 | 8.11 | 40 | 37 | 8.11 |
| MARGARITAVILL TEQUI 44 | | .36 | .35 | 200 | 180 | 11.11 | 42 | 46 | 8.70- | 42 | 46 | 8.70- |
| EXOTICO REPOS TEQUI 45 | | .33 | .01 | 186 | 5 | 3620.00 | 55 | 1 | 5400.00 | 55 | 1 | 5400.00 |
| CASAMIGOS BLN TEQUI 46 | | .33 | .30 | 184 | 158 | 16.46 | 29 | 20 | 45.00 | 29 | 20 | 45.00 |
| CABO WABO BLN TEQUI 47 | | .33 | .30 | 182 | 157 | 15.92 | 49 | 40 | 22.50 | 49 | 40 | 22.50 |
| LUNAZUL BLC B TEQUI 48 | | .33 | .30 | 181 | 155 | 16.77 | 25 | 44 | 43.18- | 25 | 44 | 43.18- |
| HORNITOS LIME TEQUI 49 | | .30 | .29 | 167 | 151 | 10.60 | 29 | 32 | 9.38- | 29 | 32 | 9.38- |
| ESPOLON RPS TEQUI 50 | | .30 | .25 | 166 | 130 | 27.69 | 39 | 28 | 39.29 | 39 | 28 | 39.29 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| IOWA - D.S. | | | | 2066285 | 1969771 | 4.90 | 465848 | 453551 | 2.71 | 465848 | 453551 | 2.71 |
| TEQUILA / MEZCAL | | 4.40 | 4.26 | 90976 | 83922 | 8.41 | 20555 | 19639 | 4.66 | 20555 | 19639 | 4.66 |
| CUERVO ESPECI | TEQUI 1 | 18.92 | 20.91 | 17215 | 17546 | 1.89- | 3753 | 3769 | .42- | 3753 | 3769 | .42- |
| JUAREZ | TEQUI 2 | 12.77 | 13.98 | 11616 | 11734 | 1.01- | 2573 | 2586 | .50- | 2573 | 2586 | .50- |
| PATRON SILVER | TEQUI 3 | 8.29 | 8.32 | 7541 | 6981 | 8.02 | 1737 | 1687 | 2.96 | 1737 | 1687 | 2.96 |
| TORTILLA GOLD | TEQUI 4 | 6.57 | 5.45 | 5978 | 4576 | 30.64 | 1430 | 1460 | 2.05- | 1430 | 1460 | 2.05- |
| JUAREZ GOLD | TEQUI 5 | 6.32 | 6.02 | 5754 | 5049 | 13.96 | 1496 | 1257 | 19.01 | 1496 | 1257 | 19.01 |
| MONTEZUMA | TEQUI 6 | 5.27 | 5.70 | 4792 | 4786 | .13 | 1115 | 1163 | 4.13- | 1115 | 1163 | 4.13- |
| JUAREZ | TEQUI 7 | 4.15 | 4.26 | 3778 | 3576 | 5.65 | 795 | 813 | 2.21- | 795 | 813 | 2.21- |
| CUERVO ESP SL | TEQUI 8 | 3.98 | 4.02 | 3622 | 3372 | 7.41 | 841 | 890 | 5.51- | 841 | 890 | 5.51- |
| TORTILLA | TEQUI 9 | 2.53 | 2.35 | 2301 | 1976 | 16.45 | 469 | 451 | 3.99 | 469 | 451 | 3.99 |
| SAUZA EXTRA G | TEQUI 10 | 1.56 | 1.84 | 1421 | 1546 | 8.09- | 312 | 354 | 11.86- | 312 | 354 | 11.86- |
| FAMILIA CMR S | TEQUI 11 | 1.39 | .83 | 1261 | 696 | 81.18 | 258 | 183 | 40.98 | 258 | 183 | 40.98 |
| CUERVO ESP FL | TEQUI 12 | 1.32 | 1.28 | 1199 | 1071 | 11.95 | 293 | 257 | 14.01 | 293 | 257 | 14.01 |
| HORNITOS RPSA | TEQUI 13 | 1.26 | 1.25 | 1145 | 1047 | 9.36 | 358 | 258 | 38.76 | 358 | 258 | 38.76 |
| 1800 SILVER | TEQUI 14 | 1.25 | 1.37 | 1135 | 1146 | .96- | 285 | 262 | 8.78 | 285 | 262 | 8.78 |
| OLMECA ALT PL | TEQUI 15 | 1.18 | .56 | 1073 | 466 | 130.26 | 312 | 96 | 225.00 | 312 | 96 | 225.00 |
| 1800 REPOSADO | TEQUI 16 | 1.14 | 1.35 | 1036 | 1130 | 8.32- | 238 | 240 | .83- | 238 | 240 | .83- |
| TORADA REPOSA | TEQUI 17 | 1.09 | 1.33 | 992 | 1118 | 11.27- | 285 | 299 | 4.68- | 285 | 299 | 4.68- |
| LA PRIMA | TEQUI 18 | 1.02 | 1.25 | 932 | 1048 | 11.07- | 211 | 258 | 18.22- | 211 | 258 | 18.22- |
| MARGARITAVILL | TEQUI 19 | .89 | .94 | 808 | 787 | 2.67 | 207 | 164 | 26.22 | 207 | 164 | 26.22 |
| MEMBERS MARK | TEQUI 20 | .86 | .53 | 784 | 448 | 75.00 | 0 | 0 | .00 | 0 | 0 | .00 |
| EL JIMADR RPS | TEQUI 21 | .82 | .97 | 749 | 811 | 7.64- | 174 | 169 | 2.96 | 174 | 169 | 2.96 |
| MARGARITAVILL | TEQUI 22 | .76 | .74 | 695 | 622 | 11.74 | 180 | 150 | 20.00 | 180 | 150 | 20.00 |
| FAMILIA CMR R | TEQUI 23 | .74 | .66 | 674 | 557 | 21.01 | 151 | 123 | 22.76 | 151 | 123 | 22.76 |
| EL JIMADR SLV | TEQUI 24 | .72 | .65 | 656 | 545 | 20.37 | 157 | 142 | 10.56 | 157 | 142 | 10.56 |
| SAUZA SILVER | TEQUI 25 | .70 | .84 | 640 | 703 | 8.96- | 129 | 141 | 8.51- | 129 | 141 | 8.51- |
| OLMECA ALT RP | TEQUI 26 | .69 | .32 | 628 | 270 | 132.59 | 133 | 67 | 98.51 | 133 | 67 | 98.51 |
| LA PRIMA | TEQUI 27 | .61 | .67 | 555 | 562 | 1.25- | 105 | 101 | 3.96 | 105 | 101 | 3.96 |
| SAUZA BLUE SL | TEQUI 28 | .59 | .66 | 533 | 555 | 3.96- | 124 | 123 | .81 | 124 | 123 | .81 |
| DON JULIO SIL | TEQUI 29 | .55 | .49 | 502 | 410 | 22.44 | 121 | 88 | 37.50 | 121 | 88 | 37.50 |
| DON JULIO ANE | TEQUI 30 | .53 | .52 | 483 | 433 | 11.55 | 96 | 93 | 3.23 | 96 | 93 | 3.23 |
| AVION SILVER | TEQUI 31 | .46 | .49 | 423 | 408 | 3.68 | 65 | 114 | 42.98- | 65 | 114 | 42.98- |
| EXOTICO BLANC | TEQUI 32 | .42 | .17 | 386 | 143 | 169.93 | 105 | 88 | 19.32 | 105 | 88 | 19.32 |
| CORRALEJO RPS | TEQUI 33 | .42 | .42 | 386 | 355 | 8.73 | 95 | 77 | 23.38 | 95 | 77 | 23.38 |
| TORTILLA | TEQUI 34 | .40 | .43 | 365 | 359 | 1.67 | 63 | 79 | 20.25- | 63 | 79 | 20.25- |
| MONTEZUMA | TEQUI 35 | .39 | .51 | 354 | 425 | 16.71- | 83 | 84 | 1.19- | 83 | 84 | 1.19- |
| EXOTICO REPOS | TEQUI 36 | .39 | .15 | 351 | 125 | 180.80 | 110 | 77 | 42.86 | 110 | 77 | 42.86 |
| CAZADORES RPS | TEQUI 37 | .37 | .39 | 336 | 330 | 1.82 | 77 | 66 | 16.67 | 77 | 66 | 16.67 |
| HORNITOS PLAT | TEQUI 38 | .37 | .31 | 336 | 259 | 29.73 | 55 | 52 | 5.77 | 55 | 52 | 5.77 |
| KIRKLAND SILV | TEQUI 39 | .37 | .00 | 336 | 0 | .00 | 0 | 0 | .00 | 0 | 0 | .00 |
| DON JULIO RPS | TEQUI 40 | .36 | .37 | 329 | 309 | 6.47 | 75 | 69 | 8.70 | 75 | 69 | 8.70 |
| CABO WABO RPS | TEQUI 41 | .32 | .36 | 289 | 299 | 3.34- | 64 | 63 | 1.59 | 64 | 63 | 1.59 |
| EL MAYOR BLAN | TEQUI 42 | .29 | .29 | 267 | 245 | 8.98 | 56 | 49 | 14.29 | 56 | 49 | 14.29 |
| LUNAZUL BLANC | TEQUI 43 | .28 | .02 | 251 | 15 | 1573.33 | 95 | 6 | 1483.33 | 95 | 6 | 1483.33 |
| SAUZA C ANOS | TEQUI 44 | .26 | .34 | 239 | 284 | 15.85- | 48 | 60 | 20.00- | 48 | 60 | 20.00- |
| HERRADURA R G | TEQUI 45 | .25 | .31 | 225 | 264 | 14.77- | 45 | 44 | 2.27 | 45 | 44 | 2.27 |
| CUERVO TRADCN | TEQUI 46 | .24 | .29 | 215 | 241 | 10.79- | 47 | 50 | 6.00- | 47 | 50 | 6.00- |
| LUNAZUL REPOS | TEQUI 47 | .23 | .01 | 212 | 9 | 2255.56 | 50 | 5 | 900.00 | 50 | 5 | 900.00 |
| PATRON REPOSA | TEQUI 48 | .23 | .20 | 205 | 170 | 20.59 | 43 | 44 | 2.27- | 43 | 44 | 2.27- |
| KIRKLAND ANEJ | TEQUI 49 | .22 | .00 | 200 | 0 | .00 | 0 | 0 | .00 | 0 | 0 | .00 |
| PATRON ANEJO | TEQUI 50 | .21 | .25 | 195 | 213 | 8.45- | 48 | 42 | 14.29 | 48 | 42 | 14.29 |

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| | | This Year | Prior Year | | | | | | | | | |
| MAINE - D.S. | | | | 1100505 | 1041027 | 5.71 | 238608 | 221044 | 7.95 | 238608 | 221044 | 7.95 |
| TEQUILA / MEZCAL | | 4.09 | 3.99 | 45015 | 41526 | 8.40 | 8955 | 7983 | 12.18 | 8955 | 7983 | 12.18 |
| CUERVO ESPECI TEQUI 1 | | 22.57 | 24.71 | 10160 | 10260 | .97- | 1891 | 1775 | 6.54 | 1891 | 1775 | 6.54 |
| HORNITOS RPSA TEQUI 2 | | 7.38 | 7.30 | 3324 | 3033 | 9.59 | 644 | 545 | 18.17 | 644 | 545 | 18.17 |
| CUERVO ESP SL TEQUI 3 | | 6.36 | 5.82 | 2861 | 2415 | 18.47 | 659 | 459 | 43.57 | 659 | 459 | 43.57 |
| PATRON SILVER TEQUI 4 | | 5.56 | 5.75 | 2501 | 2388 | 4.73 | 482 | 502 | 3.98- | 482 | 502 | 3.98- |
| OLD MEXICO OR TEQUI 5 | | 4.37 | 4.46 | 1966 | 1851 | 6.21 | 457 | 403 | 13.40 | 457 | 403 | 13.40 |
| 1800 SILVER TEQUI 6 | | 4.36 | 3.76 | 1964 | 1560 | 25.90 | 323 | 337 | 4.15- | 323 | 337 | 4.15- |
| EL JIMADR SLV TEQUI 7 | | 3.55 | 3.08 | 1596 | 1281 | 24.59 | 379 | 276 | 37.32 | 379 | 276 | 37.32 |
| SAUZA EXTRA G TEQUI 8 | | 3.47 | 3.82 | 1561 | 1588 | 1.70- | 314 | 295 | 6.44 | 314 | 295 | 6.44 |
| HORNITOS PLAT TEQUI 9 | | 3.39 | 2.95 | 1527 | 1223 | 24.86 | 355 | 220 | 61.36 | 355 | 220 | 61.36 |
| OLD MEXICO BL TEQUI 10 | | 3.16 | 3.40 | 1424 | 1413 | .78 | 278 | 255 | 9.02 | 278 | 255 | 9.02 |
| 1800 REPOSADO TEQUI 11 | | 2.85 | 2.81 | 1281 | 1167 | 9.77 | 196 | 250 | 21.60- | 196 | 250 | 21.60- |
| SAUZA SILVER TEQUI 12 | | 2.68 | 2.50 | 1207 | 1039 | 16.17 | 235 | 212 | 10.85 | 235 | 212 | 10.85 |
| EL TORO GOLD TEQUI 13 | | 2.54 | 2.60 | 1144 | 1078 | 6.12 | 249 | 237 | 5.06 | 249 | 237 | 5.06 |
| EL TORO SILVE TEQUI 14 | | 2.40 | 2.10 | 1082 | 872 | 24.08 | 241 | 189 | 27.51 | 241 | 189 | 27.51 |
| EL CAB EST GO TEQUI 15 | | 2.19 | 2.75 | 987 | 1144 | 13.72- | 255 | 259 | 1.54- | 255 | 259 | 1.54- |
| MONTEZUMA TEQUI 16 | | 1.94 | 1.85 | 875 | 769 | 13.78 | 171 | 140 | 22.14 | 171 | 140 | 22.14 |
| FAMILIA CMR S TEQUI 17 | | 1.56 | 1.38 | 700 | 574 | 21.95 | 119 | 126 | 5.56- | 119 | 126 | 5.56- |
| SAUZA BLUE SL TEQUI 18 | | 1.54 | 1.10 | 695 | 456 | 52.41 | 128 | 131 | 2.29- | 128 | 131 | 2.29- |
| MONTEZUMA TEQUI 19 | | 1.44 | 1.32 | 647 | 547 | 18.28 | 167 | 127 | 31.50 | 167 | 127 | 31.50 |
| EL JIMADR RPS TEQUI 20 | | 1.19 | 1.18 | 537 | 490 | 9.59 | 104 | 95 | 9.47 | 104 | 95 | 9.47 |
| ESPOLON BLANC TEQUI 21 | | 1.10 | .79 | 497 | 326 | 52.45 | 95 | 57 | 66.67 | 95 | 57 | 66.67 |
| OLMECA ALT PL TEQUI 22 | | 1.06 | .83 | 478 | 345 | 38.55 | 99 | 65 | 52.31 | 99 | 65 | 52.31 |
| FAMILIA CMR R TEQUI 23 | | .80 | .86 | 358 | 359 | .28- | 70 | 63 | 11.11 | 70 | 63 | 11.11 |
| 1800 COCONUT TEQUI 24 | | .67 | .56 | 302 | 233 | 29.61 | 60 | 46 | 30.43 | 60 | 46 | 30.43 |
| MILAGRO SILVE TEQUI 25 | | .67 | .68 | 301 | 282 | 6.74 | 46 | 43 | 6.98 | 46 | 43 | 6.98 |
| JUAREZ TEQUI 26 | | .64 | .88 | 287 | 367 | 21.80- | 55 | 81 | 32.10- | 55 | 81 | 32.10- |
| SAUZA GIRO TEQUI 27 | | .55 | .75 | 248 | 312 | 20.51- | 30 | 40 | 25.00- | 30 | 40 | 25.00- |
| DON JULIO SIL TEQUI 28 | | .50 | .48 | 226 | 200 | 13.00 | 38 | 31 | 22.58 | 38 | 31 | 22.58 |
| DEL MAGUEY VI TEQUI 29 | | .42 | .33 | 189 | 135 | 40.00 | 36 | 34 | 5.88 | 36 | 34 | 5.88 |
| CABO WABO BLN TEQUI 30 | | .41 | .39 | 184 | 160 | 15.00 | 36 | 25 | 44.00 | 36 | 25 | 44.00 |
| JUAREZ TEQUI 31 | | .38 | .50 | 172 | 209 | 17.70- | 40 | 49 | 18.37- | 40 | 49 | 18.37- |
| ESPOLON RPS TEQUI 32 | | .38 | .32 | 172 | 134 | 28.36 | 34 | 24 | 41.67 | 34 | 24 | 41.67 |
| HORNITOS LIME TEQUI 33 | | .35 | .35 | 156 | 146 | 6.85 | 31 | 25 | 24.00 | 31 | 25 | 24.00 |
| TWO FINGERS TEQUI 34 | | .34 | .38 | 151 | 158 | 4.43- | 36 | 35 | 2.86 | 36 | 35 | 2.86 |
| HORNITOS BLK TEQUI 35 | | .33 | .36 | 147 | 150 | 2.00- | 29 | 25 | 16.00 | 29 | 25 | 16.00 |
| HERRADURA SIL TEQUI 36 | | .27 | .33 | 121 | 135 | 10.37- | 23 | 26 | 11.54- | 23 | 26 | 11.54- |
| HERITAGE SILV TEQUI 37 | | .26 | .15 | 117 | 61 | 91.80 | 27 | 17 | 58.82 | 27 | 17 | 58.82 |
| HERRADURA R G TEQUI 38 | | .24 | .23 | 110 | 96 | 14.58 | 22 | 17 | 29.41 | 22 | 17 | 29.41 |
| MARGARITAVILL TEQUI 39 | | .23 | .21 | 104 | 87 | 19.54 | 22 | 19 | 15.79 | 22 | 19 | 15.79 |
| HORNITOS SP H TEQUI 40 | | .21 | .27 | 95 | 112 | 15.18- | 21 | 17 | 23.53 | 21 | 17 | 23.53 |
| TORTILLA GOLD TEQUI 41 | | .21 | .20 | 95 | 82 | 15.85 | 18 | 14 | 28.57 | 18 | 14 | 28.57 |
| CASAMIGOS BLN TEQUI 42 | | .20 | .22 | 91 | 90 | 1.11 | 19 | 13 | 46.15 | 19 | 13 | 46.15 |
| PATRON ANEJO TEQUI 43 | | .20 | .26 | 91 | 107 | 14.95- | 17 | 15 | 13.33 | 17 | 15 | 13.33 |
| CASAMIGOS RPS TEQUI 44 | | .20 | .14 | 91 | 59 | 54.24 | 16 | 8 | 100.00 | 16 | 8 | 100.00 |
| SAUZA COMMEMT TEQUI 45 | | .20 | .18 | 89 | 74 | 20.27 | 18 | 15 | 20.00 | 18 | 15 | 20.00 |
| PEPE LOPEZ PR TEQUI 46 | | .19 | .24 | 87 | 98 | 11.22- | 18 | 22 | 18.18- | 18 | 22 | 18.18- |
| ARANDAS TEQUI 47 | | .17 | .15 | 78 | 64 | 21.88 | 18 | 12 | 50.00 | 18 | 12 | 50.00 |
| CASA NBLE CRS TEQUI 48 | | .17 | .20 | 77 | 83 | 7.23- | 13 | 9 | 44.44 | 13 | 9 | 44.44 |
| CAZADORES RPS TEQUI 49 | | .17 | .16 | 76 | 67 | 13.43 | 11 | 11 | .00 | 11 | 11 | .00 |
| DON JULIO ANE TEQUI 50 | | .17 | .18 | 75 | 73 | 2.74 | 14 | 20 | 30.00- | 14 | 20 | 30.00- |

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|---------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|---------|---------------------------------|---------------------------------|---------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MICHIGAN - D.S. | | | | 7351569 | 7263747 | 1.21 | 1602191 | 1560641 | 2.66 | 1602191 | 1560641 | 2.66 |
| TEQUILA / MEZCAL | | 4.81 | 4.47 | 353867 | 324796 | 8.95 | 77925 | 69390 | 12.30 | 77925 | 69390 | 12.30 |
| PATRON SILVER TEQUI | 1 | 14.81 | 13.70 | 52408 | 44500 | 17.77 | 12312 | 10611 | 16.03 | 12312 | 10611 | 16.03 |
| CUERVO ESPECI TEQUI | 2 | 13.95 | 14.86 | 49378 | 48279 | 2.28 | 10318 | 9953 | 3.67 | 10318 | 9953 | 3.67 |
| 1800 SILVER TEQUI | 3 | 12.93 | 14.27 | 45771 | 46334 | 1.22- | 9661 | 9506 | 1.63 | 9661 | 9506 | 1.63 |
| CUERVO ESP SL TEQUI | 4 | 7.04 | 6.22 | 24920 | 20211 | 23.30 | 5863 | 4596 | 27.57 | 5863 | 4596 | 27.57 |
| CUERVO ESP FL TEQUI | 5 | 2.86 | 3.04 | 10126 | 9877 | 2.52 | 2257 | 2162 | 4.39 | 2257 | 2162 | 4.39 |
| AZTECA TEQUI | 6 | 1.92 | 2.05 | 6804 | 6665 | 2.09 | 1432 | 1399 | 2.36 | 1432 | 1399 | 2.36 |
| 1800 REPOSADO TEQUI | 7 | 1.78 | 2.04 | 6286 | 6616 | 4.99- | 1335 | 1487 | 10.22- | 1335 | 1487 | 10.22- |
| SAUZA EXTRA G TEQUI | 8 | 1.56 | 1.84 | 5516 | 5981 | 7.77- | 1113 | 1270 | 12.36- | 1113 | 1270 | 12.36- |
| DON JULIO SIL TEQUI | 9 | 1.30 | 1.19 | 4616 | 3854 | 19.77 | 1101 | 861 | 27.87 | 1101 | 861 | 27.87 |
| EL JIMADR SLV TEQUI | 10 | 1.26 | 1.04 | 4472 | 3388 | 32.00 | 1014 | 808 | 25.50 | 1014 | 808 | 25.50 |
| OLMECA ALT PL TEQUI | 11 | 1.25 | 1.10 | 4440 | 3573 | 24.27 | 824 | 694 | 18.73 | 824 | 694 | 18.73 |
| AVION SILVER TEQUI | 12 | 1.22 | 2.64 | 4312 | 8581 | 49.75- | 1059 | 1360 | 22.13- | 1059 | 1360 | 22.13- |
| MONTEZUMA TEQUI | 13 | 1.16 | .94 | 4112 | 3046 | 35.00 | 1116 | 843 | 32.38 | 1116 | 843 | 32.38 |
| AZTECA GOLD TEQUI | 14 | 1.14 | 1.26 | 4035 | 4088 | 1.30- | 978 | 880 | 11.14 | 978 | 880 | 11.14 |
| HORNITOS RPSA TEQUI | 15 | 1.09 | 1.17 | 3859 | 3784 | 1.98 | 773 | 776 | .39- | 773 | 776 | .39- |
| HORNITOS PLAT TEQUI | 16 | 1.07 | .91 | 3770 | 2952 | 27.71 | 799 | 648 | 23.30 | 799 | 648 | 23.30 |
| TORADA REPOSA TEQUI | 17 | 1.06 | 1.11 | 3739 | 3612 | 3.52 | 911 | 881 | 3.41 | 911 | 881 | 3.41 |
| SAUZA SILVER TEQUI | 18 | 1.02 | .94 | 3599 | 3052 | 17.92 | 778 | 674 | 15.43 | 778 | 674 | 15.43 |
| EL TORO TRP D TEQUI | 19 | 1.00 | 1.19 | 3521 | 3880 | 9.25- | 683 | 759 | 10.01- | 683 | 759 | 10.01- |
| 1800 COCONUT TEQUI | 20 | .98 | .53 | 3480 | 1731 | 101.04 | 726 | 341 | 112.90 | 726 | 341 | 112.90 |
| EL TORO REPSA TEQUI | 21 | .97 | 1.16 | 3425 | 3775 | 9.27- | 676 | 689 | 1.89- | 676 | 689 | 1.89- |
| MONTE ALBAN S TEQUI | 22 | .95 | .47 | 3369 | 1537 | 119.19 | 961 | 477 | 101.47 | 961 | 477 | 101.47 |
| FAMILIA CMR S TEQUI | 23 | .90 | .89 | 3184 | 2879 | 10.59 | 658 | 604 | 8.94 | 658 | 604 | 8.94 |
| EL JIMADR RPS TEQUI | 24 | .86 | .91 | 3028 | 2949 | 2.68 | 636 | 625 | 1.76 | 636 | 625 | 1.76 |
| ARISTOCRAT WH TEQUI | 25 | .78 | .79 | 2753 | 2565 | 7.33 | 652 | 630 | 3.49 | 652 | 630 | 3.49 |
| ROSITA TEQUI | 26 | .68 | .69 | 2413 | 2251 | 7.20 | 581 | 516 | 12.60 | 581 | 516 | 12.60 |
| TORADA TEQUI | 27 | .67 | .77 | 2365 | 2498 | 5.32- | 576 | 522 | 10.34 | 576 | 522 | 10.34 |
| SAUZA GIRO TEQUI | 28 | .66 | .62 | 2325 | 2018 | 15.21 | 642 | 456 | 40.79 | 642 | 456 | 40.79 |
| MONTEZUMA TEQUI | 29 | .61 | .56 | 2176 | 1818 | 19.69 | 527 | 449 | 17.37 | 527 | 449 | 17.37 |
| TIJUANA SW HE TEQUI | 30 | .61 | .21 | 2168 | 677 | 220.24 | 423 | 677 | 37.52- | 423 | 677 | 37.52- |
| PATRON ANEJO TEQUI | 31 | .61 | .57 | 2156 | 1855 | 16.23 | 478 | 375 | 27.47 | 478 | 375 | 27.47 |
| CABO WABO BLN TEQUI | 32 | .61 | .43 | 2145 | 1390 | 54.32 | 414 | 290 | 42.76 | 414 | 290 | 42.76 |
| KIRKLAND SILV TEQUI | 33 | .59 | .00 | 2105 | 0 | .00 | 756 | 0 | .00 | 756 | 0 | .00 |
| PATRON REPOSA TEQUI | 34 | .58 | .50 | 2070 | 1617 | 28.01 | 476 | 376 | 26.60 | 476 | 376 | 26.60 |
| DON JULIO ANE TEQUI | 35 | .58 | .45 | 2056 | 1452 | 41.60 | 469 | 322 | 45.65 | 469 | 322 | 45.65 |
| MARGARITAVILL TEQUI | 36 | .51 | .53 | 1807 | 1708 | 5.80 | 383 | 392 | 2.30- | 383 | 392 | 2.30- |
| RIO GRANDE TEQUI | 37 | .48 | .44 | 1702 | 1440 | 18.19 | 459 | 346 | 32.66 | 459 | 346 | 32.66 |
| CUERVO TRACDN TEQUI | 38 | .48 | .44 | 1695 | 1434 | 18.20 | 323 | 287 | 12.54 | 323 | 287 | 12.54 |
| SAUZA BLUE SL TEQUI | 39 | .47 | .52 | 1654 | 1700 | 2.71- | 368 | 345 | 6.67 | 368 | 345 | 6.67 |
| LUNAZUL BLANC TEQUI | 40 | .46 | .23 | 1614 | 732 | 120.49 | 320 | 176 | 81.82 | 320 | 176 | 81.82 |
| JUAREZ GOLD TEQUI | 41 | .43 | .59 | 1516 | 1912 | 20.71- | 394 | 442 | 10.86- | 394 | 442 | 10.86- |
| TOPAZ TEQUI | 42 | .40 | .47 | 1409 | 1530 | 7.91- | 336 | 324 | 3.70 | 336 | 324 | 3.70 |
| JUAREZ TEQUI | 43 | .40 | .46 | 1402 | 1493 | 6.10- | 347 | 384 | 9.64- | 347 | 384 | 9.64- |
| CUERVO TRD SL TEQUI | 44 | .38 | .32 | 1358 | 1035 | 31.21 | 262 | 227 | 15.42 | 262 | 227 | 15.42 |
| TOPAZ WHITE TEQUI | 45 | .37 | .46 | 1302 | 1494 | 12.85- | 336 | 352 | 4.55- | 336 | 352 | 4.55- |
| JUAREZ TEQUI | 46 | .36 | .33 | 1287 | 1078 | 19.39 | 379 | 269 | 40.89 | 379 | 269 | 40.89 |
| MARGARITAVILL TEQUI | 47 | .35 | .42 | 1239 | 1371 | 9.63- | 225 | 239 | 5.86- | 225 | 239 | 5.86- |
| 1800 SLV/STL TEQUI | 48 | .33 | .37 | 1152 | 1190 | 3.19- | 39 | 2 | 1850.00 | 39 | 2 | 1850.00 |
| TORTILLA GOLD TEQUI | 49 | .32 | .17 | 1132 | 567 | 99.65 | 349 | 128 | 172.66 | 349 | 128 | 172.66 |
| CORRALEJO RPS TEQUI | 50 | .31 | .20 | 1114 | 661 | 68.53 | 219 | 153 | 43.14 | 219 | 153 | 43.14 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MONTANA - D.S. | | | | 749971 | 735097 | 2.02 | 161369 | 161424 | .03- | 161369 | 161424 | .03- |
| TEQUILA / MEZCAL | | 4.68 | 4.38 | 35108 | 32207 | 9.01 | 7176 | 6394 | 12.23 | 7176 | 6394 | 12.23 |
| CUERVO ESPECI TEQUI 1 | | 22.55 | 25.06 | 7918 | 8071 | 1.90- | 1560 | 1643 | 5.05- | 1560 | 1643 | 5.05- |
| HORNITOS RPSA TEQUI 2 | | 7.33 | 6.91 | 2574 | 2227 | 15.58 | 477 | 412 | 15.78 | 477 | 412 | 15.78 |
| PATRON SILVER TEQUI 3 | | 7.18 | 6.96 | 2522 | 2240 | 12.59 | 441 | 374 | 17.91 | 441 | 374 | 17.91 |
| CUERVO ESP FL TEQUI 4 | | 4.07 | 4.57 | 1429 | 1471 | 2.86- | 310 | 343 | 9.62- | 310 | 343 | 9.62- |
| FAMILIA CMR S TEQUI 5 | | 3.40 | 3.18 | 1192 | 1025 | 16.29 | 315 | 227 | 38.77 | 315 | 227 | 38.77 |
| JUAREZ TEQUI 6 | | 3.34 | 3.92 | 1172 | 1263 | 7.21- | 242 | 262 | 7.63- | 242 | 262 | 7.63- |
| SAUZA SILVER TEQUI 7 | | 2.86 | 2.89 | 1005 | 931 | 7.95 | 224 | 204 | 9.80 | 224 | 204 | 9.80 |
| CUERVO ESP SL TEQUI 8 | | 2.73 | 2.44 | 960 | 787 | 21.98 | 161 | 110 | 46.36 | 161 | 110 | 46.36 |
| 1800 SILVER TEQUI 9 | | 2.27 | 2.02 | 798 | 651 | 22.58 | 168 | 139 | 20.86 | 168 | 139 | 20.86 |
| LUNAZUL BLANC TEQUI 10 | | 2.20 | 2.03 | 774 | 653 | 18.53 | 172 | 176 | 2.27- | 172 | 176 | 2.27- |
| SAUZA EXTRA G TEQUI 11 | | 2.06 | 2.74 | 723 | 881 | 17.93- | 137 | 182 | 24.73- | 137 | 182 | 24.73- |
| HORNITOS PLAT TEQUI 12 | | 2.06 | 1.64 | 722 | 528 | 36.74 | 155 | 93 | 66.67 | 155 | 93 | 66.67 |
| PEPE LOPEZ PR TEQUI 13 | | 2.00 | 2.07 | 702 | 667 | 5.25 | 150 | 125 | 20.00 | 150 | 125 | 20.00 |
| JUAREZ TEQUI 14 | | 1.87 | 1.73 | 655 | 556 | 17.81 | 138 | 114 | 21.05 | 138 | 114 | 21.05 |
| PUERTO VALLAR TEQUI 15 | | 1.83 | 2.41 | 643 | 775 | 17.03- | 158 | 179 | 11.73- | 158 | 179 | 11.73- |
| LUNAZUL REPOS TEQUI 16 | | 1.78 | 1.47 | 624 | 472 | 32.20 | 119 | 98 | 21.43 | 119 | 98 | 21.43 |
| 1800 REPOSADO TEQUI 17 | | 1.77 | 1.52 | 623 | 490 | 27.14 | 121 | 85 | 42.35 | 121 | 85 | 42.35 |
| MILAGRO SILVE TEQUI 18 | | 1.71 | 1.53 | 600 | 494 | 21.46 | 125 | 100 | 25.00 | 125 | 100 | 25.00 |
| FAMILIA CMR R TEQUI 19 | | 1.62 | 1.67 | 567 | 539 | 5.19 | 134 | 100 | 34.00 | 134 | 100 | 34.00 |
| ARANDAS TEQUI 20 | | 1.27 | 1.18 | 445 | 381 | 16.80 | 90 | 78 | 15.38 | 90 | 78 | 15.38 |
| PANCHO VILLA TEQUI 21 | | 1.18 | 1.22 | 416 | 392 | 6.12 | 98 | 80 | 22.50 | 98 | 80 | 22.50 |
| EL JIMADR RPS TEQUI 22 | | 1.11 | 1.03 | 388 | 332 | 16.87 | 85 | 58 | 46.55 | 85 | 58 | 46.55 |
| ESPOLON BLANC TEQUI 23 | | 1.05 | .77 | 367 | 249 | 47.39 | 64 | 38 | 68.42 | 64 | 38 | 68.42 |
| PEPE LOPEZ TEQUI 24 | | 1.02 | .98 | 358 | 315 | 13.65 | 73 | 65 | 12.31 | 73 | 65 | 12.31 |
| EL JIMADR SLV TEQUI 25 | | 1.02 | .70 | 357 | 224 | 59.38 | 87 | 37 | 135.14 | 87 | 37 | 135.14 |
| MARGARITAVILL TEQUI 26 | | .84 | .97 | 296 | 312 | 5.13- | 63 | 60 | 5.00 | 63 | 60 | 5.00 |
| MONTEZUMA TEQUI 27 | | .76 | .66 | 268 | 212 | 26.42 | 57 | 39 | 46.15 | 57 | 39 | 46.15 |
| EXOTICO BLANC TEQUI 28 | | .76 | .39 | 267 | 127 | 110.24 | 75 | 26 | 188.46 | 75 | 26 | 188.46 |
| CAZADORES RPS TEQUI 29 | | .66 | .66 | 233 | 214 | 8.88 | 23 | 20 | 15.00 | 23 | 20 | 15.00 |
| ESPOLON RPS TEQUI 30 | | .66 | .66 | 233 | 212 | 9.91 | 32 | 32 | .00 | 32 | 32 | .00 |
| SAUZA BLUE SL TEQUI 31 | | .63 | .52 | 221 | 169 | 30.77 | 51 | 40 | 27.50 | 51 | 40 | 27.50 |
| CABO WABO BLN TEQUI 32 | | .56 | .57 | 196 | 184 | 6.52 | 21 | 19 | 10.53 | 21 | 19 | 10.53 |
| TORADA REPOSA TEQUI 33 | | .53 | .44 | 187 | 142 | 31.69 | 38 | 61 | 37.70- | 38 | 61 | 37.70- |
| CASAMIGOS RPS TEQUI 34 | | .53 | .47 | 187 | 150 | 24.67 | 58 | 43 | 34.88 | 58 | 43 | 34.88 |
| CUERVO TRADCN TEQUI 35 | | .49 | .56 | 172 | 180 | 4.44- | 34 | 42 | 19.05- | 34 | 42 | 19.05- |
| DON JULIO ANE TEQUI 36 | | .47 | .49 | 165 | 159 | 3.77 | 28 | 22 | 27.27 | 28 | 22 | 27.27 |
| CORRALEJO RPS TEQUI 37 | | .45 | .44 | 158 | 143 | 10.49 | 29 | 23 | 26.09 | 29 | 23 | 26.09 |
| 1800 COCONUT TEQUI 38 | | .42 | .30 | 147 | 97 | 51.55 | 40 | 15 | 166.67 | 40 | 15 | 166.67 |
| EXOTICO REPOS TEQUI 39 | | .38 | .27 | 133 | 88 | 51.14 | 39 | 19 | 105.26 | 39 | 19 | 105.26 |
| CASAMIGOS BLN TEQUI 40 | | .36 | .25 | 126 | 82 | 53.66 | 47 | 26 | 80.77 | 47 | 26 | 80.77 |
| MILAGRO REPSA TEQUI 41 | | .36 | .34 | 125 | 111 | 12.61 | 34 | 23 | 47.83 | 34 | 23 | 47.83 |
| DON JULIO SIL TEQUI 42 | | .34 | .29 | 121 | 94 | 28.72 | 26 | 16 | 62.50 | 26 | 16 | 62.50 |
| OLMECA ALT PL TEQUI 43 | | .31 | .11 | 110 | 36 | 205.56 | 18 | 10 | 80.00 | 18 | 10 | 80.00 |
| ARANDAS TEQUI 44 | | .31 | .47 | 108 | 151 | 28.48- | 12 | 23 | 47.83- | 12 | 23 | 47.83- |
| DON JULIO RPS TEQUI 45 | | .30 | .26 | 107 | 83 | 28.92 | 26 | 15 | 73.33 | 26 | 15 | 73.33 |
| DURANGO DSS G TEQUI 46 | | .29 | .28 | 101 | 91 | 10.99 | 25 | 19 | 31.58 | 25 | 19 | 31.58 |
| OLMECA ALT RP TEQUI 47 | | .28 | .12 | 99 | 38 | 160.53 | 14 | 6 | 133.33 | 14 | 6 | 133.33 |
| DULCE VIDA BL TEQUI 48 | | .27 | .20 | 94 | 65 | 44.62 | 17 | 15 | 13.33 | 17 | 15 | 13.33 |
| CABO WABO RPS TEQUI 49 | | .26 | .24 | 93 | 77 | 20.78 | 24 | 10 | 140.00 | 24 | 10 | 140.00 |
| PATRON REPOSA TEQUI 50 | | .25 | .26 | 88 | 84 | 4.76 | 16 | 14 | 14.29 | 16 | 14 | 14.29 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| NEW HAMPSHIRE - D. S. | | | | 2180184 | 2098728 | 3.88 | 459180 | 430894 | 6.56 | 459180 | 430894 | 6.56 |
| TEQUILA / MEZCAL | | 4.48 | 4.40 | 97609 | 92275 | 5.78 | 19355 | 18268 | 5.95 | 19355 | 18268 | 5.95 |
| CUERVO ESPECI TEQUI 1 | | 19.68 | 21.44 | 19206 | 19782 | 2.91- | 3345 | 3728 | 10.27- | 3345 | 3728 | 10.27- |
| PATRON SILVER TEQUI 2 | | 7.08 | 6.97 | 6915 | 6431 | 7.53 | 1506 | 1305 | 15.40 | 1506 | 1305 | 15.40 |
| HORNITOS RPSA TEQUI 3 | | 7.07 | 6.91 | 6904 | 6377 | 8.26 | 1403 | 1267 | 10.73 | 1403 | 1267 | 10.73 |
| CUERVO ESP SL TEQUI 4 | | 7.03 | 6.63 | 6860 | 6114 | 12.20 | 1299 | 1148 | 13.15 | 1299 | 1148 | 13.15 |
| HORNITOS PLAT TEQUI 5 | | 5.23 | 4.58 | 5106 | 4223 | 20.91 | 1070 | 861 | 24.27 | 1070 | 861 | 24.27 |
| TORTILLA TEQUI 6 | | 4.45 | 4.66 | 4343 | 4304 | .91 | 952 | 880 | 8.18 | 952 | 880 | 8.18 |
| SAUZA EXTRA G TEQUI 7 | | 3.39 | 4.00 | 3305 | 3688 | 10.39- | 666 | 632 | 5.38 | 666 | 632 | 5.38 |
| 1800 SILVER TEQUI 8 | | 3.32 | 3.06 | 3240 | 2820 | 14.89 | 648 | 541 | 19.78 | 648 | 541 | 19.78 |
| SAUZA SILVER TEQUI 9 | | 2.57 | 2.18 | 2509 | 2010 | 24.83 | 476 | 414 | 14.98 | 476 | 414 | 14.98 |
| 1800 REPOSADO TEQUI 10 | | 2.41 | 2.52 | 2350 | 2328 | .95 | 506 | 464 | 9.05 | 506 | 464 | 9.05 |
| SAUZA BLUE SL TEQUI 11 | | 2.27 | 2.13 | 2219 | 1964 | 12.98 | 422 | 434 | 2.76- | 422 | 434 | 2.76- |
| EL CAB EST GO TEQUI 12 | | 2.26 | 2.70 | 2209 | 2491 | 11.32- | 513 | 608 | 15.63- | 513 | 608 | 15.63- |
| MILAGRO SILVE TEQUI 13 | | 2.11 | 1.95 | 2057 | 1800 | 14.28 | 435 | 366 | 18.85 | 435 | 366 | 18.85 |
| EL JIMADR SLV TEQUI 14 | | 1.37 | 1.17 | 1339 | 1076 | 24.44 | 307 | 241 | 27.39 | 307 | 241 | 27.39 |
| OLMECA ALT PL TEQUI 15 | | 1.36 | 1.33 | 1331 | 1224 | 8.74 | 324 | 206 | 57.28 | 324 | 206 | 57.28 |
| FAMILIA CMR S TEQUI 16 | | 1.08 | 1.22 | 1059 | 1122 | 5.61- | 217 | 220 | 1.36- | 217 | 220 | 1.36- |
| 1800 COCONUT TEQUI 17 | | 1.06 | .87 | 1033 | 801 | 28.96 | 220 | 147 | 49.66 | 220 | 147 | 49.66 |
| MARGARITAVILL TEQUI 18 | | 1.04 | 1.03 | 1015 | 953 | 6.51 | 176 | 156 | 12.82 | 176 | 156 | 12.82 |
| MARGARITAVILL TEQUI 19 | | 1.00 | 1.31 | 974 | 1212 | 19.64- | 170 | 174 | 2.30- | 170 | 174 | 2.30- |
| ESPOLON BLANC TEQUI 20 | | .89 | .83 | 872 | 769 | 13.39 | 195 | 159 | 22.64 | 195 | 159 | 22.64 |
| EL JIMADR RPS TEQUI 21 | | .75 | .80 | 730 | 735 | .68- | 133 | 123 | 8.13 | 133 | 123 | 8.13 |
| CUERVO GL/JC TEQUI 22 | | .75 | .52 | 730 | 477 | 53.04 | 107 | 112 | 4.46- | 107 | 112 | 4.46- |
| EL TORO REPSA TEQUI 23 | | .70 | .81 | 679 | 745 | 8.86- | 137 | 147 | 6.80- | 137 | 147 | 6.80- |
| CABO WABO BLN TEQUI 24 | | .65 | .68 | 635 | 623 | 1.93 | 135 | 128 | 5.47 | 135 | 128 | 5.47 |
| FAMILIA CMR R TEQUI 25 | | .64 | .73 | 625 | 678 | 7.82- | 126 | 132 | 4.55- | 126 | 132 | 4.55- |
| OLD MEXICO OR TEQUI 26 | | .63 | .58 | 619 | 538 | 15.06 | 170 | 147 | 15.65 | 170 | 147 | 15.65 |
| ROSITA TEQUI 27 | | .59 | .62 | 577 | 570 | 1.23 | 136 | 142 | 4.23- | 136 | 142 | 4.23- |
| HERRADURA SIL TEQUI 28 | | .54 | .40 | 524 | 372 | 40.86 | 108 | 83 | 30.12 | 108 | 83 | 30.12 |
| PATRON ANEJO TEQUI 29 | | .52 | .55 | 503 | 509 | 1.18- | 84 | 88 | 4.55- | 84 | 88 | 4.55- |
| DON JULIO SIL TEQUI 30 | | .50 | .45 | 491 | 416 | 18.03 | 100 | 86 | 16.28 | 100 | 86 | 16.28 |
| SAUZA COMMEMT TEQUI 31 | | .49 | .47 | 478 | 435 | 9.89 | 110 | 106 | 3.77 | 110 | 106 | 3.77 |
| CASAMIGOS BLN TEQUI 32 | | .48 | .41 | 472 | 376 | 25.53 | 99 | 71 | 39.44 | 99 | 71 | 39.44 |
| LUNAZUL REPOS TEQUI 33 | | .48 | .40 | 469 | 372 | 26.08 | 95 | 85 | 11.76 | 95 | 85 | 11.76 |
| ESPOLON RPS TEQUI 34 | | .46 | .42 | 453 | 385 | 17.66 | 108 | 74 | 45.95 | 108 | 74 | 45.95 |
| CUERVO TRADCN TEQUI 35 | | .43 | .51 | 422 | 466 | 9.44- | 77 | 92 | 16.30- | 77 | 92 | 16.30- |
| EL CHARRO SIL TEQUI 36 | | .40 | .40 | 392 | 368 | 6.52 | 99 | 88 | 12.50 | 99 | 88 | 12.50 |
| HORNITOS BLK TEQUI 37 | | .40 | .34 | 386 | 312 | 23.72 | 59 | 53 | 11.32 | 59 | 53 | 11.32 |
| EXOTICO BLANC TEQUI 38 | | .39 | .26 | 377 | 239 | 57.74 | 62 | 60 | 3.33 | 62 | 60 | 3.33 |
| CASAMIGOS RPS TEQUI 39 | | .37 | .37 | 363 | 342 | 6.14 | 72 | 66 | 9.09 | 72 | 66 | 9.09 |
| DON JULIO ANEJ TEQUI 40 | | .37 | .36 | 360 | 328 | 9.76 | 69 | 63 | 9.52 | 69 | 63 | 9.52 |
| HORNITOS ANEJ TEQUI 41 | | .36 | .39 | 353 | 359 | 1.67- | 71 | 81 | 12.35- | 71 | 81 | 12.35- |
| TORTILLA GOLD TEQUI 42 | | .35 | .41 | 340 | 375 | 9.33- | 67 | 100 | 33.00- | 67 | 100 | 33.00- |
| SAUZA GIRO TEQUI 43 | | .34 | .32 | 332 | 298 | 11.41 | 58 | 56 | 3.57 | 58 | 56 | 3.57 |
| AVION SILVER TEQUI 44 | | .34 | .37 | 328 | 345 | 4.93- | 59 | 66 | 10.61- | 59 | 66 | 10.61- |
| MILAGRO REPSA TEQUI 45 | | .33 | .26 | 319 | 244 | 30.74 | 60 | 48 | 25.00 | 60 | 48 | 25.00 |
| HERRADURA RPD TEQUI 46 | | .32 | .29 | 317 | 265 | 19.62 | 70 | 55 | 27.27 | 70 | 55 | 27.27 |
| PEPE LOPEZ TEQUI 47 | | .31 | .34 | 307 | 310 | .97- | 58 | 57 | 1.75 | 58 | 57 | 1.75 |
| EL MAYOR RPSA TEQUI 48 | | .31 | .19 | 303 | 177 | 71.19 | 40 | 31 | 29.03 | 40 | 31 | 29.03 |
| CUERVO TRD SL TEQUI 49 | | .31 | .31 | 299 | 287 | 4.18 | 51 | 52 | 1.92- | 51 | 52 | 1.92- |
| PATRON REPOSA TEQUI 50 | | .30 | .34 | 294 | 317 | 7.26- | 55 | 62 | 11.29- | 55 | 62 | 11.29- |

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| | | This Year | Prior Year | | | | | | | | | |
| NORTH CAROLINA - D.S. | | | | 5274586 | 5087453 | 3.68 | 1210492 | 1177283 | 2.82 | 1210492 | 1177283 | 2.82 |
| TEQUILA / MEZCAL | | 6.54 | 6.06 | 345031 | 308192 | 11.95 | 78539 | 69602 | 12.84 | 78539 | 69602 | 12.84 |
| CUERVO ESPECI TEQUI 1 | | 18.44 | 19.38 | 63631 | 59726 | 6.54 | 13720 | 13329 | 2.93 | 13720 | 13329 | 2.93 |
| PATRON SILVER TEQUI 2 | | 7.66 | 7.81 | 26435 | 24072 | 9.82 | 6179 | 5748 | 7.50 | 6179 | 5748 | 7.50 |
| 1800 SILVER TEQUI 3 | | 5.32 | 5.08 | 18371 | 15670 | 17.24 | 4359 | 3767 | 15.72 | 4359 | 3767 | 15.72 |
| CUERVO ESP SL TEQUI 4 | | 5.28 | 5.52 | 18209 | 17000 | 7.11 | 3813 | 3660 | 4.18 | 3813 | 3660 | 4.18 |
| MONTEZUMA TEQUI 5 | | 3.53 | 3.82 | 12167 | 11776 | 3.32 | 2831 | 2668 | 6.11 | 2831 | 2668 | 6.11 |
| ARISTOCRAT SP TEQUI 6 | | 3.38 | 3.58 | 11670 | 11018 | 5.92 | 2836 | 2702 | 4.96 | 2836 | 2702 | 4.96 |
| 1800 REPOSADO TEQUI 7 | | 3.29 | 3.43 | 11350 | 10579 | 7.29 | 2581 | 2348 | 9.92 | 2581 | 2348 | 9.92 |
| LUNAZUL BLANC TEQUI 8 | | 2.82 | 2.14 | 9744 | 6584 | 48.00 | 2542 | 1636 | 55.38 | 2542 | 1636 | 55.38 |
| EL TORO REPSA TEQUI 9 | | 2.39 | 2.30 | 8258 | 7083 | 16.59 | 2032 | 1754 | 15.85 | 2032 | 1754 | 15.85 |
| JUAREZ TEQUI 10 | | 2.10 | 2.33 | 7236 | 7176 | .84 | 1754 | 1574 | 11.44 | 1754 | 1574 | 11.44 |
| OLMECA ALT PL TEQUI 11 | | 1.93 | 1.20 | 6664 | 3704 | 79.91 | 1584 | 924 | 71.43 | 1584 | 924 | 71.43 |
| ARISTOCRAT WH TEQUI 12 | | 1.91 | 2.00 | 6601 | 6152 | 7.30 | 1542 | 1386 | 11.26 | 1542 | 1386 | 11.26 |
| EL JIMADR SLV TEQUI 13 | | 1.79 | 1.54 | 6193 | 4759 | 30.13 | 1490 | 1212 | 22.94 | 1490 | 1212 | 22.94 |
| PANCHO VILLA TEQUI 14 | | 1.74 | 1.89 | 5995 | 5815 | 3.10 | 1482 | 1450 | 2.21 | 1482 | 1450 | 2.21 |
| LUNAZUL REPOS TEQUI 15 | | 1.74 | 1.56 | 5994 | 4812 | 24.56 | 1465 | 1065 | 37.56 | 1465 | 1065 | 37.56 |
| EL TORO TRP D TEQUI 16 | | 1.52 | 1.48 | 5248 | 4576 | 14.69 | 1276 | 1051 | 21.41 | 1276 | 1051 | 21.41 |
| HORNITOS RPSA TEQUI 17 | | 1.34 | 1.29 | 4612 | 3982 | 15.82 | 1066 | 843 | 26.45 | 1066 | 843 | 26.45 |
| EL JIMADR RPS TEQUI 18 | | 1.33 | 1.35 | 4582 | 4170 | 9.88 | 1000 | 927 | 7.87 | 1000 | 927 | 7.87 |
| MONTEZUMA TEQUI 19 | | 1.27 | 1.40 | 4395 | 4301 | 2.19 | 955 | 927 | 3.02 | 955 | 927 | 3.02 |
| SAUZA EXTRA G TEQUI 20 | | 1.24 | 1.52 | 4269 | 4692 | 9.02- | 944 | 1048 | 9.92- | 944 | 1048 | 9.92- |
| SAUZA BLUE SL TEQUI 21 | | 1.22 | 1.23 | 4218 | 3787 | 11.38 | 896 | 819 | 9.40 | 896 | 819 | 9.40 |
| CUERVO TRADCN TEQUI 22 | | 1.13 | 1.14 | 3890 | 3520 | 10.51 | 844 | 785 | 7.52 | 844 | 785 | 7.52 |
| TWO FINGERS TEQUI 23 | | 1.12 | 1.23 | 3873 | 3803 | 1.84 | 877 | 804 | 9.08 | 877 | 804 | 9.08 |
| JUAREZ TEQUI 24 | | 1.09 | .98 | 3767 | 3032 | 24.24 | 977 | 761 | 28.38 | 977 | 761 | 28.38 |
| MARGARITAVILL TEQUI 25 | | 1.09 | 1.14 | 3526 | 3262 | 6.69 | 830 | 692 | 19.94 | 830 | 692 | 19.94 |
| DEGOLLADO GOL TEQUI 26 | | 1.03 | 1.09 | 3546 | 3347 | 5.95 | 832 | 875 | 4.91- | 832 | 875 | 4.91- |
| OLMECA ALT RP TEQUI 27 | | 1.01 | .76 | 3474 | 2340 | 48.46 | 765 | 561 | 36.36 | 765 | 561 | 36.36 |
| PEPE LOPEZ PR TEQUI 28 | | .98 | 1.05 | 3391 | 3238 | 4.73 | 749 | 694 | 7.93 | 749 | 694 | 7.93 |
| HORNITOS PLAT TEQUI 29 | | .95 | .75 | 3292 | 2319 | 41.96 | 768 | 486 | 58.02 | 768 | 486 | 58.02 |
| SAUZA SILVER TEQUI 30 | | .83 | .79 | 2873 | 2445 | 17.51 | 626 | 522 | 19.92 | 626 | 522 | 19.92 |
| FAMILIA CMR S TEQUI 31 | | .78 | .83 | 2675 | 2544 | 5.15 | 489 | 537 | 8.94- | 489 | 537 | 8.94- |
| PEPE LOPEZ TEQUI 32 | | .76 | .85 | 2621 | 2619 | .08 | 556 | 568 | 2.11- | 556 | 568 | 2.11- |
| ESPOLON BLANC TEQUI 33 | | .75 | .57 | 2593 | 1761 | 47.25 | 634 | 422 | 50.24 | 634 | 422 | 50.24 |
| AVION SILVER TEQUI 34 | | .74 | .80 | 2557 | 2455 | 4.15 | 689 | 573 | 20.24 | 689 | 573 | 20.24 |
| 1800 COCONUT TEQUI 35 | | .67 | .69 | 2312 | 2137 | 8.19 | 530 | 476 | 11.34 | 530 | 476 | 11.34 |
| TWO FINGERS TEQUI 36 | | .63 | .70 | 2161 | 2147 | .65 | 507 | 437 | 16.02 | 507 | 437 | 16.02 |
| DON JULIO SIL TEQUI 37 | | .62 | .62 | 2140 | 1896 | 12.87 | 454 | 420 | 8.10 | 454 | 420 | 8.10 |
| CUERVO TRD SL TEQUI 38 | | .61 | .54 | 2112 | 1653 | 27.77 | 497 | 364 | 36.54 | 497 | 364 | 36.54 |
| MARGARITAVILL TEQUI 39 | | .60 | .62 | 2056 | 1903 | 8.04 | 464 | 373 | 24.40 | 464 | 373 | 24.40 |
| CORRALEJO RPS TEQUI 40 | | .56 | .57 | 1942 | 1743 | 11.42 | 374 | 337 | 10.98 | 374 | 337 | 10.98 |
| CAZADORES RPS TEQUI 41 | | .55 | .58 | 1914 | 1782 | 7.41 | 455 | 344 | 32.27 | 455 | 344 | 32.27 |
| JUAREZ GOLD TEQUI 42 | | .54 | .65 | 1848 | 2005 | 7.83- | 460 | 459 | .22 | 460 | 459 | .22 |
| SAUZA C ANOS TEQUI 43 | | .52 | .48 | 1777 | 1482 | 19.91 | 424 | 379 | 11.87 | 424 | 379 | 11.87 |
| PATRON ANEJO TEQUI 44 | | .50 | .51 | 1714 | 1580 | 8.48 | 354 | 334 | 5.99 | 354 | 334 | 5.99 |
| SAUZA COMMEMT TEQUI 45 | | .48 | .42 | 1667 | 1294 | 28.83 | 400 | 365 | 9.59 | 400 | 365 | 9.59 |
| FAMILIA CMR R TEQUI 46 | | .48 | .52 | 1663 | 1591 | 4.53 | 320 | 355 | 9.86- | 320 | 355 | 9.86- |
| PATRON REPOSA TEQUI 47 | | .43 | .44 | 1484 | 1365 | 8.72 | 315 | 311 | 1.29 | 315 | 311 | 1.29 |
| MONTE ALBAN M TEQUI 48 | | .36 | .38 | 1226 | 1180 | 3.90 | 278 | 267 | 4.12 | 278 | 267 | 4.12 |
| CABO WABO BLN TEQUI 49 | | .35 | .34 | 1214 | 1053 | 15.29 | 249 | 231 | 7.79 | 249 | 231 | 7.79 |
| MI COSECHA GO TEQUI 50 | | .34 | .38 | 1186 | 1164 | 1.89 | 281 | 285 | 1.40- | 281 | 285 | 1.40- |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| OHIO - D.S. | | | | 5060391 | 4901313 | 3.25 | 1153699 | 1127821 | 2.29 | 1153699 | 1127821 | 2.29 |
| TEQUILA / MEZCAL | | 7.43 | 7.01 | 376033 | 343402 | 9.50 | 87109 | 78912 | 10.39 | 87109 | 78912 | 10.39 |
| PATRON SILVER TEQUI | 1 | 14.14 | 13.28 | 53180 | 45601 | 16.62 | 12752 | 11251 | 13.34 | 12752 | 11251 | 13.34 |
| CUERVO ESPECI TEQUI | 2 | 11.82 | 13.02 | 44429 | 44720 | .65- | 9378 | 9686 | 3.18- | 9378 | 9686 | 3.18- |
| 1800 SILVER TEQUI | 3 | 8.48 | 9.19 | 31893 | 31571 | 1.02 | 7353 | 6959 | 5.66 | 7353 | 6959 | 5.66 |
| CUERVO ESP SL TEQUI | 4 | 8.30 | 8.03 | 31213 | 27589 | 13.14 | 7007 | 6339 | 10.54 | 7007 | 6339 | 10.54 |
| LA PRIMA TEQUI | 5 | 5.90 | 6.20 | 22204 | 21291 | 4.29 | 5446 | 5137 | 6.02 | 5446 | 5137 | 6.02 |
| LA PRIMA TEQUI | 6 | 5.39 | 5.61 | 20272 | 19248 | 5.32 | 4658 | 4333 | 7.50 | 4658 | 4333 | 7.50 |
| MONTEZUMA TEQUI | 7 | 4.57 | 4.41 | 17184 | 15154 | 13.40 | 4303 | 3839 | 12.09 | 4303 | 3839 | 12.09 |
| JUAREZ TEQUI | 8 | 2.84 | 2.92 | 10673 | 10034 | 6.37 | 2598 | 2471 | 5.14 | 2598 | 2471 | 5.14 |
| 1800 REPOSADO TEQUI | 9 | 2.52 | 2.84 | 9483 | 9757 | 2.81- | 2210 | 2169 | 1.89 | 2210 | 2169 | 1.89 |
| EL JIMADR SLV TEQUI | 10 | 1.88 | 1.80 | 7069 | 6192 | 14.16 | 1623 | 1526 | 6.36 | 1623 | 1526 | 6.36 |
| SAUZA EXTRA G TEQUI | 11 | 1.63 | 1.66 | 6138 | 5684 | 7.99 | 1351 | 1291 | 4.65 | 1351 | 1291 | 4.65 |
| MONTEZUMA TEQUI | 12 | 1.54 | 1.55 | 5797 | 5338 | 8.60 | 1382 | 1280 | 7.97 | 1382 | 1280 | 7.97 |
| SAUZA GIRO TEQUI | 13 | 1.51 | 1.64 | 5669 | 5641 | .50 | 1406 | 1255 | 12.03 | 1406 | 1255 | 12.03 |
| HORNITOS PLAT TEQUI | 14 | 1.33 | 1.13 | 5011 | 3882 | 29.08 | 1273 | 830 | 53.37 | 1273 | 830 | 53.37 |
| CUERVO ESP FL TEQUI | 15 | 1.25 | 1.39 | 4704 | 4762 | 1.22- | 1075 | 1072 | .28 | 1075 | 1072 | .28 |
| EL TORO GOLD TEQUI | 16 | 1.22 | 1.28 | 4590 | 4383 | 4.72 | 1007 | 987 | 2.03 | 1007 | 987 | 2.03 |
| DON JULIO SIL TEQUI | 17 | 1.13 | .95 | 4264 | 3247 | 31.32 | 1032 | 729 | 41.56 | 1032 | 729 | 41.56 |
| AVION SILVER TEQUI | 18 | 1.12 | 1.29 | 4217 | 4414 | 4.46- | 1094 | 997 | 9.73 | 1094 | 997 | 9.73 |
| EL TORO SILVE TEQUI | 19 | 1.07 | 1.18 | 4016 | 4036 | .50- | 822 | 834 | 1.44- | 822 | 834 | 1.44- |
| EL JIMADR RPS TEQUI | 20 | 1.04 | 1.04 | 3916 | 3578 | 9.45 | 925 | 794 | 16.50 | 925 | 794 | 16.50 |
| JUAREZ GOLD TEQUI | 21 | .81 | .85 | 3064 | 2912 | 5.22 | 809 | 739 | 9.47 | 809 | 739 | 9.47 |
| SAUZA SILVER TEQUI | 22 | .79 | .78 | 2966 | 2671 | 11.04 | 616 | 550 | 12.00 | 616 | 550 | 12.00 |
| HORNITOS RPSA TEQUI | 23 | .76 | .63 | 2859 | 2155 | 32.67 | 676 | 442 | 52.94 | 676 | 442 | 52.94 |
| MARGARITAVILL TEQUI | 24 | .73 | .74 | 2757 | 2527 | 9.10 | 597 | 553 | 7.96 | 597 | 553 | 7.96 |
| OLMECA ALT PL TEQUI | 25 | .70 | .34 | 2618 | 1153 | 127.06 | 664 | 250 | 165.60 | 664 | 250 | 165.60 |
| SAUZA GIRO SL TEQUI | 26 | .66 | .65 | 2493 | 2226 | 11.99 | 643 | 482 | 33.40 | 643 | 482 | 33.40 |
| CABO WABO BLN TEQUI | 27 | .66 | .59 | 2467 | 2009 | 22.80 | 537 | 400 | 34.25 | 537 | 400 | 34.25 |
| MARGARITAVILL TEQUI | 28 | .65 | .78 | 2457 | 2670 | 7.98- | 500 | 537 | 6.89- | 500 | 537 | 6.89- |
| CUERVO TRD SL TEQUI | 29 | .65 | .55 | 2455 | 1893 | 29.69 | 567 | 452 | 25.44 | 567 | 452 | 25.44 |
| ESPOLON BLANC TEQUI | 30 | .65 | .50 | 2438 | 1721 | 41.66 | 608 | 398 | 52.76 | 608 | 398 | 52.76 |
| JUAREZ TEQUI | 31 | .63 | .64 | 2362 | 2192 | 7.76 | 566 | 551 | 2.72 | 566 | 551 | 2.72 |
| MILAGRO SILVE TEQUI | 32 | .58 | .50 | 2199 | 1701 | 29.28 | 430 | 398 | 8.04 | 430 | 398 | 8.04 |
| TORTILLA GOLD TEQUI | 33 | .56 | .48 | 2095 | 1636 | 28.06 | 475 | 420 | 13.10 | 475 | 420 | 13.10 |
| CUERVO TRADCN TEQUI | 34 | .55 | .54 | 2060 | 1862 | 10.63 | 450 | 411 | 9.49 | 450 | 411 | 9.49 |
| SAUZA BLUE SL TEQUI | 35 | .52 | .46 | 1960 | 1587 | 23.50 | 481 | 375 | 28.27 | 481 | 375 | 28.27 |
| CORONADO TEQUI | 36 | .51 | .55 | 1911 | 1894 | .90 | 466 | 456 | 2.19 | 466 | 456 | 2.19 |
| OLMECA ALT RP TEQUI | 37 | .49 | .27 | 1860 | 916 | 103.06 | 459 | 211 | 117.54 | 459 | 211 | 117.54 |
| RIO GRANDE TEQUI | 38 | .48 | .56 | 1809 | 1934 | 6.46- | 354 | 443 | 20.09- | 354 | 443 | 20.09- |
| PATRON REPOSA TEQUI | 39 | .44 | .33 | 1671 | 1134 | 47.35 | 443 | 257 | 72.37 | 443 | 257 | 72.37 |
| CAZADORES RPS TEQUI | 40 | .44 | .39 | 1652 | 1350 | 22.37 | 399 | 300 | 33.00 | 399 | 300 | 33.00 |
| FAMILIA CMR S TEQUI | 41 | .43 | .40 | 1606 | 1376 | 16.72 | 356 | 295 | 20.68 | 356 | 295 | 20.68 |
| PATRON ANEJO TEQUI | 42 | .37 | .32 | 1401 | 1111 | 26.10 | 317 | 256 | 23.83 | 317 | 256 | 23.83 |
| ESPOLON RPS TEQUI | 43 | .35 | .27 | 1323 | 937 | 41.20 | 348 | 226 | 53.98 | 348 | 226 | 53.98 |
| MONTE ALBAN M TEQUI | 44 | .34 | .39 | 1296 | 1334 | 2.85- | 294 | 296 | .68- | 294 | 296 | .68- |
| EL ZARCO GOLD TEQUI | 45 | .31 | .28 | 1168 | 959 | 21.79 | 261 | 276 | 5.43- | 261 | 276 | 5.43- |
| LUNAZUL BLANC TEQUI | 46 | .31 | .21 | 1158 | 736 | 57.34 | 287 | 204 | 40.69 | 287 | 204 | 40.69 |
| CABO WABO RPS TEQUI | 47 | .30 | .32 | 1146 | 1112 | 3.06 | 232 | 225 | 3.11 | 232 | 225 | 3.11 |
| TWO FINGERS TEQUI | 48 | .30 | .30 | 1113 | 1016 | 9.55 | 272 | 257 | 5.84 | 272 | 257 | 5.84 |
| RIO GRANDE TEQUI | 49 | .29 | .35 | 1086 | 1206 | 9.95- | 231 | 268 | 13.81- | 231 | 268 | 13.81- |
| DON JULIO ANE TEQUI | 50 | .26 | .23 | 978 | 802 | 21.95 | 226 | 183 | 23.50 | 226 | 183 | 23.50 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | This Year | Prior Year | | | | | | | |
| OREGON - D.S. | | | | 3035855 | 2944894 | 3.09 | 695715 | 672428 | 3.46 | 695715 | 672428 | 3.46 |
| TEQUILA / MEZCAL | | 7.81 | 7.46 | 237167 | 219737 | 7.93 | 51285 | 47372 | 8.26 | 51285 | 47372 | 8.26 |
| CUERVO ESPECI TEQUI 1 | | 8.49 | 9.57 | 20135 | 21038 | 4.29- | 3887 | 4357 | 10.79- | 3887 | 4357 | 10.79- |
| HORNITOS RPSA TEQUI 2 | | 7.81 | 7.62 | 18511 | 16736 | 10.61 | 3866 | 3651 | 5.89 | 3866 | 3651 | 5.89 |
| TORTILLA GOLD TEQUI 3 | | 5.40 | 5.66 | 12812 | 12434 | 3.04 | 2984 | 2912 | 2.47 | 2984 | 2912 | 2.47 |
| PATRON SILVER TEQUI 4 | | 3.92 | 4.01 | 9303 | 8817 | 5.51 | 2074 | 1925 | 7.74 | 2074 | 1925 | 7.74 |
| EL JIMADR SLV TEQUI 5 | | 3.56 | 3.23 | 8451 | 7092 | 19.16 | 2156 | 1683 | 28.10 | 2156 | 1683 | 28.10 |
| LUNAZUL BLANC TEQUI 6 | | 3.51 | 3.19 | 8332 | 7015 | 18.77 | 1794 | 1438 | 24.76 | 1794 | 1438 | 24.76 |
| EL JIMADR RPS TEQUI 7 | | 3.25 | 3.22 | 7710 | 7083 | 8.85 | 1940 | 1667 | 16.38 | 1940 | 1667 | 16.38 |
| HORNITOS PLAT TEQUI 8 | | 3.15 | 2.74 | 7459 | 6025 | 23.80 | 1647 | 1279 | 28.77 | 1647 | 1279 | 28.77 |
| SAUZA SILVER TEQUI 9 | | 2.96 | 2.65 | 7027 | 5824 | 20.66 | 1606 | 1373 | 16.97 | 1606 | 1373 | 16.97 |
| MONARCH TEQUI 10 | | 2.94 | 3.04 | 6982 | 6671 | 4.66 | 1504 | 1471 | 2.24 | 1504 | 1471 | 2.24 |
| SAUZA EXTRA G TEQUI 11 | | 2.68 | 3.32 | 6354 | 7305 | 13.02- | 1301 | 1555 | 16.33- | 1301 | 1555 | 16.33- |
| CUERVO ESP SL TEQUI 12 | | 2.67 | 2.70 | 6343 | 5940 | 6.78 | 1222 | 1203 | 1.58 | 1222 | 1203 | 1.58 |
| MONARCH TEQUI 13 | | 2.47 | 2.83 | 5852 | 6220 | 5.92- | 1193 | 1345 | 11.30- | 1193 | 1345 | 11.30- |
| LUNAZUL REPOS TEQUI 14 | | 2.27 | 2.25 | 5376 | 4937 | 8.89 | 1033 | 1020 | 1.27 | 1033 | 1020 | 1.27 |
| CAZADORES RPS TEQUI 15 | | 2.06 | 1.91 | 4882 | 4188 | 16.57 | 1128 | 847 | 33.18 | 1128 | 847 | 33.18 |
| ARANDAS TEQUI 16 | | 2.01 | 2.36 | 4769 | 5196 | 8.22- | 1076 | 1068 | .75 | 1076 | 1068 | .75 |
| SAUZA BLUE SL TEQUI 17 | | 1.82 | 1.27 | 4307 | 2781 | 54.87 | 987 | 618 | 59.71 | 987 | 618 | 59.71 |
| 1800 REPOSADO TEQUI 18 | | 1.78 | 1.75 | 4225 | 3844 | 9.91 | 898 | 910 | 1.32- | 898 | 910 | 1.32- |
| OLMECA ALT PL TEQUI 19 | | 1.47 | 1.13 | 3497 | 2490 | 40.44 | 662 | 463 | 42.98 | 662 | 463 | 42.98 |
| 1800 SILVER TEQUI 20 | | 1.46 | 1.25 | 3455 | 2756 | 25.36 | 726 | 629 | 15.42 | 726 | 629 | 15.42 |
| SAUZA CIEN AN TEQUI 21 | | 1.43 | 1.44 | 3399 | 3155 | 7.73 | 763 | 716 | 6.56 | 763 | 716 | 6.56 |
| SAUZA C ANOS TEQUI 22 | | 1.24 | 1.33 | 2942 | 2932 | .34 | 622 | 606 | 2.64 | 622 | 606 | 2.64 |
| PANCHO VILLA TEQUI 23 | | 1.20 | 1.28 | 2845 | 2804 | 1.46 | 614 | 638 | 3.76- | 614 | 638 | 3.76- |
| CUERVO ESP FL TEQUI 24 | | 1.20 | 1.34 | 2844 | 2954 | 3.72- | 659 | 669 | 1.49- | 659 | 669 | 1.49- |
| PANCHO VILLA TEQUI 25 | | 1.11 | 1.22 | 2638 | 2670 | 1.20- | 577 | 576 | .17 | 577 | 576 | .17 |
| MILAGRO SILVE TEQUI 26 | | .98 | .91 | 2336 | 1990 | 17.39 | 539 | 447 | 20.58 | 539 | 447 | 20.58 |
| OLMECA ALT RP TEQUI 27 | | .94 | .90 | 2231 | 1976 | 12.90 | 404 | 372 | 8.60 | 404 | 372 | 8.60 |
| ESPOLON BLANC TEQUI 28 | | .92 | .67 | 2186 | 1476 | 48.10 | 527 | 322 | 63.66 | 527 | 322 | 63.66 |
| BAJA GOLD TQU TEQUI 29 | | .76 | .84 | 1810 | 1839 | 1.58- | 414 | 420 | 1.43- | 414 | 420 | 1.43- |
| PUERTO VALLAR TEQUI 30 | | .76 | .88 | 1799 | 1930 | 6.79- | 423 | 422 | .24 | 423 | 422 | .24 |
| ARANDAS TEQUI 31 | | .71 | .78 | 1673 | 1721 | 2.79- | 324 | 352 | 7.95- | 324 | 352 | 7.95- |
| JUAREZ TEQUI 32 | | .69 | .79 | 1626 | 1742 | 6.66- | 366 | 353 | 3.68 | 366 | 353 | 3.68 |
| DON JULIO SIL TEQUI 33 | | .68 | .52 | 1610 | 1147 | 40.37 | 381 | 274 | 39.05 | 381 | 274 | 39.05 |
| PEPE LOPEZ PR TEQUI 34 | | .66 | .69 | 1562 | 1507 | 3.65 | 394 | 344 | 14.53 | 394 | 344 | 14.53 |
| CUERVO TRADCN TEQUI 35 | | .65 | .70 | 1541 | 1535 | .39 | 319 | 314 | 1.59 | 319 | 314 | 1.59 |
| FAMILIA CMR S TEQUI 36 | | .64 | .71 | 1523 | 1564 | 2.62- | 327 | 279 | 17.20 | 327 | 279 | 17.20 |
| SAUZA GIRO TEQUI 37 | | .63 | .69 | 1500 | 1522 | 1.45- | 342 | 348 | 1.72- | 342 | 348 | 1.72- |
| CAZADORES BLN TEQUI 38 | | .63 | .55 | 1496 | 1217 | 22.93 | 320 | 281 | 13.88 | 320 | 281 | 13.88 |
| CORRALEJO RPS TEQUI 39 | | .60 | .56 | 1414 | 1228 | 15.15 | 251 | 222 | 13.06 | 251 | 222 | 13.06 |
| EL CHARRO RPS TEQUI 40 | | .59 | .48 | 1404 | 1044 | 34.48 | 278 | 254 | 9.45 | 278 | 254 | 9.45 |
| TORADA REPOSA TEQUI 41 | | .58 | .62 | 1365 | 1362 | .22 | 297 | 275 | 8.00 | 297 | 275 | 8.00 |
| ESPOLON RPS TEQUI 42 | | .55 | .46 | 1294 | 1000 | 29.40 | 296 | 171 | 73.10 | 296 | 171 | 73.10 |
| MONTEZUMA TEQUI 43 | | .53 | .55 | 1266 | 1200 | 5.50 | 298 | 261 | 14.18 | 298 | 261 | 14.18 |
| EL CHARRO SIL TEQUI 44 | | .51 | .46 | 1202 | 1013 | 18.66 | 220 | 256 | 14.06- | 220 | 256 | 14.06- |
| FAMILIA CMR R TEQUI 45 | | .45 | .50 | 1072 | 1094 | 2.01- | 232 | 216 | 7.41 | 232 | 216 | 7.41 |
| PUEBLO VJO BL TEQUI 46 | | .39 | .37 | 926 | 820 | 12.93 | 190 | 184 | 3.26 | 190 | 184 | 3.26 |
| DON JULIO ANE TEQUI 47 | | .38 | .38 | 913 | 827 | 10.40 | 189 | 159 | 18.87 | 189 | 159 | 18.87 |
| DEL MAGUEY VI TEQUI 48 | | .35 | .24 | 830 | 536 | 54.85 | 203 | 145 | 40.00 | 203 | 145 | 40.00 |
| LUNAZUL ANEJO TEQUI 49 | | .35 | .31 | 822 | 671 | 22.50 | 196 | 162 | 20.99 | 196 | 162 | 20.99 |
| PATRON ANEJO TEQUI 50 | | .32 | .31 | 756 | 686 | 10.20 | 157 | 139 | 12.95 | 157 | 139 | 12.95 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| PENNSYLVANIA - D.S. | | | | 6945925 | 6835774 | 1.61 | 1637742 | 1641646 | .24- | 1637742 | 1641646 | .24- |
| TEQUILA / MEZCAL | | 3.59 | 3.42 | 249047 | 233576 | 6.62 | 56721 | 52725 | 7.58 | 56721 | 52725 | 7.58 |
| CUERVO ESPECI TEQUI | 1 | 23.19 | 25.24 | 57765 | 58960 | 2.03- | 12992 | 13180 | 1.43- | 12992 | 13180 | 1.43- |
| PATRON SILVER TEQUI | 2 | 8.94 | 8.93 | 22267 | 20865 | 6.72 | 5256 | 4997 | 5.18 | 5256 | 4997 | 5.18 |
| TORTILLA GOLD TEQUI | 3 | 7.69 | 8.13 | 19149 | 18999 | .79 | 4416 | 3965 | 11.37 | 4416 | 3965 | 11.37 |
| CUERVO ESP SL TEQUI | 4 | 5.80 | 5.83 | 14450 | 13626 | 6.05 | 3264 | 3216 | 1.49 | 3264 | 3216 | 1.49 |
| 1800 SILVER TEQUI | 5 | 4.55 | 3.87 | 11337 | 9029 | 25.56 | 2701 | 2160 | 25.05 | 2701 | 2160 | 25.05 |
| JUAREZ GOLD TEQUI | 6 | 4.20 | 4.38 | 10455 | 10234 | 2.16 | 2567 | 2454 | 4.60 | 2567 | 2454 | 4.60 |
| JUAREZ TEQUI | 7 | 2.70 | 2.81 | 6715 | 6554 | 2.46 | 1520 | 1517 | .20 | 1520 | 1517 | .20 |
| MARGARITAVILL TEQUI | 8 | 2.70 | 2.89 | 6715 | 6741 | .39- | 1285 | 1339 | 4.03- | 1285 | 1339 | 4.03- |
| 1800 REPOSADO TEQUI | 9 | 2.69 | 2.58 | 6702 | 6030 | 11.14 | 1545 | 1397 | 10.59 | 1545 | 1397 | 10.59 |
| SAUZA BLUE SL TEQUI | 10 | 2.66 | 1.68 | 6623 | 3917 | 69.08 | 1664 | 855 | 94.62 | 1664 | 855 | 94.62 |
| ESPOLON BLANC TEQUI | 11 | 2.49 | 2.02 | 6194 | 4715 | 31.37 | 1594 | 1285 | 24.05 | 1594 | 1285 | 24.05 |
| SAUZA EXTRA G TEQUI | 12 | 2.21 | 2.53 | 5505 | 5905 | 6.77- | 1194 | 1146 | 4.19 | 1194 | 1146 | 4.19 |
| HORNITOS PLAT TEQUI | 13 | 1.95 | 1.43 | 4856 | 3333 | 45.69 | 1079 | 556 | 94.06 | 1079 | 556 | 94.06 |
| HORNITOS RPSA TEQUI | 14 | 1.70 | 1.18 | 4242 | 2763 | 53.53 | 950 | 544 | 74.63 | 950 | 544 | 74.63 |
| SAUZA SILVER TEQUI | 15 | 1.46 | 1.38 | 3632 | 3223 | 12.69 | 832 | 820 | 1.46 | 832 | 820 | 1.46 |
| MONTEZUMA TEQUI | 16 | 1.25 | 1.30 | 3124 | 3028 | 3.17 | 707 | 710 | .42- | 707 | 710 | .42- |
| 1800 COCONUT TEQUI | 17 | 1.24 | 1.07 | 3092 | 2506 | 23.38 | 740 | 590 | 25.42 | 740 | 590 | 25.42 |
| MONTEZUMA TEQUI | 18 | 1.20 | 1.71 | 2994 | 4003 | 25.21- | 591 | 1202 | 50.83- | 591 | 1202 | 50.83- |
| EL JIMADR SLV TEQUI | 19 | 1.08 | 1.20 | 2679 | 2799 | 4.29- | 606 | 713 | 15.01- | 606 | 713 | 15.01- |
| ESPOLON RPS TEQUI | 20 | 1.03 | .89 | 2566 | 2081 | 23.31 | 534 | 398 | 34.17 | 534 | 398 | 34.17 |
| MONTE ALBAN M TEQUI | 21 | .96 | .98 | 2386 | 2286 | 4.37 | 590 | 533 | 10.69 | 590 | 533 | 10.69 |
| LUNAZUL REPOS TEQUI | 22 | .81 | .75 | 2018 | 1756 | 14.92 | 535 | 467 | 14.56 | 535 | 467 | 14.56 |
| OLMECA ALT PL TEQUI | 23 | .74 | .71 | 1835 | 1664 | 10.28 | 451 | 413 | 9.20 | 451 | 413 | 9.20 |
| FAMILIA CMR S TEQUI | 24 | .72 | .79 | 1785 | 1856 | 3.83- | 393 | 479 | 17.95- | 393 | 479 | 17.95- |
| DON JULIO SIL TEQUI | 25 | .66 | .57 | 1650 | 1324 | 24.62 | 384 | 298 | 28.86 | 384 | 298 | 28.86 |
| CAZADORES BLN TEQUI | 26 | .66 | .62 | 1643 | 1447 | 13.55 | 290 | 403 | 28.04- | 290 | 403 | 28.04- |
| LUNAZUL BLANC TEQUI | 27 | .60 | .48 | 1483 | 1132 | 31.01 | 375 | 151 | 148.34 | 375 | 151 | 148.34 |
| AVION SILVER TEQUI | 28 | .58 | .75 | 1453 | 1755 | 17.21- | 317 | 298 | 6.38 | 317 | 298 | 6.38 |
| FAMILIA CMR R TEQUI | 29 | .58 | .81 | 1439 | 1884 | 23.62- | 335 | 337 | .59- | 335 | 337 | .59- |
| EL JIMADR RPS TEQUI | 30 | .57 | .59 | 1430 | 1379 | 3.70 | 312 | 353 | 11.61- | 312 | 353 | 11.61- |
| MILAGRO SILVE TEQUI | 31 | .54 | .49 | 1346 | 1149 | 17.15 | 281 | 223 | 26.01 | 281 | 223 | 26.01 |
| EL MAYOR BLAN TEQUI | 32 | .54 | .49 | 1335 | 1147 | 16.39 | 267 | 241 | 10.79 | 267 | 241 | 10.79 |
| CORRALEJO RPS TEQUI | 33 | .51 | .53 | 1274 | 1244 | 2.41 | 289 | 260 | 11.15 | 289 | 260 | 11.15 |
| CUERVO TRD SL TEQUI | 34 | .51 | .30 | 1268 | 701 | 80.88 | 320 | 167 | 91.62 | 320 | 167 | 91.62 |
| CUERVO TRADCN TEQUI | 35 | .51 | .59 | 1266 | 1382 | 8.39- | 307 | 363 | 15.43- | 307 | 363 | 15.43- |
| CABO WABO BLN TEQUI | 36 | .48 | .48 | 1197 | 1121 | 6.78 | 230 | 218 | 5.50 | 230 | 218 | 5.50 |
| CAZADORES RPS TEQUI | 37 | .46 | .57 | 1146 | 1330 | 13.83- | 266 | 312 | 14.74- | 266 | 312 | 14.74- |
| HORNITOS LIME TEQUI | 38 | .44 | .56 | 1085 | 1298 | 16.41- | 212 | 296 | 28.38- | 212 | 296 | 28.38- |
| CUERVO GL/JC TEQUI | 39 | .43 | .39 | 1083 | 922 | 17.46 | 101 | 157 | 35.67- | 101 | 157 | 35.67- |
| PATRON ANEJO TEQUI | 40 | .43 | .44 | 1072 | 1030 | 4.08 | 224 | 220 | 1.82 | 224 | 220 | 1.82 |
| DON JULIO ANE TEQUI | 41 | .39 | .38 | 980 | 893 | 9.74 | 223 | 174 | 28.16 | 223 | 174 | 28.16 |
| EXOTICO BLANC TEQUI | 42 | .34 | .14 | 849 | 335 | 153.43 | 448 | 43 | 941.86 | 448 | 43 | 941.86 |
| HORNITOS BLK TEQUI | 43 | .34 | .34 | 848 | 783 | 8.30 | 187 | 133 | 40.60 | 187 | 133 | 40.60 |
| HERRADURA SIL TEQUI | 44 | .34 | .32 | 838 | 742 | 12.94 | 157 | 150 | 4.67 | 157 | 150 | 4.67 |
| PATRON REPOSA TEQUI | 45 | .34 | .34 | 835 | 786 | 6.23 | 179 | 185 | 3.24- | 179 | 185 | 3.24- |
| CABO WABO RPS TEQUI | 46 | .30 | .33 | 758 | 772 | 1.81- | 144 | 159 | 9.43- | 144 | 159 | 9.43- |
| HERRADURA RPD TEQUI | 47 | .29 | .29 | 731 | 675 | 8.30 | 138 | 136 | 1.47 | 138 | 136 | 1.47 |
| TRES AGAVES B TEQUI | 48 | .27 | .23 | 680 | 537 | 26.63 | 147 | 85 | 72.94 | 147 | 85 | 72.94 |
| CUERVO CINGE TEQUI | 49 | .27 | .31 | 676 | 713 | 5.19- | 140 | 188 | 25.53- | 140 | 188 | 25.53- |
| 901 SILVER TEQUI | 50 | .27 | .24 | 668 | 565 | 18.23 | 81 | 93 | 12.90- | 81 | 93 | 12.90- |

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|------------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|---------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| UTAH - D.S. | | | | 1172368 | 1151293 | 1.83 | 282145 | 275073 | 2.57 | 282145 | 275073 | 2.57 |
| TEQUILA / MEZCAL | | 5.99 | 5.69 | 70200 | 65535 | 7.12 | 16910 | 15529 | 8.89 | 16910 | 15529 | 8.89 |
| CUERVO ESPECI TEQUI 1 | | 14.72 | 16.80 | 10336 | 11007 | 6.10- | 2251 | 2479 | 9.20- | 2251 | 2479 | 9.20- |
| PATRON SILVER TEQUI 2 | | 6.66 | 6.76 | 4678 | 4431 | 5.57 | 1175 | 1152 | 2.00 | 1175 | 1152 | 2.00 |
| TORTILLA GOLD TEQUI 3 | | 6.07 | 6.20 | 4264 | 4061 | 5.00 | 1066 | 1074 | .74- | 1066 | 1074 | .74- |
| CUERVO ESP SL TEQUI 4 | | 5.56 | 5.94 | 3904 | 3891 | .33 | 787 | 812 | 3.08- | 787 | 812 | 3.08- |
| 1800 SILVER TEQUI 5 | | 4.49 | 4.24 | 3153 | 2779 | 13.46 | 790 | 657 | 20.24 | 790 | 657 | 20.24 |
| SAUZA EXTRA G TEQUI 6 | | 4.40 | 4.79 | 3092 | 3137 | 1.43- | 760 | 712 | 6.74 | 760 | 712 | 6.74 |
| LUNAZUL BLANC TEQUI 7 | | 3.69 | 2.74 | 2591 | 1797 | 44.18 | 678 | 407 | 66.58 | 678 | 407 | 66.58 |
| EL JIMADR RPS TEQUI 8 | | 3.35 | 3.94 | 2355 | 2581 | 8.76- | 608 | 653 | 6.89- | 608 | 653 | 6.89- |
| MONTEZUMA TEQUI 9 | | 2.75 | 3.10 | 1931 | 2032 | 4.97- | 382 | 334 | 14.37 | 382 | 334 | 14.37 |
| HORNITOS PLAT TEQUI 10 | | 2.56 | 1.69 | 1798 | 1110 | 61.98 | 472 | 228 | 107.02 | 472 | 228 | 107.02 |
| CUERVO ESP FL TEQUI 11 | | 2.53 | 2.79 | 1830 | 1777 | 2.90- | 425 | 439 | 3.19- | 425 | 439 | 3.19- |
| HORNITOS RPSA TEQUI 12 | | 2.51 | 1.84 | 1764 | 1207 | 46.15 | 415 | 255 | 62.75 | 415 | 255 | 62.75 |
| 1800 REPOSADO TEQUI 13 | | 2.34 | 2.60 | 1641 | 1702 | 3.58- | 397 | 369 | 7.59 | 397 | 369 | 7.59 |
| EL JIMADR SLV TEQUI 14 | | 2.21 | 1.92 | 1552 | 1261 | 23.08 | 468 | 367 | 27.52 | 468 | 367 | 27.52 |
| FAMILIA CMR S TEQUI 15 | | 1.74 | 1.44 | 1218 | 945 | 28.89 | 245 | 170 | 44.12 | 245 | 170 | 44.12 |
| ESPOLON BLANC TEQUI 16 | | 1.61 | 1.46 | 1133 | 959 | 18.14 | 238 | 219 | 8.68 | 238 | 219 | 8.68 |
| MONTEZUMA TEQUI 17 | | 1.60 | 1.36 | 1123 | 893 | 25.76 | 235 | 195 | 20.51 | 235 | 195 | 20.51 |
| LUNAZUL REPOS TEQUI 18 | | 1.57 | 1.51 | 1102 | 992 | 11.09 | 204 | 192 | 6.25 | 204 | 192 | 6.25 |
| EL CHARRO SIL TEQUI 19 | | 1.43 | 1.64 | 1007 | 1075 | 6.33- | 287 | 333 | 13.81- | 287 | 333 | 13.81- |
| ESPOLON RPS TEQUI 20 | | 1.26 | 1.20 | 887 | 787 | 12.71 | 208 | 165 | 26.06 | 208 | 165 | 26.06 |
| SAUZA C ANOS TEQUI 21 | | 1.23 | 1.61 | 860 | 1056 | 18.56- | 153 | 264 | 42.05- | 153 | 264 | 42.05- |
| CUERVO TRADCN TEQUI 22 | | 1.17 | 1.30 | 820 | 849 | 3.42- | 175 | 164 | 6.71 | 175 | 164 | 6.71 |
| PIEDRA AZUL B TEQUI 23 | | 1.16 | .71 | 814 | 466 | 74.68 | 268 | 219 | 22.37 | 268 | 219 | 22.37 |
| SAUZA BLUE SL TEQUI 24 | | 1.16 | .85 | 812 | 554 | 46.57 | 222 | 151 | 47.02 | 222 | 151 | 47.02 |
| MARGARITAVILL TEQUI 25 | | 1.10 | 1.03 | 772 | 676 | 14.20 | 182 | 191 | 4.71- | 182 | 191 | 4.71- |
| CORRALEJO RPS TEQUI 26 | | 1.08 | 1.17 | 761 | 770 | 1.17- | 155 | 160 | 3.13- | 155 | 160 | 3.13- |
| JUAREZ TEQUI 27 | | 1.01 | 1.06 | 710 | 693 | 2.45 | 205 | 211 | 2.84- | 205 | 211 | 2.84- |
| CAZADORES RPS TEQUI 28 | | .98 | 1.09 | 690 | 715 | 3.50- | 147 | 148 | .68- | 147 | 148 | .68- |
| MILAGRO SILVE TEQUI 29 | | .95 | .98 | 668 | 641 | 4.21 | 171 | 164 | 4.27 | 171 | 164 | 4.27 |
| EL CHARRO RPS TEQUI 30 | | .89 | .92 | 626 | 604 | 3.64 | 174 | 156 | 11.54 | 174 | 156 | 11.54 |
| PANCHO VILLA TEQUI 31 | | .80 | .94 | 561 | 615 | 8.78- | 135 | 154 | 12.34- | 135 | 154 | 12.34- |
| FAMILIA CMR R TEQUI 32 | | .77 | 1.07 | 538 | 698 | 22.92- | 83 | 117 | 29.06- | 83 | 117 | 29.06- |
| MARGRTL LIME TEQUI 33 | | .63 | .65 | 443 | 426 | 3.99 | 79 | 68 | 16.18 | 79 | 68 | 16.18 |
| PUERTO VALLAR TEQUI 34 | | .58 | .75 | 410 | 494 | 17.00- | 102 | 97 | 5.15 | 102 | 97 | 5.15 |
| CAZADORES BLN TEQUI 35 | | .58 | .56 | 406 | 370 | 9.73 | 95 | 97 | 2.06- | 95 | 97 | 2.06- |
| OLMECA ALT RP TEQUI 36 | | .58 | .02 | 404 | 11 | 3572.73 | 87 | 11 | 690.91 | 87 | 11 | 690.91 |
| DON JULIO ANE TEQUI 37 | | .57 | .61 | 402 | 399 | .75 | 121 | 146 | 17.12- | 121 | 146 | 17.12- |
| PATRON ANEJO TEQUI 38 | | .57 | .60 | 397 | 395 | .51 | 104 | 93 | 11.83 | 104 | 93 | 11.83 |
| CABO WABO BLN TEQUI 39 | | .55 | .48 | 387 | 314 | 23.25 | 87 | 56 | 55.36 | 87 | 56 | 55.36 |
| SAUZA COMMEMT TEQUI 40 | | .55 | .54 | 383 | 355 | 7.89 | 99 | 87 | 13.79 | 99 | 87 | 13.79 |
| MILAGRO REPSA TEQUI 41 | | .53 | .45 | 370 | 296 | 25.00 | 105 | 97 | 8.25 | 105 | 97 | 8.25 |
| DON JULIO SIL TEQUI 42 | | .52 | .56 | 365 | 369 | 1.08- | 128 | 184 | 30.43- | 128 | 184 | 30.43- |
| CUERVO TRD SL TEQUI 43 | | .51 | .34 | 360 | 221 | 62.90 | 60 | 53 | 13.21 | 60 | 53 | 13.21 |
| MARGARITAVILL TEQUI 44 | | .50 | .54 | 352 | 357 | 1.40- | 48 | 46 | 4.35 | 48 | 46 | 4.35 |
| PATRON REPOSA TEQUI 45 | | .50 | .51 | 351 | 336 | 4.46 | 92 | 80 | 15.00 | 92 | 80 | 15.00 |
| CUERVO CINGE TEQUI 46 | | .46 | .52 | 326 | 343 | 4.96- | 63 | 62 | 1.61 | 63 | 62 | 1.61 |
| CORAZN AGV BL TEQUI 47 | | .41 | .42 | 291 | 272 | 6.99 | 41 | 40 | 2.50 | 41 | 40 | 2.50 |
| 1800 COCONUT TEQUI 48 | | .41 | .33 | 285 | 213 | 33.80 | 76 | 53 | 43.40 | 76 | 53 | 43.40 |
| HERRADURA B G TEQUI 49 | | .35 | .40 | 246 | 264 | 6.82- | 50 | 77 | 35.06- | 50 | 77 | 35.06- |
| DON JULIO RPS TEQUI 50 | | .34 | .36 | 240 | 234 | 2.56 | 77 | 110 | 30.00- | 77 | 110 | 30.00- |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| VERMONT - D.S. | | | | 375958 | 370416 | 1.50 | 88393 | 85682 | 3.16 | 88393 | 85682 | 3.16 |
| TEQUILA / MEZCAL | | 5.32 | 5.06 | 20016 | 18728 | 6.88 | 4534 | 4087 | 10.94 | 4534 | 4087 | 10.94 |
| CUERVO ESPECI TEQUI | 1 | 18.35 | 22.11 | 3672 | 4140 | 11.30- | 745 | 870 | 14.37- | 745 | 870 | 14.37- |
| CUERVO ESP SL TEQUI | 2 | 6.26 | 6.20 | 1254 | 1162 | 7.92 | 257 | 241 | 6.64 | 257 | 241 | 6.64 |
| SAUZA SILVER TEQUI | 3 | 6.17 | 5.32 | 1235 | 996 | 24.00 | 303 | 266 | 13.91 | 303 | 266 | 13.91 |
| HORNITOS RPSA TEQUI | 4 | 4.93 | 5.12 | 987 | 959 | 2.92 | 208 | 195 | 6.67 | 208 | 195 | 6.67 |
| SAUZA EXTRA G TEQUI | 5 | 4.81 | 5.55 | 962 | 1040 | 7.50- | 207 | 203 | 1.97 | 207 | 203 | 1.97 |
| PATRON SILVER TEQUI | 6 | 4.70 | 4.85 | 940 | 908 | 3.52 | 243 | 233 | 4.29 | 243 | 233 | 4.29 |
| HORNITOS PLAT TEQUI | 7 | 3.53 | 2.37 | 706 | 444 | 59.01 | 180 | 114 | 57.89 | 180 | 114 | 57.89 |
| EL CHARRO SIL TEQUI | 8 | 3.24 | 3.04 | 649 | 570 | 13.86 | 136 | 63 | 115.87 | 136 | 63 | 115.87 |
| MONTEZUMA TEQUI | 9 | 2.99 | 2.78 | 598 | 520 | 15.00 | 137 | 108 | 26.85 | 137 | 108 | 26.85 |
| FAMILIA CMR S TEQUI | 10 | 2.90 | 2.51 | 581 | 471 | 23.35 | 106 | 100 | 6.00 | 106 | 100 | 6.00 |
| MILAGRO SILVE TEQUI | 11 | 2.76 | 2.89 | 552 | 542 | 1.85 | 119 | 131 | 9.16- | 119 | 131 | 9.16- |
| ESPOLON BLANC TEQUI | 12 | 2.72 | 2.11 | 545 | 396 | 37.63 | 150 | 114 | 31.58 | 150 | 114 | 31.58 |
| 1800 SILVER TEQUI | 13 | 2.16 | 1.77 | 433 | 331 | 30.82 | 112 | 74 | 51.35 | 112 | 74 | 51.35 |
| FAMILIA CMR R TEQUI | 14 | 2.08 | 1.85 | 416 | 347 | 19.88 | 79 | 76 | 3.95 | 79 | 76 | 3.95 |
| EL CHARRO RPS TEQUI | 15 | 1.67 | 1.69 | 335 | 316 | 6.01 | 80 | 75 | 6.67 | 80 | 75 | 6.67 |
| SAUZA BLUE SL TEQUI | 16 | 1.63 | 1.53 | 326 | 287 | 13.59 | 67 | 55 | 21.82 | 67 | 55 | 21.82 |
| CUERVO ESP FL TEQUI | 17 | 1.57 | 1.80 | 315 | 338 | 6.80- | 72 | 76 | 5.26- | 72 | 76 | 5.26- |
| DORADO TEQUI | 18 | 1.53 | 1.61 | 306 | 301 | 1.66 | 63 | 60 | 5.00 | 63 | 60 | 5.00 |
| EL JIMADR RPS TEQUI | 19 | 1.52 | 1.59 | 304 | 298 | 2.01 | 64 | 63 | 1.59 | 64 | 63 | 1.59 |
| 1800 REPOSADO TEQUI | 20 | 1.51 | 1.52 | 303 | 284 | 6.69 | 99 | 69 | 43.48 | 99 | 69 | 43.48 |
| ESPOLON RPS TEQUI | 21 | 1.36 | 1.32 | 272 | 248 | 9.68 | 77 | 61 | 26.23 | 77 | 61 | 26.23 |
| MARGARITAVILL TEQUI | 22 | 1.26 | 1.17 | 253 | 219 | 15.53 | 65 | 44 | 47.73 | 65 | 44 | 47.73 |
| OLMECA ALT PL TEQUI | 23 | 1.19 | 1.27 | 238 | 237 | .42 | 38 | 52 | 26.92- | 38 | 52 | 26.92- |
| CASAMIGOS BLN TEQUI | 24 | 1.10 | .84 | 221 | 157 | 40.76 | 63 | 41 | 53.66 | 63 | 41 | 53.66 |
| MONTEZUMA TEQUI | 25 | 1.06 | 1.14 | 213 | 214 | .47- | 41 | 46 | 10.87- | 41 | 46 | 10.87- |
| OLD MEXICO BL TEQUI | 26 | .97 | 1.12 | 194 | 209 | 7.18- | 40 | 47 | 14.89- | 40 | 47 | 14.89- |
| OLD MEXICO OR TEQUI | 27 | .95 | 1.06 | 191 | 198 | 3.54- | 44 | 46 | 4.35- | 44 | 46 | 4.35- |
| MARGARITAVILL TEQUI | 28 | .94 | .89 | 189 | 166 | 13.86 | 31 | 26 | 19.23 | 31 | 26 | 19.23 |
| ARANDAS TEQUI | 29 | .84 | .83 | 169 | 156 | 8.33 | 37 | 33 | 12.12 | 37 | 33 | 12.12 |
| SAUZA COMMEMT TEQUI | 30 | .76 | .68 | 153 | 128 | 19.53 | 32 | 26 | 23.08 | 32 | 26 | 23.08 |
| OLMECA ALT RP TEQUI | 31 | .70 | .26 | 140 | 48 | 191.67 | 42 | 26 | 61.54 | 42 | 26 | 61.54 |
| PEPE LOPEZ TEQUI | 32 | .66 | .77 | 133 | 145 | 8.28- | 27 | 28 | 3.57- | 27 | 28 | 3.57- |
| CABO WABO BLN TEQUI | 33 | .66 | .59 | 133 | 110 | 20.91 | 36 | 26 | 38.46 | 36 | 26 | 38.46 |
| HERRADURA R G TEQUI | 34 | .62 | .54 | 125 | 102 | 22.55 | 25 | 20 | 25.00 | 25 | 20 | 25.00 |
| HERRADURA B G TEQUI | 35 | .55 | .52 | 110 | 97 | 13.40 | 34 | 16 | 112.50 | 34 | 16 | 112.50 |
| PEPE LOPEZ PR TEQUI | 36 | .53 | .58 | 107 | 109 | 1.83- | 24 | 23 | 4.35 | 24 | 23 | 4.35 |
| CORAZN AGV BL TEQUI | 37 | .52 | .47 | 105 | 88 | 19.32 | 17 | 20 | 15.00- | 17 | 20 | 15.00- |
| DEL MAGUEY VI TEQUI | 38 | .51 | .29 | 103 | 55 | 87.27 | 29 | 19 | 52.63 | 29 | 19 | 52.63 |
| MILAGRO REPSA TEQUI | 39 | .51 | .50 | 103 | 94 | 9.57 | 17 | 23 | 26.09- | 17 | 23 | 26.09- |
| CAZADORES RPS TEQUI | 40 | .46 | .52 | 92 | 97 | 5.15- | 12 | 19 | 36.84- | 12 | 19 | 36.84- |
| CASAMIGOS RPS TEQUI | 41 | .44 | .32 | 89 | 59 | 50.85 | 26 | 13 | 100.00 | 26 | 13 | 100.00 |
| MARGRTLV LIME TEQUI | 42 | .44 | .56 | 88 | 104 | 15.38- | 8 | 16 | 50.00- | 8 | 16 | 50.00- |
| JUAREZ TEQUI | 43 | .42 | .43 | 85 | 81 | 4.94 | 25 | 21 | 19.05 | 25 | 21 | 19.05 |
| EXOTICO BLANC TEQUI | 44 | .41 | .00 | 83 | 0 | .00 | 61 | 0 | .00 | 61 | 0 | .00 |
| DON JULIO SIL TEQUI | 45 | .41 | .36 | 82 | 67 | 22.39 | 25 | 19 | 31.58 | 25 | 19 | 31.58 |
| CABO WABO RPS TEQUI | 46 | .40 | .47 | 81 | 88 | 7.95- | 18 | 14 | 28.57 | 18 | 14 | 28.57 |
| DON JULIO ANE TEQUI | 47 | .37 | .37 | 74 | 69 | 7.25 | 23 | 17 | 35.29 | 23 | 17 | 35.29 |
| HORNITOS BLK TEQUI | 48 | .36 | .29 | 73 | 55 | 32.73 | 16 | 13 | 23.08 | 16 | 13 | 23.08 |
| MONTE ALBAN M TEQUI | 49 | .34 | .29 | 68 | 55 | 23.64 | 18 | 13 | 38.46 | 18 | 13 | 38.46 |
| CUERVO TRADCN TEQUI | 50 | .33 | .34 | 67 | 64 | 4.69 | 16 | 13 | 23.08 | 16 | 13 | 23.08 |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| VIRGINIA - D.S. | | | | 4242080 | 4133814 | 2.62 | 975027 | 954319 | 2.17 | 975027 | 954319 | 2.17 |
| TEQUILA / MEZCAL | | 6.14 | 5.84 | 260534 | 241230 | 8.00 | 58275 | 52837 | 10.29 | 58275 | 52837 | 10.29 |
| CUERVO ESPECI TEQUI 1 | | 13.69 | 15.11 | 35675 | 36439 | 2.10- | 7658 | 7927 | 3.39- | 7658 | 7927 | 3.39- |
| PATRON SILVER TEQUI 2 | | 8.79 | 8.60 | 22889 | 20741 | 10.36 | 5381 | 4868 | 10.54 | 5381 | 4868 | 10.54 |
| 1800 SILVER TEQUI 3 | | 6.02 | 6.37 | 15672 | 15364 | 2.00 | 3013 | 2648 | 13.78 | 3013 | 2648 | 13.78 |
| TORTILLA GOLD TEQUI 4 | | 5.70 | 5.45 | 14842 | 13145 | 12.91 | 3595 | 3280 | 9.60 | 3595 | 3280 | 9.60 |
| CUERVO ESP SL TEQUI 5 | | 5.46 | 5.24 | 14233 | 12648 | 12.53 | 3083 | 2781 | 10.86 | 3083 | 2781 | 10.86 |
| MONTEZUMA TEQUI 6 | | 3.66 | 3.73 | 9537 | 8995 | 6.03 | 2387 | 2111 | 13.07 | 2387 | 2111 | 13.07 |
| 1800 REPOSADO TEQUI 7 | | 3.66 | 4.30 | 9535 | 10367 | 8.03- | 1816 | 1710 | 6.20 | 1816 | 1710 | 6.20 |
| ARISTOCRAT SP TEQUI 8 | | 2.89 | 3.00 | 7530 | 7241 | 3.99 | 1823 | 1722 | 5.87 | 1823 | 1722 | 5.87 |
| LUNAZUL BLANC TEQUI 9 | | 2.37 | 1.82 | 6176 | 4394 | 40.56 | 1507 | 1084 | 39.02 | 1507 | 1084 | 39.02 |
| ARISTOCRAT WH TEQUI 10 | | 2.11 | 2.14 | 5494 | 5151 | 6.66 | 1263 | 1179 | 7.12 | 1263 | 1179 | 7.12 |
| HORNITOS RPSA TEQUI 11 | | 1.95 | 1.79 | 5091 | 4309 | 18.15 | 1068 | 946 | 12.90 | 1068 | 946 | 12.90 |
| MONTEZUMA TEQUI 12 | | 1.88 | 1.94 | 4907 | 4671 | 5.05 | 1127 | 1011 | 11.47 | 1127 | 1011 | 11.47 |
| JUAREZ TEQUI 13 | | 1.78 | 1.69 | 4629 | 4067 | 13.82 | 1133 | 1036 | 9.36 | 1133 | 1036 | 9.36 |
| JUAREZ TEQUI 14 | | 1.71 | 1.82 | 4458 | 4383 | 1.71 | 1104 | 940 | 17.45 | 1104 | 940 | 17.45 |
| SAUZA EXTRA G TEQUI 15 | | 1.58 | 1.75 | 4115 | 4229 | 2.70- | 883 | 982 | 10.08- | 883 | 982 | 10.08- |
| TWO FINGERS TEQUI 16 | | 1.55 | 1.49 | 4051 | 3587 | 12.94 | 904 | 860 | 5.12 | 904 | 860 | 5.12 |
| EL TORO GOLD TEQUI 17 | | 1.42 | 1.50 | 3702 | 3614 | 2.43 | 860 | 886 | 2.93- | 860 | 886 | 2.93- |
| MARGARITAVILL TEQUI 18 | | 1.38 | 1.32 | 3601 | 3188 | 12.95 | 820 | 656 | 25.00 | 820 | 656 | 25.00 |
| SAUZA SILVER TEQUI 19 | | 1.37 | 1.03 | 3582 | 2496 | 43.51 | 792 | 611 | 29.62 | 792 | 611 | 29.62 |
| LUNAZUL REPOS TEQUI 20 | | 1.35 | 1.13 | 3512 | 2734 | 28.46 | 948 | 834 | 13.67 | 948 | 834 | 13.67 |
| EL JIMADR SLV TEQUI 21 | | 1.33 | 1.11 | 3464 | 2689 | 28.82 | 900 | 739 | 21.79 | 900 | 739 | 21.79 |
| MI COSECHA GO TEQUI 22 | | 1.22 | 1.63 | 3185 | 3925 | 18.85- | 741 | 825 | 10.18- | 741 | 825 | 10.18- |
| 1800 COCONUT TEQUI 23 | | 1.12 | 1.16 | 2918 | 2798 | 4.29 | 548 | 500 | 9.60 | 548 | 500 | 9.60 |
| ESPOLON BLANC TEQUI 24 | | 1.02 | .79 | 2662 | 1904 | 39.81 | 699 | 500 | 39.80 | 699 | 500 | 39.80 |
| SAUZA BLUE SL TEQUI 25 | | 1.00 | .98 | 2602 | 2356 | 10.44 | 561 | 546 | 2.75 | 561 | 546 | 2.75 |
| JUAREZ GOLD TEQUI 26 | | .92 | .81 | 2408 | 1950 | 23.49 | 634 | 468 | 35.47 | 634 | 468 | 35.47 |
| EL TORO SILVE TEQUI 27 | | .92 | .91 | 2391 | 2203 | 8.53 | 581 | 506 | 14.82 | 581 | 506 | 14.82 |
| PEPE LOPEZ TEQUI 28 | | .81 | 1.02 | 2109 | 2461 | 14.30- | 471 | 488 | 3.48- | 471 | 488 | 3.48- |
| HORNITOS PLAT TEQUI 29 | | .80 | .73 | 2075 | 1766 | 17.50 | 499 | 361 | 38.23 | 499 | 361 | 38.23 |
| PEPE LOPEZ PR TEQUI 30 | | .79 | .87 | 2054 | 2103 | 2.33- | 482 | 479 | .63 | 482 | 479 | .63 |
| TORADA REPOSA TEQUI 31 | | .79 | .79 | 2046 | 1902 | 7.57 | 481 | 452 | 6.42 | 481 | 452 | 6.42 |
| EL JIMADR RPS TEQUI 32 | | .76 | .70 | 1969 | 1679 | 17.27 | 444 | 385 | 15.32 | 444 | 385 | 15.32 |
| CAZADORES RPS TEQUI 33 | | .74 | .73 | 1938 | 1752 | 10.62 | 440 | 412 | 6.80 | 440 | 412 | 6.80 |
| SAUZA GIRO TEQUI 34 | | .72 | .59 | 1866 | 1433 | 30.22 | 456 | 388 | 17.53 | 456 | 388 | 17.53 |
| MILAGRO SILVE TEQUI 35 | | .64 | .53 | 1671 | 1283 | 30.24 | 354 | 259 | 36.68 | 354 | 259 | 36.68 |
| OLMECA ALT PL TEQUI 36 | | .61 | .27 | 1599 | 648 | 146.76 | 319 | 129 | 147.29 | 319 | 129 | 147.29 |
| MARGARITAVILL TEQUI 37 | | .61 | .57 | 1592 | 1371 | 16.12 | 390 | 272 | 43.38 | 390 | 272 | 43.38 |
| FAMILIA CMR S TEQUI 38 | | .57 | .55 | 1476 | 1320 | 11.82 | 325 | 326 | .31- | 325 | 326 | .31- |
| PATRON ANEJO TEQUI 39 | | .51 | .49 | 1325 | 1182 | 12.10 | 264 | 240 | 10.00 | 264 | 240 | 10.00 |
| AVION SILVER TEQUI 40 | | .50 | .35 | 1291 | 836 | 54.43 | 315 | 176 | 78.98 | 315 | 176 | 78.98 |
| CABO WABO BLN TEQUI 41 | | .47 | .44 | 1224 | 1052 | 16.35 | 258 | 228 | 13.16 | 258 | 228 | 13.16 |
| TRES AGAVES B TEQUI 42 | | .46 | .37 | 1190 | 881 | 35.07 | 243 | 181 | 34.25 | 243 | 181 | 34.25 |
| ESPOLON RPS TEQUI 43 | | .45 | .38 | 1168 | 913 | 27.93 | 268 | 197 | 36.04 | 268 | 197 | 36.04 |
| DON JULIO SIL TEQUI 44 | | .44 | .40 | 1153 | 963 | 19.73 | 256 | 207 | 23.67 | 256 | 207 | 23.67 |
| PATRON REPOSA TEQUI 45 | | .39 | .36 | 1006 | 875 | 14.97 | 214 | 169 | 26.63 | 214 | 169 | 26.63 |
| CUERVO TRADCN TEQUI 46 | | .39 | .40 | 1005 | 968 | 3.82 | 231 | 212 | 8.96 | 231 | 212 | 8.96 |
| FAMILIA CMR R TEQUI 47 | | .36 | .34 | 938 | 824 | 13.83 | 179 | 210 | 14.76- | 179 | 210 | 14.76- |
| CUERVO GL/JC TEQUI 48 | | .35 | .49 | 903 | 1187 | 23.93- | 14 | 25 | 44.00- | 14 | 25 | 44.00- |
| MONTE ALBAN M TEQUI 49 | | .33 | .32 | 865 | 760 | 13.82 | 175 | 165 | 6.06 | 175 | 165 | 6.06 |
| HERRADURA R G TEQUI 50 | | .32 | .30 | 846 | 726 | 16.53 | 168 | 157 | 7.01 | 168 | 157 | 7.01 |

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| FIRST QUARTER 2017 | | | | TEQUILA / MEZCAL | | | | | | PAGE 17 | | |
|------------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|---------|---------------------------------|---------------------------------|---------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| WEST VIRGINIA - D. S. | | | | 644987 | 656222 | 1.71- | 140361 | 142562 | 1.54- | 140361 | 142562 | 1.54- |
| TEQUILA / MEZCAL | | 4.66 | 4.40 | 30040 | 28857 | 4.10 | 6616 | 6295 | 5.10 | 6616 | 6295 | 5.10 |
| CUERVO ESPECI TEQUI 1 | | 19.14 | 20.71 | 5749 | 5977 | 3.81- | 1155 | 1321 | 12.57- | 1155 | 1321 | 12.57- |
| PATRON SILVER TEQUI 2 | | 10.10 | 10.58 | 3034 | 3054 | .65- | 616 | 518 | 18.92 | 616 | 518 | 18.92 |
| MONTEZUMA TEQUI 3 | | 9.84 | 9.82 | 2956 | 2834 | 4.30 | 680 | 649 | 4.78 | 680 | 649 | 4.78 |
| MONTEZUMA TEQUI 4 | | 9.22 | 9.26 | 2769 | 2672 | 3.63 | 636 | 639 | .47- | 636 | 639 | .47- |
| CUERVO ESP SL TEQUI 5 | | 5.67 | 5.68 | 1703 | 1638 | 3.97 | 342 | 382 | 10.47- | 342 | 382 | 10.47- |
| MCCRMCK TEQ S TEQUI 6 | | 4.41 | 4.91 | 1324 | 1417 | 6.56- | 322 | 292 | 10.27 | 322 | 292 | 10.27 |
| SAUZA GIRO TEQUI 7 | | 3.33 | 2.75 | 1001 | 795 | 25.91 | 302 | 217 | 39.17 | 302 | 217 | 39.17 |
| CUERVO ESP FL TEQUI 8 | | 3.21 | 3.31 | 964 | 955 | .94 | 217 | 219 | .91- | 217 | 219 | .91- |
| EL TORO TRP D TEQUI 9 | | 2.74 | 2.87 | 823 | 828 | .60- | 197 | 177 | 11.30 | 197 | 177 | 11.30 |
| MCCRMCK TEQ G TEQUI 10 | | 2.63 | 2.44 | 791 | 704 | 12.36 | 188 | 162 | 16.05 | 188 | 162 | 16.05 |
| JUAREZ SILVER TEQUI 11 | | 2.22 | 1.87 | 666 | 541 | 23.11 | 164 | 135 | 21.48 | 164 | 135 | 21.48 |
| 1800 SILVER TEQUI 12 | | 1.58 | 1.46 | 476 | 420 | 13.33 | 122 | 81 | 50.62 | 122 | 81 | 50.62 |
| SAUZA EXTRA G TEQUI 13 | | 1.56 | 1.79 | 470 | 517 | 9.09- | 76 | 106 | 28.30- | 76 | 106 | 28.30- |
| PEPE LOPEZ PR TEQUI 14 | | 1.41 | 1.03 | 424 | 297 | 42.76 | 147 | 72 | 104.17 | 147 | 72 | 104.17 |
| JUAREZ TEQUI 15 | | 1.40 | 1.15 | 421 | 332 | 26.81 | 128 | 97 | 31.96 | 128 | 97 | 31.96 |
| 1800 REPOSADO TEQUI 16 | | 1.28 | 1.38 | 384 | 398 | 3.52- | 77 | 83 | 7.23- | 77 | 83 | 7.23- |
| JUAREZ TEQUI 17 | | 1.04 | 1.07 | 312 | 310 | .65 | 85 | 78 | 8.97 | 85 | 78 | 8.97 |
| MEMBERS MARK TEQUI 18 | | 1.00 | .00 | 299 | 0 | .00 | 0 | 0 | .00 | 0 | 0 | .00 |
| EL JIMADR SLV TEQUI 19 | | .99 | .82 | 296 | 236 | 25.42 | 75 | 55 | 36.36 | 75 | 55 | 36.36 |
| RANCHERO SILV TEQUI 20 | | .93 | .91 | 280 | 262 | 6.87 | 62 | 60 | 3.33 | 62 | 60 | 3.33 |
| EL JIMADR RPS TEQUI 21 | | .87 | .61 | 262 | 176 | 48.86 | 50 | 37 | 35.14 | 50 | 37 | 35.14 |
| MONTE ALBAN M TEQUI 22 | | .86 | .90 | 257 | 260 | 1.15- | 48 | 56 | 14.29- | 48 | 56 | 14.29- |
| HORNITOS RPSA TEQUI 23 | | .74 | .74 | 223 | 213 | 4.69 | 68 | 30 | 126.67 | 68 | 30 | 126.67 |
| SAUZA SILVER TEQUI 24 | | .72 | .61 | 216 | 176 | 22.73 | 43 | 33 | 30.30 | 43 | 33 | 30.30 |
| SAUZA BLUE SL TEQUI 25 | | .71 | .77 | 213 | 221 | 3.62- | 44 | 38 | 15.79 | 44 | 38 | 15.79 |
| RANCHERO GOLD TEQUI 26 | | .60 | .60 | 179 | 174 | 2.87 | 33 | 45 | 26.67- | 33 | 45 | 26.67- |
| HORNITOS PLAT TEQUI 27 | | .59 | .34 | 178 | 98 | 81.63 | 56 | 17 | 229.41 | 56 | 17 | 229.41 |
| JUAREZ GOLD TEQUI 28 | | .51 | .41 | 153 | 118 | 29.66 | 51 | 26 | 96.15 | 51 | 26 | 96.15 |
| MARGARITAVILL TEQUI 29 | | .43 | .40 | 129 | 115 | 12.17 | 29 | 25 | 16.00 | 29 | 25 | 16.00 |
| DON JULIO SIL TEQUI 30 | | .42 | .34 | 126 | 98 | 28.57 | 29 | 21 | 38.10 | 29 | 21 | 38.10 |
| EL TORO REPSA TEQUI 31 | | .41 | .48 | 123 | 139 | 11.51- | 21 | 35 | 40.00- | 21 | 35 | 40.00- |
| MARGARITAVILL TEQUI 32 | | .39 | .37 | 118 | 108 | 9.26 | 27 | 24 | 12.50 | 27 | 24 | 12.50 |
| PATRON ANEJO TEQUI 33 | | .39 | .43 | 117 | 123 | 4.88- | 24 | 18 | 33.33 | 24 | 18 | 33.33 |
| CABO WABO BLN TEQUI 34 | | .34 | .34 | 103 | 97 | 6.19 | 22 | 17 | 29.41 | 22 | 17 | 29.41 |
| DEGOLLADO GOL TEQUI 35 | | .32 | .46 | 97 | 132 | 26.52- | 6 | 52 | 88.46- | 6 | 52 | 88.46- |
| FAMILIA CMR S TEQUI 36 | | .32 | .37 | 96 | 108 | 11.11- | 20 | 24 | 16.67- | 20 | 24 | 16.67- |
| TWO FINGERS TEQUI 37 | | .32 | .31 | 95 | 90 | 5.56 | 22 | 22 | .00 | 22 | 22 | .00 |
| SAUZA COMMEMT TEQUI 38 | | .29 | .24 | 88 | 70 | 25.71 | 19 | 18 | 5.56 | 19 | 18 | 5.56 |
| AVION SILVER TEQUI 39 | | .29 | .29 | 86 | 85 | 1.18 | 13 | 15 | 13.33- | 13 | 15 | 13.33- |
| OLMECA ALT PL TEQUI 40 | | .29 | .18 | 86 | 52 | 65.38 | 21 | 14 | 50.00 | 21 | 14 | 50.00 |
| DON JULIO ANE TEQUI 41 | | .28 | .24 | 85 | 70 | 21.43 | 24 | 19 | 26.32 | 24 | 19 | 26.32 |
| PATRON REPOSA TEQUI 42 | | .24 | .25 | 72 | 71 | 1.41 | 17 | 11 | 54.55 | 17 | 11 | 54.55 |
| ESPOLON RPS TEQUI 43 | | .24 | .13 | 72 | 37 | 94.59 | 15 | 9 | 66.67 | 15 | 9 | 66.67 |
| PEPE LOPEZ TEQUI 44 | | .23 | .26 | 68 | 74 | 8.11- | 10 | 14 | 28.57- | 10 | 14 | 28.57- |
| HORNITOS BLK TEQUI 45 | | .21 | .02 | 64 | 7 | 814.29 | 12 | 7 | 71.43 | 12 | 7 | 71.43 |
| ESPOLON BLANC TEQUI 46 | | .21 | .18 | 64 | 51 | 25.49 | 14 | 17 | 17.65- | 14 | 17 | 17.65- |
| MILAGRO SILVE TEQUI 47 | | .21 | .17 | 64 | 48 | 33.33 | 17 | 9 | 88.89 | 17 | 9 | 88.89 |
| CAZADORES RPS TEQUI 48 | | .21 | .19 | 62 | 55 | 12.73 | 7 | 9 | 22.22- | 7 | 9 | 22.22- |
| CUERVO GL/JC TEQUI 49 | | .20 | .35 | 61 | 100 | 39.00- | 0 | 1 | 100.00- | 0 | 1 | 100.00- |
| FAMILIA CMR R TEQUI 50 | | .18 | .25 | 55 | 72 | 23.61- | 10 | 19 | 47.37- | 10 | 19 | 47.37- |

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|------------------------|------|--------------------------------|------------|--------------------------|---------------------------|--------|-------------------|-------------------|--------|---------------------------|---------------------------|--------|
| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| WYOMING - D.S. | | | | 532181 | 539425 | 1.34- | 118095 | 119882 | 1.49- | 118095 | 119882 | 1.49- |
| TEQUILA / MEZCAL | | 4.91 | 4.83 | 26155 | 26053 | .39 | 5595 | 5412 | 3.38 | 5595 | 5412 | 3.38 |
| CUERVO ESPECI TEQUI 1 | | 22.89 | 24.26 | 5987 | 6321 | 5.28- | 1172 | 1226 | 4.40- | 1172 | 1226 | 4.40- |
| PATRON SILVER TEQUI 2 | | 14.19 | 14.87 | 3711 | 3873 | 4.18- | 711 | 831 | 14.44- | 711 | 831 | 14.44- |
| PANCHO VILLA TEQUI 3 | | 5.31 | 5.80 | 1388 | 1511 | 8.14- | 302 | 313 | 3.51- | 302 | 313 | 3.51- |
| PUERTO VALLAR TEQUI 4 | | 5.22 | 5.27 | 1365 | 1374 | .66- | 302 | 338 | 10.65- | 302 | 338 | 10.65- |
| FAMILIA CMR S TEQUI 5 | | 4.13 | 3.52 | 1080 | 916 | 17.90 | 224 | 208 | 7.69 | 224 | 208 | 7.69 |
| SAUZA EXTRA G TEQUI 6 | | 3.47 | 3.63 | 907 | 947 | 4.22- | 205 | 195 | 5.13 | 205 | 195 | 5.13 |
| CUERVO ESP SL TEQUI 7 | | 3.46 | 2.81 | 904 | 732 | 23.50 | 179 | 138 | 29.71 | 179 | 138 | 29.71 |
| FAMILIA CMR R TEQUI 8 | | 2.49 | 2.09 | 651 | 544 | 19.67 | 135 | 128 | 5.47 | 135 | 128 | 5.47 |
| CUERVO ESP FL TEQUI 9 | | 2.25 | 2.33 | 589 | 606 | 2.81- | 129 | 134 | 3.73- | 129 | 134 | 3.73- |
| HORNITOS RPSA TEQUI 10 | | 2.07 | 2.15 | 541 | 559 | 3.22- | 132 | 114 | 15.79 | 132 | 114 | 15.79 |
| HORNITOS PLAT TEQUI 11 | | 1.71 | 1.19 | 447 | 310 | 44.19 | 106 | 70 | 51.43 | 106 | 70 | 51.43 |
| 1800 SILVER TEQUI 12 | | 1.59 | 1.32 | 417 | 345 | 20.87 | 89 | 77 | 15.58 | 89 | 77 | 15.58 |
| PUERTO VALLAR TEQUI 13 | | 1.47 | 1.30 | 385 | 338 | 13.91 | 81 | 65 | 24.62 | 81 | 65 | 24.62 |
| MONTEZUMA TEQUI 14 | | 1.38 | 1.40 | 360 | 365 | 1.37- | 90 | 82 | 9.76 | 90 | 82 | 9.76 |
| ARANDAS TEQUI 15 | | 1.33 | 1.23 | 348 | 321 | 8.41 | 77 | 83 | 7.23- | 77 | 83 | 7.23- |
| SAUZA BLUE SL TEQUI 16 | | 1.30 | 1.09 | 339 | 283 | 19.79 | 81 | 58 | 39.66 | 81 | 58 | 39.66 |
| 1800 REPOSADO TEQUI 17 | | 1.22 | 1.41 | 318 | 367 | 13.35- | 69 | 74 | 6.76- | 69 | 74 | 6.76- |
| MARGARITAVILL TEQUI 18 | | 1.20 | 1.20 | 315 | 312 | .96 | 64 | 72 | 11.11- | 64 | 72 | 11.11- |
| EL JIMADR RPS TEQUI 19 | | 1.04 | 1.27 | 272 | 331 | 17.82- | 40 | 65 | 38.46- | 40 | 65 | 38.46- |
| SAUZA SILVER TEQUI 20 | | 1.03 | 1.03 | 270 | 269 | .37 | 64 | 61 | 4.92 | 64 | 61 | 4.92 |
| MONTEZUMA TEQUI 21 | | .97 | 1.04 | 254 | 270 | 5.93- | 61 | 62 | 1.61- | 61 | 62 | 1.61- |
| OLMECA ALT PL TEQUI 22 | | .88 | .55 | 231 | 142 | 62.68 | 78 | 50 | 56.00 | 78 | 50 | 56.00 |
| MARGARITAVILL TEQUI 23 | | .85 | .64 | 222 | 166 | 33.73 | 51 | 37 | 37.84 | 51 | 37 | 37.84 |
| CORRALEJO RPS TEQUI 24 | | .82 | .88 | 214 | 230 | 6.96- | 48 | 45 | 6.67 | 48 | 45 | 6.67 |
| PATRON REPOSA TEQUI 25 | | .79 | .78 | 207 | 203 | 1.97 | 42 | 35 | 20.00 | 42 | 35 | 20.00 |
| EL JIMADR SLV TEQUI 26 | | .77 | .66 | 202 | 173 | 16.76 | 43 | 29 | 48.28 | 43 | 29 | 48.28 |
| PANCHO VILLA TEQUI 27 | | .72 | .93 | 188 | 241 | 21.99- | 48 | 69 | 30.43- | 48 | 69 | 30.43- |
| MILAGRO SILVE TEQUI 28 | | .65 | .68 | 169 | 178 | 5.06- | 21 | 27 | 22.22- | 21 | 27 | 22.22- |
| ARANDAS TEQUI 29 | | .62 | .71 | 161 | 185 | 12.97- | 38 | 46 | 17.39- | 38 | 46 | 17.39- |
| DON JULIO ANE TEQUI 30 | | .61 | .66 | 159 | 173 | 8.09- | 40 | 36 | 11.11 | 40 | 36 | 11.11 |
| ESPOLON BLANC TEQUI 31 | | .56 | .39 | 146 | 102 | 43.14 | 35 | 22 | 59.09 | 35 | 22 | 59.09 |
| SAUZA COMMEMT TEQUI 32 | | .54 | .52 | 140 | 136 | 2.94 | 32 | 37 | 13.51- | 32 | 37 | 13.51- |
| CAZADORES RPS TEQUI 33 | | .52 | .59 | 137 | 153 | 10.46- | 27 | 30 | 10.00- | 27 | 30 | 10.00- |
| PATRON ANEJO TEQUI 34 | | .48 | .48 | 125 | 126 | .79- | 22 | 14 | 57.14 | 22 | 14 | 57.14 |
| DON JULIO SIL TEQUI 35 | | .47 | .52 | 122 | 135 | 9.63- | 27 | 30 | 10.00- | 27 | 30 | 10.00- |
| MEMBERS MARK TEQUI 36 | | .43 | .00 | 112 | 0 | .00 | 112 | 0 | .00 | 112 | 0 | .00 |
| HERRADURA R G TEQUI 37 | | .42 | .48 | 111 | 125 | 11.20- | 25 | 20 | 25.00 | 25 | 20 | 25.00 |
| HSSNG RP 100% TEQUI 38 | | .38 | .51 | 100 | 132 | 24.24- | 27 | 25 | 8.00 | 27 | 25 | 8.00 |
| LUNAZUL REPOS TEQUI 39 | | .34 | .33 | 88 | 87 | 1.15 | 19 | 10 | 90.00 | 19 | 10 | 90.00 |
| SAUZA C ANOS TEQUI 40 | | .33 | .43 | 87 | 113 | 23.01- | 16 | 20 | 20.00- | 16 | 20 | 20.00- |
| CUERVO TRACDN TEQUI 41 | | .33 | .31 | 86 | 81 | 6.17 | 16 | 15 | 6.67 | 16 | 15 | 6.67 |
| CABO WABO BLN TEQUI 42 | | .32 | .33 | 84 | 85 | 1.18- | 12 | 17 | 29.41- | 12 | 17 | 29.41- |
| CUERVO TRD SL TEQUI 43 | | .32 | .28 | 83 | 74 | 12.16 | 13 | 15 | 13.33- | 13 | 15 | 13.33- |
| JUAREZ TEQUI 44 | | .31 | .25 | 80 | 65 | 23.08 | 15 | 10 | 50.00 | 15 | 10 | 50.00 |
| LUNAZUL BLANC TEQUI 45 | | .28 | .05 | 72 | 14 | 414.29 | 19 | 4 | 375.00 | 19 | 4 | 375.00 |
| 1800 COCONUT TEQUI 46 | | .25 | .26 | 66 | 67 | 1.49- | 22 | 11 | 100.00 | 22 | 11 | 100.00 |
| CASAMIGOS RPS TEQUI 47 | | .25 | .18 | 65 | 47 | 38.30 | 23 | 10 | 130.00 | 23 | 10 | 130.00 |
| TWO FINGERS TEQUI 48 | | .25 | .23 | 65 | 59 | 10.17 | 16 | 16 | .00 | 16 | 16 | .00 |
| CUERVO CINGE TEQUI 49 | | .23 | .38 | 59 | 99 | 40.40- | 1 | 17 | 94.12- | 1 | 17 | 94.12- |
| AVION SILVER TEQUI 50 | | .22 | .30 | 57 | 79 | 27.85- | 11 | 15 | 26.67- | 11 | 15 | 26.67- |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MONTGOMERY CO. - D.S. | | | | 417511 | 422842 | 1.26- | 93237 | 95905 | 2.78- | 93237 | 95905 | 2.78- |
| TEQUILA / MEZCAL | | 7.38 | 7.06 | 30813 | 29840 | 3.26 | 6744 | 6474 | 4.17 | 6744 | 6474 | 4.17 |
| CUERVO ESPECI TEQUI 1 | | 13.24 | 15.32 | 4080 | 4571 | 10.74- | 810 | 942 | 14.01- | 810 | 942 | 14.01- |
| PATRON SILVER TEQUI 2 | | 11.13 | 11.66 | 3428 | 3478 | 1.44- | 738 | 729 | 1.23 | 738 | 729 | 1.23 |
| MONTEZUMA TEQUI 3 | | 7.58 | 7.60 | 2335 | 2267 | 3.00 | 480 | 558 | 13.98- | 480 | 558 | 13.98- |
| CUERVO ESP SL TEQUI 4 | | 6.29 | 6.06 | 1938 | 1808 | 7.19 | 426 | 374 | 13.90 | 426 | 374 | 13.90 |
| 1800 SILVER TEQUI 5 | | 5.90 | 5.61 | 1818 | 1674 | 8.60 | 394 | 365 | 7.95 | 394 | 365 | 7.95 |
| MONTEZUMA TEQUI 6 | | 5.35 | 5.65 | 1647 | 1685 | 2.26- | 358 | 323 | 10.84 | 358 | 323 | 10.84 |
| 1800 REPOSADO TEQUI 7 | | 3.57 | 3.54 | 1100 | 1056 | 4.17 | 254 | 235 | 8.09 | 254 | 235 | 8.09 |
| SAUZA BLUE SL TEQUI 8 | | 2.75 | 2.66 | 847 | 794 | 6.68 | 151 | 210 | 28.10- | 151 | 210 | 28.10- |
| PEPE LOPEZ TEQUI 9 | | 2.49 | 2.11 | 766 | 631 | 21.39 | 218 | 166 | 31.33 | 218 | 166 | 31.33 |
| FAMILIA CMR R TEQUI 10 | | 2.16 | 2.29 | 666 | 683 | 2.49- | 115 | 160 | 28.13- | 115 | 160 | 28.13- |
| FAMILIA CMR S TEQUI 11 | | 2.14 | 2.17 | 659 | 649 | 1.54 | 98 | 135 | 27.41- | 98 | 135 | 27.41- |
| MILAGRO SILVE TEQUI 12 | | 2.14 | 1.72 | 658 | 514 | 28.02 | 156 | 135 | 15.56 | 156 | 135 | 15.56 |
| PEPE LOPEZ PR TEQUI 13 | | 1.78 | 1.73 | 550 | 515 | 6.80 | 140 | 113 | 23.89 | 140 | 113 | 23.89 |
| JUAREZ TEQUI 14 | | 1.68 | 1.17 | 519 | 348 | 49.14 | 175 | 128 | 36.72 | 175 | 128 | 36.72 |
| SAUZA SILVER TEQUI 15 | | 1.62 | 1.77 | 498 | 529 | 5.86- | 103 | 80 | 28.75 | 103 | 80 | 28.75 |
| HORNITOS RPSA TEQUI 16 | | 1.42 | 1.40 | 437 | 417 | 4.80 | 110 | 68 | 61.76 | 110 | 68 | 61.76 |
| SAUZA EXTRA G TEQUI 17 | | 1.40 | 1.83 | 431 | 545 | 20.92- | 81 | 109 | 25.69- | 81 | 109 | 25.69- |
| EL JIMADR SLV TEQUI 18 | | 1.38 | 1.39 | 424 | 415 | 2.17 | 90 | 86 | 4.65 | 90 | 86 | 4.65 |
| LUNAZUL BLANC TEQUI 19 | | 1.05 | .80 | 323 | 238 | 35.71 | 78 | 71 | 9.86 | 78 | 71 | 9.86 |
| 1800 COCONUT TEQUI 20 | | 1.03 | 1.09 | 316 | 324 | 2.47- | 58 | 78 | 25.64- | 58 | 78 | 25.64- |
| DON JULIO SIL TEQUI 21 | | .98 | .72 | 301 | 214 | 40.65 | 72 | 54 | 33.33 | 72 | 54 | 33.33 |
| EL JIMADR RPS TEQUI 22 | | .95 | 1.04 | 293 | 309 | 5.18- | 61 | 65 | 6.15- | 61 | 65 | 6.15- |
| TORADA REPOSA TEQUI 23 | | .89 | .97 | 273 | 290 | 5.86- | 56 | 53 | 5.66 | 56 | 53 | 5.66 |
| OLMECA ALT PL TEQUI 24 | | .71 | .34 | 218 | 100 | 118.00 | 54 | 35 | 54.29 | 54 | 35 | 54.29 |
| PATRON ANEJO TEQUI 25 | | .65 | .67 | 201 | 200 | .50 | 39 | 45 | 13.33- | 39 | 45 | 13.33- |
| MILAGRO REPSA TEQUI 26 | | .61 | .48 | 189 | 142 | 33.10 | 40 | 42 | 4.76- | 40 | 42 | 4.76- |
| EL DESTILADOR TEQUI 27 | | .59 | .00 | 183 | 0 | .00 | 135 | 0 | .00 | 135 | 0 | .00 |
| HORNITOS PLAT TEQUI 28 | | .58 | .40 | 180 | 119 | 51.26 | 55 | 27 | 103.70 | 55 | 27 | 103.70 |
| LA CAVA MOR G TEQUI 29 | | .55 | .59 | 170 | 176 | 3.41- | 45 | 41 | 9.76 | 45 | 41 | 9.76 |
| HERRADURA ANE TEQUI 30 | | .54 | .51 | 167 | 153 | 9.15 | 31 | 29 | 6.90 | 31 | 29 | 6.90 |
| PATRON REPOSA TEQUI 31 | | .54 | .56 | 166 | 167 | .60- | 39 | 35 | 11.43 | 39 | 35 | 11.43 |
| HERRADURA RPD TEQUI 32 | | .53 | .54 | 164 | 160 | 2.50 | 30 | 29 | 3.45 | 30 | 29 | 3.45 |
| HERRADURA SIL TEQUI 33 | | .50 | .53 | 154 | 158 | 2.53- | 28 | 33 | 15.15- | 28 | 33 | 15.15- |
| MARGARITAVILL TEQUI 34 | | .45 | .52 | 139 | 155 | 10.32- | 23 | 24 | 4.17- | 23 | 24 | 4.17- |
| CUERVO TRACDN TEQUI 35 | | .45 | .40 | 139 | 119 | 16.81 | 28 | 34 | 17.65- | 28 | 34 | 17.65- |
| MARGARITAVILL TEQUI 36 | | .45 | .59 | 138 | 176 | 21.59- | 21 | 27 | 22.22- | 21 | 27 | 22.22- |
| AVION SILVER TEQUI 37 | | .43 | .57 | 132 | 170 | 22.35- | 28 | 34 | 17.65- | 28 | 34 | 17.65- |
| DON JULIO RPS TEQUI 38 | | .42 | .38 | 128 | 112 | 14.29 | 27 | 27 | .00 | 27 | 27 | .00 |
| ESPOLON RPS TEQUI 39 | | .40 | .17 | 124 | 52 | 138.46 | 37 | 22 | 68.18 | 37 | 22 | 68.18 |
| CAZADORES RPS TEQUI 40 | | .38 | .35 | 118 | 103 | 14.56 | 33 | 23 | 43.48 | 33 | 23 | 43.48 |
| CASAMIGOS BLN TEQUI 41 | | .37 | .28 | 115 | 83 | 38.55 | 28 | 15 | 86.67 | 28 | 15 | 86.67 |
| CABO WABO BLN TEQUI 42 | | .37 | .43 | 113 | 129 | 12.40- | 23 | 23 | .00 | 23 | 23 | .00 |
| OLMECA ALT RP TEQUI 43 | | .36 | .32 | 110 | 95 | 15.79 | 23 | 34 | 32.35- | 23 | 34 | 32.35- |
| DON JULIO 194 TEQUI 44 | | .34 | .27 | 104 | 80 | 30.00 | 17 | 17 | .00 | 17 | 17 | .00 |
| HORNITOS ANEJ TEQUI 45 | | .33 | .24 | 103 | 71 | 45.07 | 22 | 8 | 175.00 | 22 | 8 | 175.00 |
| ESPOLON BLANC TEQUI 46 | | .33 | .22 | 101 | 67 | 50.75 | 20 | 16 | 25.00 | 20 | 16 | 25.00 |
| DON JULIO ANE TEQUI 47 | | .32 | .38 | 98 | 114 | 14.04- | 19 | 11 | 72.73 | 19 | 11 | 72.73 |
| SAUZA COMMEMT TEQUI 48 | | .31 | .28 | 97 | 84 | 15.48 | 12 | 22 | 45.45- | 12 | 22 | 45.45- |
| HORNITOS BLK TEQUI 49 | | .30 | .13 | 91 | 40 | 127.50 | 17 | 11 | 54.55 | 17 | 11 | 54.55 |
| SAUZA T GEN A TEQUI 50 | | .29 | .36 | 90 | 106 | 15.09- | 15 | 17 | 11.76- | 15 | 17 | 11.76- |

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| BRAND | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MISSISSIPPI - D.S. | | | | 1768493 | 1769327 | .05- | 432180 | 442371 | 2.30- | 432180 | 442371 | 2.30- |
| TEQUILA / MEZCAL | | 4.93 | 4.62 | 87211 | 81784 | 6.64 | 20814 | 20244 | 2.82 | 20814 | 20244 | 2.82 |
| CUERVO ESPECI TEQUI 1 | | 14.77 | 15.93 | 12883 | 13025 | 1.09- | 2674 | 3065 | 12.76- | 2674 | 3065 | 12.76- |
| PATRON SILVER TEQUI 2 | | 9.41 | 9.35 | 8208 | 7644 | 7.38 | 1966 | 1940 | 1.34 | 1966 | 1940 | 1.34 |
| MONTEZUMA TEQUI 3 | | 6.03 | 5.39 | 5258 | 4408 | 19.28 | 1326 | 1175 | 12.85 | 1326 | 1175 | 12.85 |
| 1800 SILVER TEQUI 4 | | 4.90 | 5.23 | 4270 | 4274 | .09- | 812 | 921 | 11.83- | 812 | 921 | 11.83- |
| CUERVO ESP SL TEQUI 5 | | 4.64 | 4.55 | 4048 | 3723 | 8.73 | 904 | 894 | 1.12 | 904 | 894 | 1.12 |
| TORADA TEQUI 6 | | 3.88 | 3.76 | 3381 | 3077 | 9.88 | 795 | 715 | 11.19 | 795 | 715 | 11.19 |
| ARISTOCRAT SP TEQUI 7 | | 3.48 | 3.51 | 3034 | 2871 | 5.68 | 756 | 753 | .40 | 756 | 753 | .40 |
| CUERVO ESP FL TEQUI 8 | | 3.42 | 3.37 | 2983 | 2757 | 8.20 | 673 | 716 | 6.01- | 673 | 716 | 6.01- |
| TORADA REPOSA TEQUI 9 | | 3.13 | 2.76 | 2728 | 2259 | 20.76 | 799 | 654 | 22.17 | 799 | 654 | 22.17 |
| OLMECA ALT PL TEQUI 10 | | 2.80 | 2.14 | 2440 | 1751 | 39.35 | 613 | 479 | 27.97 | 613 | 479 | 27.97 |
| FAMILIA CMR S TEQUI 11 | | 2.63 | 2.59 | 2294 | 2115 | 8.46 | 565 | 469 | 20.47 | 565 | 469 | 20.47 |
| RIO GRANDE TEQUI 12 | | 2.59 | 2.88 | 2257 | 2355 | 4.16- | 578 | 637 | 9.26- | 578 | 637 | 9.26- |
| MONTEZUMA TEQUI 13 | | 2.37 | 2.21 | 2064 | 1805 | 14.35 | 579 | 497 | 16.50 | 579 | 497 | 16.50 |
| JUAREZ GOLD TEQUI 14 | | 1.82 | 2.17 | 1589 | 1773 | 10.38- | 407 | 435 | 6.44- | 407 | 435 | 6.44- |
| SAUZA GIRO TEQUI 15 | | 1.76 | 1.72 | 1531 | 1409 | 8.66 | 402 | 223 | 80.27 | 402 | 223 | 80.27 |
| ARISTOCRAT WH TEQUI 16 | | 1.64 | 1.77 | 1426 | 1450 | 1.66- | 356 | 335 | 6.27 | 356 | 335 | 6.27 |
| OLMECA ALT RP TEQUI 17 | | 1.52 | 1.23 | 1325 | 1004 | 31.97 | 337 | 267 | 26.22 | 337 | 267 | 26.22 |
| EL TORO GOLD TEQUI 18 | | 1.45 | 1.10 | 1266 | 898 | 40.98 | 326 | 302 | 7.95 | 326 | 302 | 7.95 |
| 1800 REPOSADO TEQUI 19 | | 1.41 | 1.39 | 1231 | 1135 | 8.46 | 246 | 264 | 6.82- | 246 | 264 | 6.82- |
| JUAREZ TEQUI 20 | | 1.34 | 1.43 | 1168 | 1170 | .17- | 318 | 335 | 5.07- | 318 | 335 | 5.07- |
| SAUZA EXTRA G TEQUI 21 | | 1.30 | 1.44 | 1133 | 1175 | 3.57- | 281 | 304 | 7.57- | 281 | 304 | 7.57- |
| FAMILIA CMR R TEQUI 22 | | 1.25 | 1.46 | 1087 | 1195 | 9.04- | 247 | 253 | 2.37- | 247 | 253 | 2.37- |
| JUAREZ TEQUI 23 | | 1.22 | 1.34 | 1060 | 1093 | 3.02- | 268 | 278 | 3.60- | 268 | 278 | 3.60- |
| AZTECA TEQUI 24 | | .93 | .98 | 807 | 802 | .62 | 230 | 243 | 5.35- | 230 | 243 | 5.35- |
| TWO FINGERS TEQUI 25 | | .87 | .82 | 763 | 668 | 14.22 | 183 | 157 | 16.56 | 183 | 157 | 16.56 |
| EL JIMADR SLV TEQUI 26 | | .80 | .73 | 701 | 597 | 17.42 | 225 | 205 | 9.76 | 225 | 205 | 9.76 |
| AVION SILVER TEQUI 27 | | .80 | 1.38 | 697 | 1126 | 38.10- | 128 | 283 | 54.77- | 128 | 283 | 54.77- |
| DEUCES WILD D TEQUI 28 | | .79 | 1.05 | 688 | 855 | 19.53- | 172 | 221 | 22.17- | 172 | 221 | 22.17- |
| SAUZA SILVER TEQUI 29 | | .75 | .62 | 657 | 511 | 28.57 | 172 | 124 | 38.71 | 172 | 124 | 38.71 |
| PEPE LOPEZ PR TEQUI 30 | | .70 | .85 | 607 | 697 | 12.91- | 141 | 159 | 11.32- | 141 | 159 | 11.32- |
| TWO FINGERS TEQUI 31 | | .66 | .70 | 576 | 573 | .52 | 124 | 143 | 13.29- | 124 | 143 | 13.29- |
| HORNITOS PLAT TEQUI 32 | | .65 | .43 | 564 | 349 | 61.60 | 162 | 89 | 82.02 | 162 | 89 | 82.02 |
| MCCRMCK TEQ S TEQUI 33 | | .63 | .58 | 552 | 473 | 16.70 | 155 | 128 | 21.09 | 155 | 128 | 21.09 |
| EXOTICO REPOS TEQUI 34 | | .63 | .47 | 548 | 387 | 41.60 | 124 | 83 | 49.40 | 124 | 83 | 49.40 |
| MCCRMCK TEQ G TEQUI 35 | | .60 | .98 | 524 | 799 | 34.42- | 154 | 134 | 14.93 | 154 | 134 | 14.93 |
| HORNITOS RPSA TEQUI 36 | | .55 | .50 | 479 | 413 | 15.98 | 168 | 117 | 43.59 | 168 | 117 | 43.59 |
| EL JIMADR RPS TEQUI 37 | | .52 | .46 | 456 | 380 | 20.00 | 126 | 121 | 4.13 | 126 | 121 | 4.13 |
| EXOTICO BLANC TEQUI 38 | | .50 | .43 | 434 | 351 | 23.65 | 100 | 89 | 12.36 | 100 | 89 | 12.36 |
| 1800 COCONUT TEQUI 39 | | .50 | .54 | 434 | 441 | 1.59- | 96 | 121 | 20.66- | 96 | 121 | 20.66- |
| SAUZA BLUE SL TEQUI 40 | | .42 | .45 | 365 | 366 | .27- | 92 | 105 | 12.38- | 92 | 105 | 12.38- |
| PATRON REPOSA TEQUI 41 | | .39 | .38 | 344 | 312 | 10.26 | 63 | 76 | 17.11- | 63 | 76 | 17.11- |
| DON JULIO SIL TEQUI 42 | | .36 | .39 | 316 | 319 | .94- | 91 | 89 | 2.25 | 91 | 89 | 2.25 |
| EL ZARCO GOLD TEQUI 43 | | .35 | .13 | 301 | 106 | 183.96 | 68 | 65 | 4.62 | 68 | 65 | 4.62 |
| PATRON ANEJO TEQUI 44 | | .34 | .32 | 297 | 260 | 14.23 | 54 | 54 | .00 | 54 | 54 | .00 |
| SAUZA COMMEMT TEQUI 45 | | .31 | .28 | 274 | 227 | 20.70 | 77 | 65 | 18.46 | 77 | 65 | 18.46 |
| EL ZARCO SILV TEQUI 46 | | .29 | .14 | 251 | 118 | 112.71 | 63 | 43 | 46.51 | 63 | 43 | 46.51 |
| CUERVO GL/JC TEQUI 47 | | .28 | .40 | 243 | 329 | 26.14- | 0 | 61 | 100.00- | 0 | 61 | 100.00- |
| MARGARITAVILL TEQUI 48 | | .28 | .25 | 241 | 204 | 18.14 | 69 | 43 | 60.47 | 69 | 43 | 60.47 |
| EL MAYOR BLAN TEQUI 49 | | .27 | .26 | 238 | 216 | 10.19 | 53 | 52 | 1.92 | 53 | 52 | 1.92 |
| AGAVALES BLAN TEQUI 50 | | .27 | .27 | 234 | 224 | 4.46 | 84 | 58 | 44.83 | 84 | 58 | 44.83 |

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| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| ALL STATES DISTILLED SPIRITS | | D.S. | | 46402733 | 45311417 | 2.41 | 10571601 | 10362477 | 2.02 | 10571601 | 10362477 | 2.02 |
| TEQUILA / MEZCAL | | 5.50 | 5.20 | 2553188 | 2356526 | 8.35 | 573282 | 523785 | 9.45 | 573282 | 523785 | 9.45 |
| PROXIMO SPIRITS | 1 | 34.17 | 35.83 | 872454 | 844358 | 3.33 | 186566 | 181320 | 2.89 | 186566 | 181320 | 2.89 |
| BEAM SUNTORY | 2 | 11.28 | 10.92 | 287944 | 257363 | 11.88 | 63869 | 55514 | 15.05 | 63869 | 55514 | 15.05 |
| PATRON SPIRITS | 3 | 10.48 | 10.16 | 267646 | 239323 | 11.83 | 61589 | 55750 | 10.47 | 61589 | 55750 | 10.47 |
| LUXCO INC | 4 | 6.81 | 6.93 | 173955 | 163307 | 6.52 | 42416 | 38457 | 10.29 | 42416 | 38457 | 10.29 |
| SAZERAC N AMRCA | 5 | 6.61 | 6.73 | 168869 | 158682 | 6.42 | 39999 | 37329 | 7.15 | 39999 | 37329 | 7.15 |
| HEAVEN HILL | 6 | 5.06 | 4.84 | 129131 | 114001 | 13.27 | 30289 | 26012 | 16.44 | 30289 | 26012 | 16.44 |
| BROWN FORMAN | 7 | 4.70 | 4.53 | 119982 | 106769 | 12.38 | 28062 | 24867 | 12.85 | 28062 | 24867 | 12.85 |
| SAZERAC COMPANY | 8 | 4.10 | 4.00 | 104619 | 94177 | 11.09 | 24579 | 22909 | 7.29 | 24579 | 22909 | 7.29 |
| PERNOD RCRD USA | 9 | 2.55 | 2.27 | 65118 | 53442 | 21.85 | 15107 | 11352 | 33.08 | 15107 | 11352 | 33.08 |
| CAMPARI | 10 | 2.07 | 1.77 | 52800 | 41788 | 26.35 | 12167 | 9211 | 32.09 | 12167 | 9211 | 32.09 |
| GEMINI S&W CO | 11 | 1.83 | 1.86 | 46833 | 43915 | 6.64 | 10052 | 9033 | 11.28 | 10052 | 9033 | 11.28 |
| DIAGEO | 12 | 1.67 | 1.57 | 42589 | 37043 | 14.97 | 10037 | 8007 | 25.35 | 10037 | 8007 | 25.35 |
| GALLO E J WINE | 13 | 1.48 | 1.50 | 37904 | 35245 | 7.54 | 7801 | 7474 | 4.38 | 7801 | 7474 | 4.38 |
| MCCORMICK DIST | 14 | 1.28 | 1.40 | 32766 | 32914 | .45- | 7610 | 7623 | .17- | 7610 | 7623 | .17- |
| BACARDI USA INC | 15 | 1.04 | 1.06 | 26656 | 24995 | 6.65 | 5731 | 5299 | 8.15 | 5731 | 5299 | 8.15 |
| GRANT AND SONS | 16 | .86 | .79 | 22018 | 18532 | 18.81 | 4713 | 4011 | 17.50 | 4713 | 4011 | 17.50 |
| HOOD RIVER DIST | 17 | .68 | .73 | 17254 | 17086 | .98 | 3670 | 3761 | 2.42- | 3670 | 3761 | 2.42- |
| INFINIUM SPRTS | 18 | .47 | .46 | 11957 | 10764 | 11.08 | 2365 | 2176 | 8.69 | 2365 | 2176 | 8.69 |
| MHW LIMITED | 19 | .45 | .36 | 11575 | 8469 | 36.67 | 2901 | 1783 | 62.70 | 2901 | 1783 | 62.70 |
| HEXA PARTNERS | 20 | .34 | .39 | 8705 | 9293 | 6.33- | 2013 | 2214 | 9.08- | 2013 | 2214 | 9.08- |
| WALKER M S INC | 21 | .31 | .34 | 7910 | 8099 | 2.33- | 1848 | 1838 | .54 | 1848 | 1838 | .54 |
| FRANK-LIN DSTLR | 22 | .30 | .35 | 7656 | 8184 | 6.45- | 1747 | 1817 | 3.85- | 1747 | 1817 | 3.85- |
| SUTTER HOME WNY | 23 | .19 | .16 | 4832 | 3816 | 26.62 | 995 | 713 | 39.55 | 995 | 713 | 39.55 |
| CONSTELLATION | 24 | .15 | .11 | 3912 | 2594 | 50.81 | 918 | 603 | 52.24 | 918 | 603 | 52.24 |
| LEVECKE CORP | 25 | .15 | .00 | 3793 | 83 | 4469.88 | 774 | 24 | 3125.00 | 774 | 24 | 3125.00 |
| NORTH WALES WNS | 26 | .13 | .16 | 3224 | 3740 | 13.80- | 728 | 816 | 10.78- | 728 | 816 | 10.78- |
| PARK STREET IMP | 27 | .12 | .10 | 2993 | 2319 | 29.06 | 567 | 477 | 18.87 | 567 | 477 | 18.87 |
| MEXCOR INT W&S | 28 | .07 | .08 | 1757 | 1856 | 5.33- | 459 | 407 | 12.78 | 459 | 407 | 12.78 |
| STOLLER IMPORTS | 29 | .06 | .06 | 1641 | 1420 | 15.56 | 328 | 344 | 4.65- | 328 | 344 | 4.65- |
| PALM BAY IMPRTS | 30 | .05 | .03 | 1343 | 747 | 79.79 | 278 | 176 | 57.95 | 278 | 176 | 57.95 |
| MISA IMPORTS | 31 | .05 | .03 | 1190 | 628 | 89.49 | 198 | 185 | 7.03 | 198 | 185 | 7.03 |
| PHILLIPS DST CO | 32 | .04 | .05 | 1148 | 1197 | 4.09- | 201 | 245 | 17.96- | 201 | 245 | 17.96- |
| STOLI GROUP USA | 33 | .04 | .06 | 938 | 1400 | 33.00- | 146 | 226 | 35.40- | 146 | 226 | 35.40- |
| HEARTLAND DSTRB | 34 | .03 | .04 | 880 | 908 | 3.08- | 173 | 191 | 9.42- | 173 | 191 | 9.42- |
| HAAS BROTHERS | 35 | .03 | .01 | 827 | 336 | 146.13 | 211 | 108 | 95.37 | 211 | 108 | 95.37 |
| SANS WN & SPTS | 36 | .02 | .02 | 591 | 375 | 57.60 | 153 | 70 | 118.57 | 153 | 70 | 118.57 |
| NICHOLAS ENTPRS | 37 | .02 | .02 | 542 | 550 | 1.45- | 107 | 98 | 9.18 | 107 | 98 | 9.18 |
| BLACK ROCK SPTS | 38 | .02 | .02 | 428 | 368 | 16.30 | 114 | 79 | 44.30 | 114 | 79 | 44.30 |
| WILD AGAVE IMPT | 39 | .02 | .01 | 415 | 180 | 130.56 | 144 | 51 | 182.35 | 144 | 51 | 182.35 |
| MAJESTC W&S USA | 40 | .02 | .02 | 399 | 536 | 25.56- | 113 | 138 | 18.12- | 113 | 138 | 18.12- |
| INTERSECT BEVRG | 41 | .01 | .01 | 313 | 118 | 165.25 | 81 | 26 | 211.54 | 81 | 26 | 211.54 |
| BLACK PRINCE DS | 42 | .01 | .01 | 306 | 301 | 1.66 | 63 | 60 | 5.00 | 63 | 60 | 5.00 |
| DV SPIRITS LLC | 43 | .01 | .01 | 305 | 172 | 77.33 | 124 | 30 | 313.33 | 124 | 30 | 313.33 |
| SMART VENDING | 44 | .01 | .01 | 296 | 173 | 71.10 | 69 | 46 | 50.00 | 69 | 46 | 50.00 |
| ANCHOR DISTLLG | 45 | .01 | .01 | 269 | 219 | 22.83 | 86 | 52 | 65.38 | 86 | 52 | 65.38 |
| DAVOS BRANDS | 46 | .01 | .00 | 244 | 61 | 300.00 | 69 | 12 | 475.00 | 69 | 12 | 475.00 |
| O'SULLIVANS | 47 | .01 | .02 | 215 | 484 | 55.58- | 33 | 57 | 42.11- | 33 | 57 | 42.11- |
| LUXE SPIRITS | 48 | .01 | .01 | 204 | 168 | 21.43 | 51 | 49 | 4.08 | 51 | 49 | 4.08 |
| COUNTRY VINTNER | 49 | .01 | .00 | 199 | 0 | .00 | 148 | 0 | .00 | 148 | 0 | .00 |
| ST BRENDANS TRD | 50 | .01 | .00 | 183 | 0 | .00 | 54 | 0 | .00 | 54 | 0 | .00 |

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| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| ALABAMA - D.S. | | | | 2471275 | 2419133 | 2.16 | 590596 | 581485 | 1.57 | 590596 | 581485 | 1.57 |
| TEQUILA / MEZCAL | | 5.78 | 5.49 | 142817 | 132930 | 7.44 | 34305 | 31580 | 8.63 | 34305 | 31580 | 8.63 |
| PROXIMO SPIRITS | 1 | 40.89 | 41.30 | 58391 | 54901 | 6.36 | 13692 | 12744 | 7.44 | 13692 | 12744 | 7.44 |
| SAZERAC N AMRCA | 2 | 13.42 | 14.93 | 19172 | 19844 | 3.39- | 4725 | 4708 | .36 | 4725 | 4708 | .36 |
| BEAM SUNTORY | 3 | 13.13 | 11.94 | 18751 | 15874 | 18.12 | 4863 | 3835 | 26.81 | 4863 | 3835 | 26.81 |
| BROWN FORMAN | 4 | 8.49 | 8.29 | 12122 | 11021 | 9.99 | 3067 | 2833 | 8.26 | 3067 | 2833 | 8.26 |
| PATRON SPIRITS | 5 | 6.22 | 6.27 | 8888 | 8332 | 6.67 | 2039 | 1910 | 6.75 | 2039 | 1910 | 6.75 |
| LUXCO INC | 6 | 3.88 | 4.53 | 5536 | 6019 | 8.02- | 1356 | 1593 | 14.88- | 1356 | 1593 | 14.88- |
| PERNOD RCRD USA | 7 | 3.76 | 2.36 | 5369 | 3136 | 71.21 | 1422 | 863 | 64.77 | 1422 | 863 | 64.77 |
| GALLO E J WINE | 8 | 2.76 | 2.81 | 3935 | 3737 | 5.30 | 781 | 836 | 6.58- | 781 | 836 | 6.58- |
| GEMINI S&W CO | 9 | 1.96 | 2.01 | 2805 | 2674 | 4.90 | 588 | 624 | 5.77- | 588 | 624 | 5.77- |
| HEAVEN HILL | 10 | 1.26 | 1.54 | 1802 | 2052 | 12.18- | 418 | 453 | 7.73- | 418 | 453 | 7.73- |
| CAMPARI | 11 | .97 | .78 | 1383 | 1040 | 32.98 | 331 | 246 | 34.55 | 331 | 246 | 34.55 |
| MISA IMPORTS | 12 | .83 | .47 | 1190 | 628 | 89.49 | 198 | 185 | 7.03 | 198 | 185 | 7.03 |
| DIAGEO | 13 | .79 | .81 | 1127 | 1074 | 4.93 | 269 | 234 | 14.96 | 269 | 234 | 14.96 |
| BACARDI USA INC | 14 | .57 | .73 | 811 | 965 | 15.96- | 182 | 198 | 8.08- | 182 | 198 | 8.08- |
| GRANT AND SONS | 15 | .34 | .34 | 492 | 446 | 10.31 | 123 | 102 | 20.59 | 123 | 102 | 20.59 |
| INFINIUM SPRTS | 16 | .30 | .27 | 430 | 355 | 21.13 | 82 | 79 | 3.80 | 82 | 79 | 3.80 |
| MHW LIMITED | 17 | .16 | .25 | 228 | 336 | 32.14- | 58 | 52 | 11.54 | 58 | 52 | 11.54 |
| CONSTELLATION | 18 | .06 | .03 | 88 | 34 | 158.82 | 36 | 13 | 176.92 | 36 | 13 | 176.92 |
| SAZERAC COMPANY | 19 | .06 | .02 | 82 | 23 | 256.52 | 21 | 6 | 250.00 | 21 | 6 | 250.00 |
| MCCORMICK DIST | 20 | .05 | .11 | 70 | 142 | 50.70- | 32 | 2 | 1500.00 | 32 | 2 | 1500.00 |
| | | | | | | | | | | | | |
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| | | | | | | | | | | | | |
| IDAHO - D.S. | | | | 1012609 | 971141 | 4.27 | 226723 | 218466 | 3.78 | 226723 | 218466 | 3.78 |
| TEQUILA / MEZCAL | | 5.49 | 5.35 | 55549 | 51936 | 6.96 | 11869 | 11042 | 7.49 | 11869 | 11042 | 7.49 |
| PROXIMO SPIRITS | 1 | 23.71 | 24.91 | 13168 | 12938 | 1.78 | 2725 | 2751 | .95- | 2725 | 2751 | .95- |
| BEAM SUNTORY | 2 | 16.96 | 16.59 | 9421 | 8618 | 9.32 | 2010 | 1784 | 12.67 | 2010 | 1784 | 12.67 |
| HOOD RIVER DIST | 3 | 7.94 | 8.08 | 4413 | 4195 | 5.20 | 970 | 945 | 2.65 | 970 | 945 | 2.65 |
| PATRON SPIRITS | 4 | 7.49 | 7.21 | 4163 | 3745 | 11.16 | 864 | 808 | 6.93 | 864 | 808 | 6.93 |
| HEAVEN HILL | 5 | 6.99 | 6.77 | 3883 | 3516 | 10.44 | 842 | 776 | 8.51 | 842 | 776 | 8.51 |
| SAZERAC COMPANY | 6 | 6.42 | 6.34 | 3568 | 3292 | 8.38 | 829 | 723 | 14.66 | 829 | 723 | 14.66 |
| BROWN FORMAN | 7 | 5.74 | 4.83 | 3189 | 2507 | 27.20 | 701 | 549 | 27.69 | 701 | 549 | 27.69 |
| MCCORMICK DIST | 8 | 3.95 | 4.34 | 2195 | 2253 | 2.57- | 464 | 506 | 8.30- | 464 | 506 | 8.30- |
| GALLO E J WINE | 9 | 3.93 | 3.70 | 2185 | 1922 | 13.68 | 444 | 367 | 20.98 | 444 | 367 | 20.98 |
| LUXCO INC | 10 | 3.91 | 3.25 | 2173 | 1688 | 28.73 | 569 | 428 | 32.94 | 569 | 428 | 32.94 |
| BACARDI USA INC | 11 | 2.11 | 2.02 | 1172 | 1049 | 11.73 | 238 | 229 | 3.93 | 238 | 229 | 3.93 |
| PERNOD RCRD USA | 12 | 1.50 | 2.05 | 832 | 1064 | 21.80- | 150 | 176 | 14.77- | 150 | 176 | 14.77- |
| CAMPARI | 13 | 1.31 | 1.25 | 726 | 650 | 11.69 | 166 | 148 | 12.16 | 166 | 148 | 12.16 |
| GEMINI S&W CO | 14 | 1.23 | 1.37 | 685 | 713 | 3.93- | 144 | 152 | 5.26- | 144 | 152 | 5.26- |
| DIAGEO | 15 | 1.23 | 1.13 | 683 | 588 | 16.16 | 139 | 116 | 19.83 | 139 | 116 | 19.83 |
| GRANT AND SONS | 16 | 1.19 | 1.06 | 663 | 551 | 20.33 | 137 | 116 | 18.10 | 137 | 116 | 18.10 |
| FRANK-LIN DSTLR | 17 | 1.07 | 1.35 | 592 | 703 | 15.79- | 134 | 136 | 1.47- | 134 | 136 | 1.47- |
| INFINIUM SPRTS | 18 | .98 | .95 | 542 | 493 | 9.94 | 114 | 93 | 22.58 | 114 | 93 | 22.58 |
| MHW LIMITED | 19 | .86 | .85 | 480 | 443 | 8.35 | 79 | 64 | 23.44 | 79 | 64 | 23.44 |
| NICHOLAS ENTPRS | 20 | .41 | .54 | 226 | 278 | 18.71- | 49 | 54 | 9.26- | 49 | 54 | 9.26- |

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|--------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|---------|----------------------|----------------------|---------|---------------------------------|---------------------------------|---------|
| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| IOWA - D.S. | | | | 2066285 | 1969771 | 4.90 | 465848 | 453551 | 2.71 | 465848 | 453551 | 2.71 |
| TEQUILA / MEZCAL | | 4.40 | 4.26 | 90976 | 83922 | 8.41 | 20555 | 19639 | 4.66 | 20555 | 19639 | 4.66 |
| PROXIMO SPIRITS | 1 | 27.64 | 29.83 | 25146 | 25036 | .44 | 5546 | 5580 | .61- | 5546 | 5580 | .61- |
| LUXCO INC | 2 | 26.23 | 26.97 | 23861 | 22637 | 5.41 | 5496 | 5258 | 4.53 | 5496 | 5258 | 4.53 |
| SAZERAC COMPANY | 3 | 11.59 | 10.24 | 10547 | 8591 | 22.77 | 2271 | 2382 | 4.66- | 2271 | 2382 | 4.66- |
| PATRON SPIRITS | 4 | 9.06 | 8.88 | 8242 | 7449 | 10.65 | 1951 | 1851 | 5.40 | 1951 | 1851 | 5.40 |
| SAZERAC N AMRCA | 5 | 5.81 | 6.34 | 5290 | 5317 | .51- | 1243 | 1277 | 2.66- | 1243 | 1277 | 2.66- |
| BEAM SUNTORY | 6 | 5.50 | 6.08 | 5007 | 5104 | 1.90- | 1150 | 1128 | 1.95 | 1150 | 1128 | 1.95 |
| PERNOD RCRD USA | 7 | 2.62 | 1.61 | 2385 | 1349 | 76.80 | 553 | 344 | 60.76 | 553 | 344 | 60.76 |
| GALLO E J WINE | 8 | 2.13 | 1.49 | 1935 | 1253 | 54.43 | 409 | 306 | 33.66 | 409 | 306 | 33.66 |
| BROWN FORMAN | 9 | 2.11 | 2.25 | 1921 | 1885 | 1.91 | 449 | 408 | 10.05 | 449 | 408 | 10.05 |
| GEMINI S&W CO | 10 | 1.74 | 1.75 | 1584 | 1468 | 7.90 | 406 | 338 | 20.12 | 406 | 338 | 20.12 |
| DIAGEO | 11 | 1.72 | 2.08 | 1566 | 1743 | 10.15- | 332 | 316 | 5.06 | 332 | 316 | 5.06 |
| CAMPARI | 12 | .82 | .74 | 750 | 617 | 21.56 | 189 | 140 | 35.00 | 189 | 140 | 35.00 |
| LEVECKE CORP | 13 | .59 | .00 | 536 | 0 | .00 | 0 | 0 | .00 | 0 | 0 | .00 |
| HEAVEN HILL | 14 | .51 | .03 | 466 | 25 | 1764.00 | 146 | 11 | 1227.27 | 146 | 11 | 1227.27 |
| INFINIUM SPRTS | 15 | .46 | .49 | 422 | 414 | 1.93 | 97 | 78 | 24.36 | 97 | 78 | 24.36 |
| BACARDI USA INC | 16 | .44 | .46 | 397 | 389 | 2.06 | 93 | 75 | 24.00 | 93 | 75 | 24.00 |
| GRANT AND SONS | 17 | .31 | .25 | 281 | 213 | 31.92 | 50 | 52 | 3.85- | 50 | 52 | 3.85- |
| CONSTELLATION | 18 | .19 | .13 | 173 | 107 | 61.68 | 22 | 37 | 40.54- | 22 | 37 | 40.54- |
| MHW LIMITED | 19 | .19 | .14 | 170 | 120 | 41.67 | 51 | 24 | 112.50 | 51 | 24 | 112.50 |
| PHILLIPS DST CO | 20 | .11 | .12 | 97 | 102 | 4.90- | 26 | 19 | 36.84 | 26 | 19 | 36.84 |
| | | | | | | | | | | | | |
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| MAINE - D.S. | | | | 1100505 | 1041027 | 5.71 | 238608 | 221044 | 7.95 | 238608 | 221044 | 7.95 |
| TEQUILA / MEZCAL | | 4.09 | 3.99 | 45015 | 41526 | 8.40 | 8955 | 7983 | 12.18 | 8955 | 7983 | 12.18 |
| PROXIMO SPIRITS | 1 | 37.11 | 38.26 | 16703 | 15888 | 5.13 | 3146 | 2903 | 8.37 | 3146 | 2903 | 8.37 |
| BEAM SUNTORY | 2 | 20.57 | 19.97 | 9261 | 8293 | 11.67 | 1829 | 1554 | 17.70 | 1829 | 1554 | 17.70 |
| WALKER M S INC | 3 | 9.74 | 10.64 | 4385 | 4417 | .72- | 994 | 918 | 8.28 | 994 | 918 | 8.28 |
| SAZERAC N AMRCA | 4 | 8.83 | 8.24 | 3973 | 3423 | 16.07 | 872 | 731 | 19.29 | 872 | 731 | 19.29 |
| PATRON SPIRITS | 5 | 5.86 | 6.15 | 2640 | 2554 | 3.37 | 509 | 526 | 3.23- | 509 | 526 | 3.23- |
| BROWN FORMAN | 6 | 5.83 | 5.51 | 2623 | 2287 | 14.69 | 575 | 455 | 26.37 | 575 | 455 | 26.37 |
| GALLO E J WINE | 7 | 2.35 | 2.25 | 1058 | 933 | 13.40 | 189 | 189 | .00 | 189 | 189 | .00 |
| CAMPARI | 8 | 2.08 | 1.66 | 935 | 690 | 35.51 | 180 | 118 | 52.54 | 180 | 118 | 52.54 |
| PERNOD RCRD USA | 9 | 1.37 | 1.09 | 617 | 454 | 35.90 | 125 | 88 | 42.05 | 125 | 88 | 42.05 |
| LUXCO INC | 10 | 1.15 | 1.44 | 516 | 596 | 13.42- | 109 | 137 | 20.44- | 109 | 137 | 20.44- |
| GRANT AND SONS | 11 | .92 | .93 | 414 | 385 | 7.53 | 66 | 63 | 4.76 | 66 | 63 | 4.76 |
| GEMINI S&W CO | 12 | .87 | .69 | 392 | 286 | 37.06 | 77 | 67 | 14.93 | 77 | 67 | 14.93 |
| DIAGEO | 13 | .78 | .77 | 352 | 318 | 10.69 | 62 | 59 | 5.08 | 62 | 59 | 5.08 |
| HEAVEN HILL | 14 | .54 | .63 | 242 | 262 | 7.63- | 57 | 56 | 1.79 | 57 | 56 | 1.79 |
| SAZERAC COMPANY | 15 | .52 | .38 | 233 | 156 | 49.36 | 50 | 30 | 66.67 | 50 | 30 | 66.67 |
| MHW LIMITED | 16 | .47 | .41 | 213 | 171 | 24.56 | 41 | 24 | 70.83 | 41 | 24 | 70.83 |
| BACARDI USA INC | 17 | .35 | .39 | 158 | 160 | 1.25- | 29 | 26 | 11.54 | 29 | 26 | 11.54 |
| CONSTELLATION | 18 | .21 | .22 | 95 | 90 | 5.56 | 16 | 10 | 60.00 | 16 | 10 | 60.00 |
| MEXCOR INT W&S | 19 | .10 | .10 | 47 | 40 | 17.50 | 7 | 8 | 12.50- | 7 | 8 | 12.50- |
| HENRY STEEL IMP | 20 | .09 | .09 | 40 | 37 | 8.11 | 6 | 10 | 40.00- | 6 | 10 | 40.00- |

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|--------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MICHIGAN - D.S. | | | | 7351569 | 7263747 | 1.21 | 1602191 | 1560641 | 2.66 | 1602191 | 1560641 | 2.66 |
| TEQUILA / MEZCAL | | 4.81 | 4.47 | 353867 | 324796 | 8.95 | 77925 | 69390 | 12.30 | 77925 | 69390 | 12.30 |
| PROXIMO SPIRITS | 1 | 42.19 | 44.16 | 149294 | 143435 | 4.08 | 31622 | 29426 | 7.46 | 31622 | 29426 | 7.46 |
| PATRON SPIRITS | 2 | 16.28 | 15.10 | 57623 | 49058 | 17.46 | 13438 | 11474 | 17.12 | 13438 | 11474 | 17.12 |
| BEAM SUNTORY | 3 | 7.13 | 7.43 | 25215 | 24128 | 4.51 | 5343 | 5105 | 4.66 | 5343 | 5105 | 4.66 |
| SAZERAC N AMRCA | 4 | 5.15 | 4.69 | 18235 | 15249 | 19.58 | 4389 | 3509 | 25.08 | 4389 | 3509 | 25.08 |
| LUXCO INC | 5 | 5.05 | 5.33 | 17875 | 17311 | 3.26 | 4072 | 3873 | 5.14 | 4072 | 3873 | 5.14 |
| SAZERAC COMPANY | 6 | 3.69 | 3.45 | 13040 | 11207 | 16.36 | 3129 | 3055 | 2.42 | 3129 | 3055 | 2.42 |
| PERNOD RCRD USA | 7 | 3.13 | 4.14 | 11064 | 13453 | 17.76- | 2426 | 2252 | 7.73 | 2426 | 2252 | 7.73 |
| BROWN FORMAN | 8 | 3.03 | 2.75 | 10732 | 8944 | 19.99 | 2273 | 2004 | 13.42 | 2273 | 2004 | 13.42 |
| HEAVEN HILL | 9 | 2.88 | 3.01 | 10175 | 9770 | 4.15 | 2291 | 2018 | 13.53 | 2291 | 2018 | 13.53 |
| DIAGEO | 10 | 2.79 | 2.61 | 9872 | 8484 | 16.36 | 2362 | 1710 | 38.13 | 2362 | 1710 | 38.13 |
| CAMPARI | 11 | 1.21 | .93 | 4299 | 3035 | 41.65 | 911 | 640 | 42.34 | 911 | 640 | 42.34 |
| GALLO E J WINE | 12 | 1.21 | 1.31 | 4277 | 4244 | .78 | 855 | 854 | .12 | 855 | 854 | .12 |
| GEMINI S&W CO | 13 | 1.11 | 1.12 | 3931 | 3645 | 7.85 | 860 | 767 | 12.13 | 860 | 767 | 12.13 |
| MCCORMICK DIST | 14 | 1.07 | 1.06 | 3792 | 3445 | 10.07 | 944 | 828 | 14.01 | 944 | 828 | 14.01 |
| LEVECKE CORP | 15 | .91 | .00 | 3215 | 0 | .00 | 762 | 0 | .00 | 762 | 0 | .00 |
| BACARDI USA INC | 16 | .53 | .54 | 1859 | 1766 | 5.27 | 335 | 327 | 2.45 | 335 | 327 | 2.45 |
| INFINIUM SPRTS | 17 | .47 | .37 | 1662 | 1206 | 37.81 | 305 | 242 | 26.03 | 305 | 242 | 26.03 |
| GRANT AND SONS | 18 | .41 | .30 | 1452 | 967 | 50.16 | 283 | 209 | 35.41 | 283 | 209 | 35.41 |
| MHW LIMITED | 19 | .37 | .24 | 1297 | 772 | 68.01 | 350 | 156 | 124.36 | 350 | 156 | 124.36 |
| PARK STREET IMP | 20 | .35 | .34 | 1234 | 1116 | 10.57 | 171 | 187 | 8.56- | 171 | 187 | 8.56- |
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| MONTANA - D.S. | | | | 749971 | 735097 | 2.02 | 161369 | 161424 | .03- | 161369 | 161424 | .03- |
| TEQUILA / MEZCAL | | 4.68 | 4.38 | 35108 | 32207 | 9.01 | 7176 | 6394 | 12.23 | 7176 | 6394 | 12.23 |
| PROXIMO SPIRITS | 1 | 35.04 | 37.26 | 12303 | 12000 | 2.53 | 2431 | 2423 | .33 | 2431 | 2423 | .33 |
| BEAM SUNTORY | 2 | 15.88 | 15.69 | 5576 | 5054 | 10.33 | 1098 | 999 | 9.91 | 1098 | 999 | 9.91 |
| PATRON SPIRITS | 3 | 7.79 | 7.57 | 2735 | 2438 | 12.18 | 471 | 402 | 17.16 | 471 | 402 | 17.16 |
| LUXCO INC | 4 | 6.73 | 6.73 | 2362 | 2169 | 8.90 | 517 | 442 | 16.97 | 517 | 442 | 16.97 |
| BROWN FORMAN | 5 | 5.73 | 5.37 | 2013 | 1730 | 16.36 | 445 | 320 | 39.06 | 445 | 320 | 39.06 |
| HEAVEN HILL | 6 | 5.66 | 5.23 | 1988 | 1684 | 18.05 | 402 | 379 | 6.07 | 402 | 379 | 6.07 |
| GALLO E J WINE | 7 | 5.01 | 4.86 | 1759 | 1564 | 12.47 | 449 | 327 | 37.31 | 449 | 327 | 37.31 |
| CAMPARI | 8 | 2.73 | 2.39 | 957 | 770 | 24.29 | 159 | 109 | 45.87 | 159 | 109 | 45.87 |
| GRANT AND SONS | 9 | 2.21 | 2.03 | 777 | 653 | 18.99 | 170 | 129 | 31.78 | 170 | 129 | 31.78 |
| FRANK-LIN DSTLR | 10 | 1.90 | 2.46 | 667 | 792 | 15.78- | 161 | 183 | 12.02- | 161 | 183 | 12.02- |
| MCCORMICK DIST | 11 | 1.83 | 1.84 | 644 | 592 | 8.78 | 150 | 130 | 15.38 | 150 | 130 | 15.38 |
| DIAGEO | 12 | 1.42 | 1.34 | 497 | 431 | 15.31 | 105 | 73 | 43.84 | 105 | 73 | 43.84 |
| GEMINI S&W CO | 13 | 1.27 | 1.44 | 447 | 464 | 3.66- | 98 | 90 | 8.89 | 98 | 90 | 8.89 |
| MHW LIMITED | 14 | 1.15 | .88 | 402 | 284 | 41.55 | 132 | 81 | 62.96 | 132 | 81 | 62.96 |
| SAZERAC N AMRCA | 15 | 1.07 | 1.02 | 374 | 327 | 14.37 | 86 | 56 | 53.57 | 86 | 56 | 53.57 |
| BACARDI USA INC | 16 | .91 | .94 | 320 | 302 | 5.96 | 45 | 41 | 9.76 | 45 | 41 | 9.76 |
| PERNOD RCRD USA | 17 | .81 | .45 | 284 | 146 | 94.52 | 43 | 33 | 30.30 | 43 | 33 | 30.30 |
| INFINIUM SPRTS | 18 | .66 | .61 | 230 | 197 | 16.75 | 47 | 34 | 38.24 | 47 | 34 | 38.24 |
| SAZERAC COMPANY | 19 | .55 | .45 | 193 | 144 | 34.03 | 38 | 63 | 39.68- | 38 | 63 | 39.68- |
| DV SPIRITS LLC | 20 | .55 | .45 | 192 | 144 | 33.33 | 35 | 23 | 52.17 | 35 | 23 | 52.17 |

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| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| NEW HAMPSHIRE - D.S. | | | | 2180184 | 2098728 | 3.88 | 459180 | 430894 | 6.56 | 459180 | 430894 | 6.56 |
| TEQUILA / MEZCAL | | 4.48 | 4.40 | 97609 | 92275 | 5.78 | 19355 | 18268 | 5.95 | 19355 | 18268 | 5.95 |
| PROXIMO SPIRITS | 1 | 35.92 | 36.76 | 35057 | 33918 | 3.36 | 6332 | 6489 | 2.42- | 6332 | 6489 | 2.42- |
| BEAM SUNTORY | 2 | 23.25 | 22.67 | 22692 | 20922 | 8.46 | 4514 | 4130 | 9.30 | 4514 | 4130 | 9.30 |
| PATRON SPIRITS | 3 | 8.05 | 8.03 | 7861 | 7408 | 6.12 | 1671 | 1486 | 12.45 | 1671 | 1486 | 12.45 |
| SAZERAC COMPANY | 4 | 5.21 | 5.48 | 5083 | 5058 | .49 | 1120 | 1070 | 4.67 | 1120 | 1070 | 4.67 |
| BROWN FORMAN | 5 | 3.63 | 3.34 | 3539 | 3085 | 14.72 | 751 | 629 | 19.40 | 751 | 629 | 19.40 |
| WALKER M S INC | 6 | 3.15 | 3.50 | 3075 | 3234 | 4.92- | 751 | 815 | 7.85- | 751 | 815 | 7.85- |
| GRANT AND SONS | 7 | 2.81 | 2.58 | 2744 | 2384 | 15.10 | 572 | 483 | 18.43 | 572 | 483 | 18.43 |
| CAMPARI | 8 | 2.56 | 2.52 | 2503 | 2326 | 7.61 | 553 | 459 | 20.48 | 553 | 459 | 20.48 |
| GEMINI S&W CO | 9 | 2.31 | 2.64 | 2251 | 2434 | 7.52- | 413 | 392 | 5.36 | 413 | 392 | 5.36 |
| PERNOD RCRD USA | 10 | 2.16 | 2.20 | 2106 | 2028 | 3.85 | 482 | 367 | 31.34 | 482 | 367 | 31.34 |
| GALLO E J WINE | 11 | 1.73 | 1.95 | 1684 | 1800 | 6.44- | 343 | 352 | 2.56- | 343 | 352 | 2.56- |
| SAZERAC N AMRCA | 12 | 1.42 | 1.47 | 1388 | 1359 | 2.13 | 307 | 305 | .66 | 307 | 305 | .66 |
| LUXCO INC | 13 | 1.38 | 1.15 | 1350 | 1059 | 27.48 | 250 | 206 | 21.36 | 250 | 206 | 21.36 |
| DIAGEO | 14 | 1.36 | 1.37 | 1330 | 1264 | 5.22 | 282 | 230 | 22.61 | 282 | 230 | 22.61 |
| HEAVEN HILL | 15 | 1.36 | 1.03 | 1326 | 951 | 39.43 | 271 | 235 | 15.32 | 271 | 235 | 15.32 |
| MHW LIMITED | 16 | 1.23 | 1.02 | 1200 | 937 | 28.07 | 242 | 184 | 31.52 | 242 | 184 | 31.52 |
| BACARDI USA INC | 17 | .55 | .56 | 540 | 513 | 5.26 | 95 | 105 | 9.52- | 95 | 105 | 9.52- |
| INFINIUM SPRTS | 18 | .33 | .41 | 325 | 376 | 13.56- | 36 | 83 | 56.63- | 36 | 83 | 56.63- |
| PALM BAY IMPRTS | 19 | .24 | .10 | 230 | 88 | 161.36 | 42 | 19 | 121.05 | 42 | 19 | 121.05 |
| SUTTER HOME WNY | 20 | .23 | .22 | 229 | 200 | 14.50 | 61 | 45 | 35.56 | 61 | 45 | 35.56 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| NORTH CAROLINA - D.S. | | | | 5274586 | 5087453 | 3.68 | 1210492 | 1177283 | 2.82 | 1210492 | 1177283 | 2.82 |
| TEQUILA / MEZCAL | | 6.54 | 6.06 | 345031 | 308192 | 11.95 | 78539 | 69602 | 12.84 | 78539 | 69602 | 12.84 |
| PROXIMO SPIRITS | 1 | 35.85 | 37.04 | 123688 | 114158 | 8.35 | 26867 | 25217 | 6.54 | 26867 | 25217 | 6.54 |
| HEAVEN HILL | 2 | 11.93 | 11.53 | 41146 | 35544 | 15.76 | 10022 | 8235 | 21.70 | 10022 | 8235 | 21.70 |
| SAZERAC N AMRCA | 3 | 9.07 | 9.40 | 31298 | 28961 | 8.07 | 7372 | 6671 | 10.51 | 7372 | 6671 | 10.51 |
| PATRON SPIRITS | 4 | 8.79 | 8.94 | 30331 | 27553 | 10.08 | 6974 | 6497 | 7.34 | 6974 | 6497 | 7.34 |
| BEAM SUNTORY | 5 | 7.32 | 7.18 | 25253 | 22126 | 14.13 | 5609 | 4917 | 14.07 | 5609 | 4917 | 14.07 |
| BROWN FORMAN | 6 | 5.76 | 5.61 | 19866 | 17287 | 14.92 | 4481 | 3966 | 12.99 | 4481 | 3966 | 12.99 |
| LUXCO INC | 7 | 4.13 | 4.26 | 14236 | 13118 | 8.52 | 3539 | 3008 | 17.65 | 3539 | 3008 | 17.65 |
| PERNOD RCRD USA | 8 | 3.83 | 2.92 | 13216 | 8985 | 47.09 | 3127 | 2142 | 45.99 | 3127 | 2142 | 45.99 |
| GEMINI S&W CO | 9 | 2.16 | 2.16 | 7463 | 6660 | 12.06 | 1694 | 1346 | 25.85 | 1694 | 1346 | 25.85 |
| MCCORMICK DIST | 10 | 2.02 | 2.19 | 6953 | 6741 | 3.14 | 1701 | 1661 | 2.41 | 1701 | 1661 | 2.41 |
| CAMPARI | 11 | 1.77 | 1.54 | 6111 | 4735 | 29.06 | 1421 | 1064 | 33.55 | 1421 | 1064 | 33.55 |
| DIAGEO | 12 | 1.47 | 1.36 | 5063 | 4185 | 20.98 | 1271 | 892 | 42.49 | 1271 | 892 | 42.49 |
| HEXA PARTNERS | 13 | 1.40 | 1.50 | 4838 | 4626 | 4.58 | 1134 | 1196 | 5.18- | 1134 | 1196 | 5.18- |
| GALLO E J WINE | 14 | 1.26 | 1.34 | 4338 | 4135 | 4.91 | 809 | 892 | 9.30- | 809 | 892 | 9.30- |
| BACARDI USA INC | 15 | 1.02 | 1.08 | 3516 | 3327 | 5.68 | 828 | 634 | 30.60 | 828 | 634 | 30.60 |
| INFINIUM SPRTS | 16 | .71 | .66 | 2439 | 2046 | 19.21 | 458 | 412 | 11.17 | 458 | 412 | 11.17 |
| MHW LIMITED | 17 | .42 | .29 | 1447 | 879 | 64.62 | 361 | 201 | 79.60 | 361 | 201 | 79.60 |
| GRANT AND SONS | 18 | .38 | .39 | 1296 | 1187 | 9.18 | 272 | 241 | 12.86 | 272 | 241 | 12.86 |
| HEARTLAND DSTRB | 19 | .17 | .19 | 582 | 579 | .52 | 123 | 125 | 1.60- | 123 | 125 | 1.60- |
| SANS WN & SPTS | 20 | .16 | .12 | 536 | 363 | 47.66 | 145 | 67 | 116.42 | 145 | 67 | 116.42 |

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|--------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| OHIO - D.S. | | | | 5060391 | 4901313 | 3.25 | 1153699 | 1127821 | 2.29 | 1153699 | 1127821 | 2.29 |
| TEQUILA / MEZCAL | | 7.43 | 7.01 | 376033 | 343402 | 9.50 | 87109 | 78912 | 10.39 | 87109 | 78912 | 10.39 |
| PROXIMO SPIRITS | 1 | 34.74 | 36.86 | 130642 | 126571 | 3.22 | 28985 | 28049 | 3.34 | 28985 | 28049 | 3.34 |
| LUXCO INC | 2 | 16.29 | 16.85 | 61262 | 57851 | 5.90 | 14743 | 13778 | 7.00 | 14743 | 13778 | 7.00 |
| PATRON SPIRITS | 3 | 15.17 | 14.12 | 57049 | 48501 | 17.62 | 13632 | 11900 | 14.55 | 13632 | 11900 | 14.55 |
| SAZERAC N AMRCA | 4 | 8.74 | 8.81 | 32883 | 30245 | 8.72 | 7808 | 7236 | 7.90 | 7808 | 7236 | 7.90 |
| BEAM SUNTORY | 5 | 7.98 | 7.85 | 30001 | 26953 | 11.31 | 7088 | 5839 | 21.39 | 7088 | 5839 | 21.39 |
| BROWN FORMAN | 6 | 3.36 | 3.28 | 12636 | 11251 | 12.31 | 2901 | 2653 | 9.35 | 2901 | 2653 | 9.35 |
| PERNOD RCRD USA | 7 | 2.61 | 2.13 | 9796 | 7310 | 34.01 | 2558 | 1637 | 56.26 | 2558 | 1637 | 56.26 |
| CAMPARI | 8 | 2.11 | 1.81 | 7932 | 6204 | 27.85 | 1846 | 1346 | 37.15 | 1846 | 1346 | 37.15 |
| DIAGEO | 9 | 1.98 | 1.70 | 7448 | 5831 | 27.73 | 1750 | 1268 | 38.01 | 1750 | 1268 | 38.01 |
| GEMINI S&W CO | 10 | 1.53 | 1.64 | 5751 | 5624 | 2.26 | 1214 | 1188 | 2.19 | 1214 | 1188 | 2.19 |
| HEAVEN HILL | 11 | .92 | .78 | 3466 | 2679 | 29.38 | 859 | 718 | 19.64 | 859 | 718 | 19.64 |
| BACARDI USA INC | 12 | .78 | .72 | 2948 | 2458 | 19.93 | 685 | 545 | 25.69 | 685 | 545 | 25.69 |
| MCCORMICK DIST | 13 | .77 | .91 | 2895 | 3140 | 7.80- | 585 | 711 | 17.72- | 585 | 711 | 17.72- |
| GRANT AND SONS | 14 | .74 | .63 | 2784 | 2159 | 28.95 | 546 | 494 | 10.53 | 546 | 494 | 10.53 |
| SAZERAC COMPANY | 15 | .69 | .60 | 2580 | 2046 | 26.10 | 564 | 532 | 6.02 | 564 | 532 | 6.02 |
| GALLO E J WINE | 16 | .63 | .62 | 2383 | 2112 | 12.83 | 532 | 461 | 15.40 | 532 | 461 | 15.40 |
| MHW LIMITED | 17 | .29 | .21 | 1102 | 721 | 52.84 | 269 | 150 | 79.33 | 269 | 150 | 79.33 |
| SUTTER HOME WNY | 18 | .12 | .09 | 470 | 316 | 48.73 | 101 | 72 | 40.28 | 101 | 72 | 40.28 |
| INFINIUM SPRTS | 19 | .11 | .10 | 421 | 330 | 27.58 | 90 | 73 | 23.29 | 90 | 73 | 23.29 |
| PARK STREET IMP | 20 | .11 | .05 | 409 | 177 | 131.07 | 85 | 71 | 19.72 | 85 | 71 | 19.72 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| OREGON - D.S. | | | | 3035855 | 2944894 | 3.09 | 695715 | 672428 | 3.46 | 695715 | 672428 | 3.46 |
| TEQUILA / MEZCAL | | 7.81 | 7.46 | 237167 | 219737 | 7.93 | 51285 | 47372 | 8.26 | 51285 | 47372 | 8.26 |
| BEAM SUNTORY | 1 | 23.93 | 23.47 | 56753 | 51572 | 10.05 | 12178 | 11288 | 7.88 | 12178 | 11288 | 7.88 |
| PROXIMO SPIRITS | 2 | 17.74 | 19.14 | 42069 | 42062 | .02 | 8450 | 8909 | 5.15- | 8450 | 8909 | 5.15- |
| HEAVEN HILL | 3 | 9.20 | 9.36 | 21817 | 20572 | 6.05 | 4629 | 4226 | 9.54 | 4629 | 4226 | 9.54 |
| BROWN FORMAN | 4 | 8.72 | 8.22 | 20682 | 18060 | 14.52 | 5094 | 4163 | 22.36 | 5094 | 4163 | 22.36 |
| SAZERAC COMPANY | 5 | 7.17 | 7.27 | 16994 | 15970 | 6.41 | 3824 | 3729 | 2.55 | 3824 | 3729 | 2.55 |
| HOOD RIVER DIST | 6 | 5.41 | 5.87 | 12834 | 12891 | .44- | 2697 | 2816 | 4.23- | 2697 | 2816 | 4.23- |
| PATRON SPIRITS | 7 | 4.49 | 4.57 | 10642 | 10048 | 5.91 | 2338 | 2172 | 7.64 | 2338 | 2172 | 7.64 |
| BACARDI USA INC | 8 | 3.20 | 3.09 | 7596 | 6784 | 11.97 | 1654 | 1381 | 19.77 | 1654 | 1381 | 19.77 |
| MCCORMICK DIST | 9 | 2.78 | 2.96 | 6602 | 6505 | 1.49 | 1412 | 1433 | 1.47- | 1412 | 1433 | 1.47- |
| PERNOD RCRD USA | 10 | 2.59 | 2.22 | 6140 | 4886 | 25.67 | 1150 | 919 | 25.14 | 1150 | 919 | 25.14 |
| CAMPARI | 11 | 1.91 | 1.55 | 4527 | 3411 | 32.72 | 1047 | 664 | 57.68 | 1047 | 664 | 57.68 |
| FRANK-LIN DSTLR | 12 | 1.78 | 2.02 | 4210 | 4449 | 5.37- | 959 | 991 | 3.23- | 959 | 991 | 3.23- |
| GEMINI S&W CO | 13 | 1.68 | 1.63 | 3983 | 3572 | 11.51 | 844 | 781 | 8.07 | 844 | 781 | 8.07 |
| DIAGEO | 14 | 1.65 | 1.47 | 3919 | 3240 | 20.96 | 865 | 636 | 36.01 | 865 | 636 | 36.01 |
| GRANT AND SONS | 15 | 1.41 | 1.32 | 3346 | 2899 | 15.42 | 781 | 651 | 19.97 | 781 | 651 | 19.97 |
| LUXCO INC | 16 | 1.35 | 1.12 | 3200 | 2465 | 29.82 | 862 | 503 | 71.37 | 862 | 503 | 71.37 |
| GALLO E J WINE | 17 | 1.09 | 1.21 | 2595 | 2658 | 2.37- | 559 | 495 | 12.93 | 559 | 495 | 12.93 |
| INFINIUM SPRTS | 18 | .90 | .87 | 2137 | 1901 | 12.41 | 426 | 392 | 8.67 | 426 | 392 | 8.67 |
| SAZERAC N AMRCA | 19 | .71 | .71 | 1682 | 1564 | 7.54 | 381 | 343 | 11.08 | 381 | 343 | 11.08 |
| MHW LIMITED | 20 | .41 | .30 | 981 | 654 | 50.00 | 225 | 148 | 52.03 | 225 | 148 | 52.03 |

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|---------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| PENNSYLVANIA - D.S. | | | | | | | | | | | | |
| | | | | 6945925 | 6835774 | 1.61 | 1637742 | 1641646 | .24- | 1637742 | 1641646 | .24- |
| TEQUILA / MEZCAL | | 3.59 | 3.42 | 249047 | 233576 | 6.62 | 56721 | 52725 | 7.58 | 56721 | 52725 | 7.58 |
| PROXIMO SPIRITS | 1 | 39.84 | 40.91 | 99209 | 95552 | 3.83 | 22287 | 21844 | 2.03 | 22287 | 21844 | 2.03 |
| BEAM SUNTORY | 2 | 11.36 | 9.74 | 28295 | 22751 | 24.37 | 6360 | 4677 | 35.98 | 6360 | 4677 | 35.98 |
| PATRON SPIRITS | 3 | 9.85 | 9.86 | 24522 | 23028 | 6.49 | 5719 | 5456 | 4.82 | 5719 | 5456 | 4.82 |
| SAZERAC COMPANY | 4 | 7.91 | 8.13 | 19704 | 18999 | 3.71 | 4551 | 3965 | 14.78 | 4551 | 3965 | 14.78 |
| LUXCO INC | 5 | 7.80 | 7.97 | 19436 | 18627 | 4.34 | 4805 | 4301 | 11.72 | 4805 | 4301 | 11.72 |
| CAMPARI | 6 | 4.46 | 3.72 | 11098 | 8689 | 27.72 | 2607 | 2060 | 26.55 | 2607 | 2060 | 26.55 |
| SAZERAC N AMRCA | 7 | 3.41 | 3.99 | 8504 | 9317 | 8.73- | 1888 | 2445 | 22.78- | 1888 | 2445 | 22.78- |
| GEMINI S&W CO | 8 | 2.71 | 2.90 | 6739 | 6766 | .40- | 1291 | 1345 | 4.01- | 1291 | 1345 | 4.01- |
| BROWN FORMAN | 9 | 2.43 | 2.50 | 6050 | 5836 | 3.67 | 1302 | 1420 | 8.31- | 1302 | 1420 | 8.31- |
| DIAGEO | 10 | 1.52 | 1.41 | 3775 | 3303 | 14.29 | 853 | 788 | 8.25 | 853 | 788 | 8.25 |
| HEAVEN HILL | 11 | 1.46 | 1.26 | 3627 | 2941 | 23.33 | 945 | 662 | 42.75 | 945 | 662 | 42.75 |
| PERNOD RCRD USA | 12 | 1.45 | 1.50 | 3618 | 3511 | 3.05 | 842 | 725 | 16.14 | 842 | 725 | 16.14 |
| NORTH WALES WNS | 13 | 1.29 | 1.60 | 3224 | 3740 | 13.80- | 728 | 816 | 10.78- | 728 | 816 | 10.78- |
| BACARDI USA INC | 14 | 1.13 | 1.19 | 2822 | 2787 | 1.26 | 563 | 720 | 21.81- | 563 | 720 | 21.81- |
| GRANT AND SONS | 15 | .82 | .77 | 2050 | 1793 | 14.33 | 446 | 347 | 28.53 | 446 | 347 | 28.53 |
| INFINIUM SPRTS | 16 | .51 | .53 | 1274 | 1247 | 2.17 | 289 | 260 | 11.15 | 289 | 260 | 11.15 |
| SUTTER HOME WNY | 17 | .48 | .43 | 1196 | 999 | 19.72 | 265 | 162 | 63.58 | 265 | 162 | 63.58 |
| MHW LIMITED | 18 | .48 | .47 | 1186 | 1090 | 8.81 | 303 | 201 | 50.75 | 303 | 201 | 50.75 |
| CONSTELLATION | 19 | .36 | .21 | 903 | 496 | 82.06 | 226 | 144 | 56.94 | 226 | 144 | 56.94 |
| MAJESTC W&S USA | 20 | .16 | .23 | 395 | 526 | 24.90- | 111 | 137 | 18.98- | 111 | 137 | 18.98- |
| | | | | | | | | | | | | |
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| UTAH - D.S. | | | | 1172368 | 1151293 | 1.83 | 282145 | 275073 | 2.57 | 282145 | 275073 | 2.57 |
| TEQUILA / MEZCAL | | 5.99 | 5.69 | 70200 | 65535 | 7.12 | 16910 | 15529 | 8.89 | 16910 | 15529 | 8.89 |
| PROXIMO SPIRITS | 1 | 33.12 | 35.95 | 23251 | 23562 | 1.32- | 5181 | 5222 | .79- | 5181 | 5222 | .79- |
| BEAM SUNTORY | 2 | 12.75 | 11.78 | 8948 | 7719 | 15.92 | 2170 | 1764 | 23.02 | 2170 | 1764 | 23.02 |
| SAZERAC COMPANY | 3 | 9.56 | 9.47 | 6711 | 6206 | 8.14 | 1795 | 1782 | .73 | 1795 | 1782 | .73 |
| PATRON SPIRITS | 4 | 7.89 | 7.98 | 5542 | 5231 | 5.95 | 1391 | 1342 | 3.65 | 1391 | 1342 | 3.65 |
| BROWN FORMAN | 5 | 6.55 | 6.96 | 4599 | 4560 | .86 | 1235 | 1238 | .24- | 1235 | 1238 | .24- |
| HEAVEN HILL | 6 | 5.26 | 4.26 | 3693 | 2789 | 32.41 | 882 | 599 | 47.25 | 882 | 599 | 47.25 |
| SAZERAC N AMRCA | 7 | 4.35 | 4.48 | 3054 | 2937 | 3.98 | 617 | 529 | 16.64 | 617 | 529 | 16.64 |
| CAMPARI | 8 | 3.66 | 3.49 | 2570 | 2286 | 12.42 | 576 | 491 | 17.31 | 576 | 491 | 17.31 |
| GEMINI S&W CO | 9 | 2.68 | 2.67 | 1884 | 1747 | 7.84 | 356 | 350 | 1.71 | 356 | 350 | 1.71 |
| GALLO E J WINE | 10 | 2.50 | 2.51 | 1756 | 1643 | 6.88 | 328 | 287 | 14.29 | 328 | 287 | 14.29 |
| DIAGEO | 11 | 1.72 | 1.75 | 1207 | 1147 | 5.23 | 392 | 492 | 20.33- | 392 | 492 | 20.33- |
| BACARDI USA INC | 12 | 1.63 | 1.80 | 1145 | 1181 | 3.05- | 254 | 258 | 1.55- | 254 | 258 | 1.55- |
| GRANT AND SONS | 13 | 1.55 | 1.50 | 1091 | 986 | 10.65 | 288 | 275 | 4.73 | 288 | 275 | 4.73 |
| LUXCO INC | 14 | 1.42 | 1.07 | 999 | 698 | 43.12 | 487 | 213 | 128.64 | 487 | 213 | 128.64 |
| MCCORMICK DIST | 15 | 1.31 | 1.48 | 919 | 968 | 5.06- | 202 | 217 | 6.91- | 202 | 217 | 6.91- |
| INFINIUM SPRTS | 16 | 1.08 | 1.18 | 761 | 771 | 1.30- | 155 | 160 | 3.13- | 155 | 160 | 3.13- |
| MHW LIMITED | 17 | .87 | .66 | 612 | 433 | 41.34 | 171 | 129 | 32.56 | 171 | 129 | 32.56 |
| PERNOD RCRD USA | 18 | .64 | .10 | 452 | 64 | 606.25 | 96 | 35 | 174.29 | 96 | 35 | 174.29 |
| FRANK-LIN DSTLR | 19 | .58 | .75 | 410 | 494 | 17.00- | 102 | 97 | 5.15 | 102 | 97 | 5.15 |
| ST BRENDANS TRD | 20 | .26 | .00 | 183 | 0 | .00 | 54 | 0 | .00 | 54 | 0 | .00 |

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| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| VERMONT - D.S. | | | | 375958 | 370416 | 1.50 | 88393 | 85682 | 3.16 | 88393 | 85682 | 3.16 |
| TEQUILA / MEZCAL | | 5.32 | 5.06 | 20016 | 18728 | 6.88 | 4534 | 4087 | 10.94 | 4534 | 4087 | 10.94 |
| PROXIMO SPIRITS | 1 | 30.39 | 33.98 | 6082 | 6364 | 4.43- | 1309 | 1354 | 3.32- | 1309 | 1354 | 3.32- |
| BEAM SUNTORY | 2 | 22.65 | 21.49 | 4533 | 4024 | 12.65 | 1038 | 896 | 15.85 | 1038 | 896 | 15.85 |
| CAMPARI | 3 | 5.17 | 4.51 | 1035 | 844 | 22.63 | 284 | 216 | 31.48 | 284 | 216 | 31.48 |
| PATRON SPIRITS | 4 | 5.15 | 5.31 | 1030 | 994 | 3.62 | 267 | 252 | 5.95 | 267 | 252 | 5.95 |
| GALLO E J WINE | 5 | 4.98 | 4.37 | 997 | 818 | 21.88 | 185 | 176 | 5.11 | 185 | 176 | 5.11 |
| SAZERAC COMPANY | 6 | 4.92 | 4.73 | 984 | 886 | 11.06 | 216 | 138 | 56.52 | 216 | 138 | 56.52 |
| SAZERAC N AMRCA | 7 | 4.39 | 4.21 | 879 | 789 | 11.41 | 196 | 167 | 17.37 | 196 | 167 | 17.37 |
| BROWN FORMAN | 8 | 4.25 | 4.34 | 851 | 812 | 4.80 | 194 | 164 | 18.29 | 194 | 164 | 18.29 |
| GEMINI S&W CO | 9 | 3.71 | 3.37 | 742 | 632 | 17.41 | 153 | 125 | 22.40 | 153 | 125 | 22.40 |
| GRANT AND SONS | 10 | 3.47 | 3.60 | 695 | 675 | 2.96 | 143 | 161 | 11.18- | 143 | 161 | 11.18- |
| PERNOD RCRD USA | 11 | 2.13 | 1.83 | 427 | 343 | 24.49 | 89 | 89 | .00 | 89 | 89 | .00 |
| WALKER M S INC | 12 | 1.94 | 2.17 | 389 | 407 | 4.42- | 87 | 93 | 6.45- | 87 | 93 | 6.45- |
| MHW LIMITED | 13 | 1.81 | 1.37 | 363 | 257 | 41.25 | 103 | 64 | 60.94 | 103 | 64 | 60.94 |
| BLACK PRINCE DS | 14 | 1.53 | 1.61 | 306 | 301 | 1.66 | 63 | 60 | 5.00 | 63 | 60 | 5.00 |
| LUXCO INC | 15 | 1.10 | .66 | 221 | 124 | 78.23 | 100 | 32 | 212.50 | 100 | 32 | 212.50 |
| DIAGEO | 16 | .89 | .85 | 178 | 159 | 11.95 | 53 | 42 | 26.19 | 53 | 42 | 26.19 |
| HEAVEN HILL | 17 | .84 | .83 | 169 | 156 | 8.33 | 37 | 33 | 12.12 | 37 | 33 | 12.12 |
| BACARDI USA INC | 18 | .46 | .52 | 92 | 97 | 5.15- | 12 | 19 | 36.84- | 12 | 19 | 36.84- |
| CONSTELLATION | 19 | .11 | .12 | 23 | 23 | .00 | 3 | 4 | 25.00- | 3 | 4 | 25.00- |
| PARK STREET IMP | 20 | .06 | .01 | 13 | 2 | 550.00 | 2 | 1 | 100.00 | 2 | 1 | 100.00 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| VIRGINIA - D.S. | | | | 4242080 | 4133814 | 2.62 | 975027 | 954319 | 2.17 | 975027 | 954319 | 2.17 |
| TEQUILA / MEZCAL | | 6.14 | 5.84 | 260534 | 241230 | 8.00 | 58275 | 52837 | 10.29 | 58275 | 52837 | 10.29 |
| PROXIMO SPIRITS | 1 | 31.44 | 34.41 | 81916 | 83010 | 1.32- | 16586 | 16197 | 2.40 | 16586 | 16197 | 2.40 |
| HEAVEN HILL | 2 | 10.78 | 10.05 | 28080 | 24242 | 15.83 | 6725 | 5917 | 13.66 | 6725 | 5917 | 13.66 |
| PATRON SPIRITS | 3 | 9.98 | 9.55 | 26008 | 23046 | 12.85 | 5906 | 5307 | 11.29 | 5906 | 5307 | 11.29 |
| BEAM SUNTORY | 4 | 9.17 | 8.65 | 23891 | 20868 | 14.49 | 5173 | 4699 | 10.09 | 5173 | 4699 | 10.09 |
| SAZERAC N AMRCA | 5 | 8.21 | 8.39 | 21402 | 20243 | 5.73 | 5130 | 4679 | 9.64 | 5130 | 4679 | 9.64 |
| SAZERAC COMPANY | 6 | 6.87 | 6.58 | 17901 | 15877 | 12.75 | 4347 | 3978 | 9.28 | 4347 | 3978 | 9.28 |
| LUXCO INC | 7 | 4.80 | 4.60 | 12511 | 11107 | 12.64 | 3254 | 2635 | 23.49 | 3254 | 2635 | 23.49 |
| BROWN FORMAN | 8 | 4.71 | 4.64 | 12284 | 11196 | 9.72 | 2864 | 2559 | 11.92 | 2864 | 2559 | 11.92 |
| GEMINI S&W CO | 9 | 2.44 | 2.35 | 6356 | 5659 | 12.32 | 1485 | 1140 | 30.26 | 1485 | 1140 | 30.26 |
| CAMPARI | 10 | 2.41 | 2.08 | 6277 | 5006 | 25.39 | 1523 | 1177 | 29.40 | 1523 | 1177 | 29.40 |
| HEXA PARTNERS | 11 | 1.42 | 1.85 | 3706 | 4472 | 17.13- | 850 | 960 | 11.46- | 850 | 960 | 11.46- |
| DIAGEO | 12 | 1.27 | 1.28 | 3321 | 3080 | 7.82 | 748 | 661 | 13.16 | 748 | 661 | 13.16 |
| PERNOD RCRD USA | 13 | 1.20 | .75 | 3139 | 1811 | 73.33 | 689 | 365 | 88.77 | 689 | 365 | 88.77 |
| GRANT AND SONS | 14 | .93 | .78 | 2425 | 1893 | 28.10 | 509 | 386 | 31.87 | 509 | 386 | 31.87 |
| GALLO E J WINE | 15 | .93 | .89 | 2414 | 2144 | 12.59 | 504 | 536 | 5.97- | 504 | 536 | 5.97- |
| BACARDI USA INC | 16 | .91 | .91 | 2369 | 2206 | 7.39 | 516 | 502 | 2.79 | 516 | 502 | 2.79 |
| SUTTER HOME WNY | 17 | .68 | .54 | 1774 | 1299 | 36.57 | 358 | 258 | 38.76 | 358 | 258 | 38.76 |
| MHW LIMITED | 18 | .47 | .32 | 1221 | 770 | 58.57 | 341 | 182 | 87.36 | 341 | 182 | 87.36 |
| MEXCOR INT W&S | 19 | .43 | .48 | 1114 | 1166 | 4.46- | 264 | 250 | 5.60 | 264 | 250 | 5.60 |
| INFINIUM SPRTS | 20 | .27 | .33 | 709 | 802 | 11.60- | 137 | 150 | 8.67- | 137 | 150 | 8.67- |

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| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| WEST VIRGINIA - D.S. | | | | 644987 | 656222 | 1.71- | 140361 | 142562 | 1.54- | 140361 | 142562 | 1.54- |
| TEQUILA / MEZCAL | | 4.66 | 4.40 | 30040 | 28857 | 4.10 | 6616 | 6295 | 5.10 | 6616 | 6295 | 5.10 |
| PROXIMO SPIRITS | 1 | 32.02 | 33.73 | 9618 | 9734 | 1.19- | 1964 | 2135 | 8.01- | 1964 | 2135 | 8.01- |
| SAZERAC N AMRCA | 2 | 23.11 | 23.37 | 6943 | 6743 | 2.97 | 1589 | 1563 | 1.66 | 1589 | 1563 | 1.66 |
| PATRON SPIRITS | 3 | 11.08 | 11.52 | 3328 | 3323 | .15 | 663 | 557 | 19.03 | 663 | 557 | 19.03 |
| BEAM SUNTORY | 4 | 8.33 | 7.72 | 2503 | 2229 | 12.29 | 629 | 480 | 31.04 | 629 | 480 | 31.04 |
| MCCORMICK DIST | 5 | 7.13 | 7.47 | 2141 | 2157 | .74- | 513 | 462 | 11.04 | 513 | 462 | 11.04 |
| LUXCO INC | 6 | 5.24 | 4.56 | 1574 | 1316 | 19.60 | 429 | 337 | 27.30 | 429 | 337 | 27.30 |
| BROWN FORMAN | 7 | 4.08 | 3.14 | 1227 | 906 | 35.43 | 339 | 205 | 65.37 | 339 | 205 | 65.37 |
| STOLLER IMPORTS | 8 | 1.70 | 1.70 | 511 | 492 | 3.86 | 104 | 117 | 11.11- | 104 | 117 | 11.11- |
| SAZERAC COMPANY | 9 | 1.10 | .09 | 331 | 26 | 1173.08 | 8 | 26 | 69.23- | 8 | 26 | 69.23- |
| CAMPARI | 10 | 1.01 | .84 | 302 | 241 | 25.31 | 62 | 55 | 12.73 | 62 | 55 | 12.73 |
| DIAGEO | 11 | .91 | 1.02 | 273 | 294 | 7.14- | 65 | 63 | 3.17 | 65 | 63 | 3.17 |
| GEMINI S&W CO | 12 | .84 | .80 | 252 | 230 | 9.57 | 57 | 50 | 14.00 | 57 | 50 | 14.00 |
| PERNOD RCRD USA | 13 | .68 | .63 | 205 | 183 | 12.02 | 41 | 41 | .00 | 41 | 41 | .00 |
| HEAVEN HILL | 14 | .59 | .59 | 176 | 170 | 3.53 | 38 | 35 | 8.57 | 38 | 35 | 8.57 |
| GALLO E J WINE | 15 | .50 | .62 | 151 | 180 | 16.11- | 30 | 43 | 30.23- | 30 | 43 | 30.23- |
| HEXA PARTNERS | 16 | .43 | .54 | 128 | 157 | 18.47- | 14 | 55 | 74.55- | 14 | 55 | 74.55- |
| MHW LIMITED | 17 | .32 | .25 | 97 | 73 | 32.88 | 20 | 14 | 42.86 | 20 | 14 | 42.86 |
| GRANT AND SONS | 18 | .24 | .18 | 71 | 51 | 39.22 | 17 | 11 | 54.55 | 17 | 11 | 54.55 |
| BACARDI USA INC | 19 | .21 | .21 | 63 | 60 | 5.00 | 8 | 10 | 20.00- | 8 | 10 | 20.00- |
| SUTTER HOME WNY | 20 | .12 | .09 | 35 | 25 | 40.00 | 8 | 5 | 60.00 | 8 | 5 | 60.00 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| WYOMING - D.S. | | | | 532181 | 539425 | 1.34- | 118095 | 119882 | 1.49- | 118095 | 119882 | 1.49- |
| TEQUILA / MEZCAL | | 4.91 | 4.83 | 26155 | 26053 | .39 | 5595 | 5412 | 3.38 | 5595 | 5412 | 3.38 |
| PROXIMO SPIRITS | 1 | 32.93 | 33.83 | 8612 | 8813 | 2.28- | 1694 | 1715 | 1.22- | 1694 | 1715 | 1.22- |
| PATRON SPIRITS | 2 | 15.66 | 16.34 | 4097 | 4257 | 3.76- | 780 | 887 | 12.06- | 780 | 887 | 12.06- |
| BEAM SUNTORY | 3 | 11.27 | 10.97 | 2948 | 2857 | 3.19 | 676 | 598 | 13.04 | 676 | 598 | 13.04 |
| FRANK-LIN DSTLR | 4 | 6.79 | 6.69 | 1775 | 1744 | 1.78 | 391 | 410 | 4.63- | 391 | 410 | 4.63- |
| GALLO E J WINE | 5 | 6.62 | 5.60 | 1731 | 1460 | 18.56 | 359 | 336 | 6.85 | 359 | 336 | 6.85 |
| MCCORMICK DIST | 6 | 6.54 | 7.31 | 1711 | 1904 | 10.14- | 386 | 409 | 5.62- | 386 | 409 | 5.62- |
| HEAVEN HILL | 7 | 2.81 | 2.56 | 736 | 667 | 10.34 | 170 | 160 | 6.25 | 170 | 160 | 6.25 |
| BROWN FORMAN | 8 | 2.62 | 2.84 | 685 | 741 | 7.56- | 134 | 130 | 3.08 | 134 | 130 | 3.08 |
| SAZERAC N AMRCA | 9 | 2.51 | 2.67 | 656 | 696 | 5.75- | 158 | 151 | 4.64 | 158 | 151 | 4.64 |
| GEMINI S&W CO | 10 | 2.47 | 2.13 | 646 | 556 | 16.19 | 147 | 124 | 18.55 | 147 | 124 | 18.55 |
| DIAGEO | 11 | 1.68 | 1.81 | 439 | 472 | 6.99- | 109 | 90 | 21.11 | 109 | 90 | 21.11 |
| CAMPARI | 12 | 1.41 | 1.22 | 369 | 317 | 16.40 | 76 | 62 | 22.58 | 76 | 62 | 22.58 |
| PERNOD RCRD USA | 13 | 1.35 | 1.10 | 354 | 286 | 23.78 | 101 | 88 | 14.77 | 101 | 88 | 14.77 |
| INFINIUM SPRTS | 14 | 1.04 | 1.15 | 272 | 300 | 9.33- | 56 | 63 | 11.11- | 56 | 63 | 11.11- |
| BACARDI USA INC | 15 | .88 | 1.00 | 230 | 261 | 11.88- | 41 | 49 | 16.33- | 41 | 49 | 16.33- |
| GRANT AND SONS | 16 | .82 | .93 | 215 | 241 | 10.79- | 28 | 35 | 20.00- | 28 | 35 | 20.00- |
| MHW LIMITED | 17 | .63 | .47 | 164 | 123 | 33.33 | 48 | 26 | 84.62 | 48 | 26 | 84.62 |
| LUXCO INC | 18 | .61 | .33 | 159 | 86 | 84.88 | 60 | 16 | 275.00 | 60 | 16 | 275.00 |
| SAZERAC COMPANY | 19 | .59 | .03 | 154 | 7 | 2100.00 | 128 | 2 | 6300.00 | 128 | 2 | 6300.00 |
| CONSTELLATION | 20 | .18 | .21 | 47 | 54 | 12.96- | 15 | 7 | 114.29 | 15 | 7 | 114.29 |

NABCA CLASS REPORT

| FIRST QUARTER 2017 | | | | TEQUILA / MEZCAL | | | | | | PAGE 10 | | |
|-----------------------|------|-----------------------------------|------------|--------------------------------|---------------------------------|--------|----------------------|----------------------|--------|---------------------------------|---------------------------------|--------|
| VENDOR | Rank | Share of Market Last 12 Months | | Last 12 Months This Year | Last 12 Months Prior Year | + or - | This Year to Date | Last Year to Date | + or - | Current Quarter This Year | Current Quarter Last Year | + or - |
| | | This Year | Prior Year | | | | | | | | | |
| MONTGOMERY CO. - D.S. | | | | 417511 | 422842 | 1.26- | 93237 | 95905 | 2.78- | 93237 | 95905 | 2.78- |
| TEQUILA / MEZCAL | | 7.38 | 7.06 | 30813 | 29840 | 3.26 | 6744 | 6474 | 4.17 | 6744 | 6474 | 4.17 |
| PROXIMO SPIRITS | 1 | 31.86 | 32.85 | 9817 | 9801 | .16 | 2084 | 2082 | .10 | 2084 | 2082 | .10 |
| SAZERAC N AMRCA | 2 | 13.10 | 13.57 | 4038 | 4050 | .30- | 848 | 899 | 5.67- | 848 | 899 | 5.67- |
| PATRON SPIRITS | 3 | 12.69 | 13.24 | 3909 | 3950 | 1.04- | 845 | 828 | 2.05 | 845 | 828 | 2.05 |
| BEAM SUNTORY | 4 | 10.12 | 10.71 | 3119 | 3197 | 2.44- | 624 | 646 | 3.41- | 624 | 646 | 3.41- |
| BROWN FORMAN | 5 | 8.91 | 8.56 | 2746 | 2555 | 7.48 | 637 | 560 | 13.75 | 637 | 560 | 13.75 |
| GALLO E J WINE | 6 | 4.30 | 4.46 | 1325 | 1332 | .53- | 213 | 295 | 27.80- | 213 | 295 | 27.80- |
| GRANT AND SONS | 7 | 3.33 | 2.90 | 1027 | 866 | 18.59 | 234 | 217 | 7.83 | 234 | 217 | 7.83 |
| DIAGEO | 8 | 2.47 | 2.07 | 762 | 618 | 23.30 | 166 | 124 | 33.87 | 166 | 124 | 33.87 |
| LUXCO INC | 9 | 2.21 | 1.55 | 681 | 463 | 47.08 | 233 | 141 | 65.25 | 233 | 141 | 65.25 |
| PERNOD RCRD USA | 10 | 1.78 | 1.61 | 547 | 479 | 14.20 | 121 | 146 | 17.12- | 121 | 146 | 17.12- |
| CAMPARI | 11 | 1.50 | 1.29 | 461 | 385 | 19.74 | 100 | 84 | 19.05 | 100 | 84 | 19.05 |
| GEMINI S&W CO | 12 | 1.21 | 1.43 | 372 | 426 | 12.68- | 67 | 74 | 9.46- | 67 | 74 | 9.46- |
| HEAVEN HILL | 13 | 1.20 | 1.05 | 370 | 314 | 17.83 | 83 | 82 | 1.22 | 83 | 82 | 1.22 |
| SAZERAC COMPANY | 14 | .89 | .98 | 273 | 292 | 6.51- | 56 | 53 | 5.66 | 56 | 53 | 5.66 |
| MHW LIMITED | 15 | .84 | .62 | 260 | 186 | 39.78 | 62 | 38 | 63.16 | 62 | 38 | 63.16 |
| BACARDI USA INC | 16 | .82 | .97 | 253 | 289 | 12.46- | 62 | 64 | 3.13- | 62 | 64 | 3.13- |
| COUNTRY VINTNER | 17 | .65 | .00 | 199 | 0 | .00 | 148 | 0 | .00 | 148 | 0 | .00 |
| MEXCOR INT W&S | 18 | .55 | .59 | 170 | 176 | 3.41- | 45 | 41 | 9.76 | 45 | 41 | 9.76 |
| CONSTELLATION | 19 | .50 | .30 | 154 | 89 | 73.03 | 34 | 24 | 41.67 | 34 | 24 | 41.67 |
| INFINIUM SPRTS | 20 | .35 | .43 | 108 | 127 | 14.96- | 28 | 19 | 47.37 | 28 | 19 | 47.37 |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| MISSISSIPPI - D.S. | | | | 1768493 | 1769327 | .05- | 432180 | 442371 | 2.30- | 432180 | 442371 | 2.30- |
| TEQUILA / MEZCAL | | 4.93 | 4.62 | 87211 | 81784 | 6.64 | 20814 | 20244 | 2.82 | 20814 | 20244 | 2.82 |
| PROXIMO SPIRITS | 1 | 31.52 | 32.54 | 27488 | 26615 | 3.28 | 5665 | 6280 | 9.79- | 5665 | 6280 | 9.79- |
| PATRON SPIRITS | 2 | 10.36 | 10.28 | 9036 | 8408 | 7.47 | 2131 | 2095 | 1.72 | 2131 | 2095 | 1.72 |
| SAZERAC N AMRCA | 3 | 10.20 | 8.94 | 8895 | 7311 | 21.67 | 2343 | 2016 | 16.22 | 2343 | 2016 | 16.22 |
| SAZERAC COMPANY | 4 | 7.05 | 6.60 | 6149 | 5394 | 14.00 | 1606 | 1375 | 16.80 | 1606 | 1375 | 16.80 |
| LUXCO INC | 5 | 6.88 | 7.30 | 6003 | 5973 | .50 | 1535 | 1556 | 1.35- | 1535 | 1556 | 1.35- |
| HEAVEN HILL | 6 | 6.84 | 6.93 | 5969 | 5667 | 5.33 | 1472 | 1417 | 3.88 | 1472 | 1417 | 3.88 |
| BEAM SUNTORY | 7 | 6.62 | 6.20 | 5777 | 5074 | 13.85 | 1517 | 1175 | 29.11 | 1517 | 1175 | 29.11 |
| PERNOD RCRD USA | 8 | 5.24 | 4.83 | 4567 | 3954 | 15.50 | 1092 | 1042 | 4.80 | 1092 | 1042 | 4.80 |
| MCCORMICK DIST | 9 | 4.90 | 5.82 | 4277 | 4760 | 10.15- | 1100 | 1205 | 8.71- | 1100 | 1205 | 8.71- |
| GALLO E J WINE | 10 | 3.88 | 4.05 | 3381 | 3310 | 2.15 | 812 | 722 | 12.47 | 812 | 722 | 12.47 |
| BROWN FORMAN | 11 | 2.54 | 2.58 | 2217 | 2106 | 5.27 | 620 | 611 | 1.47 | 620 | 611 | 1.47 |
| DIAGEO | 12 | .89 | .99 | 777 | 812 | 4.31- | 214 | 213 | .47 | 214 | 213 | .47 |
| CAMPARI | 13 | .65 | .66 | 565 | 542 | 4.24 | 136 | 132 | 3.03 | 136 | 132 | 3.03 |
| GEMINI S&W CO | 14 | .63 | .44 | 550 | 359 | 53.20 | 158 | 80 | 97.50 | 158 | 80 | 97.50 |
| BACARDI USA INC | 15 | .42 | .49 | 365 | 401 | 8.98- | 91 | 116 | 21.55- | 91 | 116 | 21.55- |
| MEXCOR INT W&S | 16 | .37 | .43 | 321 | 349 | 8.02- | 108 | 76 | 42.11 | 108 | 76 | 42.11 |
| GRANT AND SONS | 17 | .22 | .22 | 195 | 183 | 6.56 | 48 | 39 | 23.08 | 48 | 39 | 23.08 |
| INFINIUM SPRTS | 18 | .21 | .20 | 183 | 165 | 10.91 | 37 | 26 | 42.31 | 37 | 26 | 42.31 |
| MHW LIMITED | 19 | .17 | .27 | 152 | 220 | 30.91- | 45 | 45 | .00 | 45 | 45 | .00 |
| PARK STREET IMP | 20 | .11 | .11 | 97 | 89 | 8.99 | 25 | 10 | 150.00 | 25 | 10 | 150.00 |