

PERIOD 1 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	PINNACLE VODKA	3276	3364	-3%	1	CROWN ROYAL	\$1,020,803.08	\$1,143,473.35	-11%
2	TITO'S	3081	2894	6%	2	TITO'S	\$631,051.74	\$593,790.90	6%
3	SMIRNOFF	3024	3572	-15%	3	HENNESSY	\$522,012.21	\$130,872.31	299%
4	CROWN ROYAL	2952	3382	-13%	4	JACK DANIELS	\$518,142.69	\$560,786.98	-8%
5	JIM BEAM	2380	2466	-3%	5	JIM BEAM	\$468,036.43	\$494,304.11	-5%
6	JACK DANIELS	1775	1969	-10%	6	SMIRNOFF	\$415,376.97	\$443,376.60	-6%
7	BACARDI	1605	1735	-7%	7	JOSE CUERVO	\$367,246.84	\$334,107.22	10%
8	JOSE CUERVO	1326	1254	6%	8	PINNACLE VODKA	\$328,791.58	\$340,827.85	-4%
9	ABSOLUT	1098	1156	-5%	9	REMY MARTIN	\$262,330.94	\$239,595.55	9%
10	FIREBALL	1002	1067	-6%	10	PATRON	\$259,036.90	\$253,559.33	2%
11	CANADIAN MIST	938	1181	-21%	11	ABSOLUT	\$238,544.44	\$238,924.51	0%
12	HENNESSY	934	225	315%	12	BACARDI	\$218,566.87	\$226,240.50	-3%
13	NEW AMSTERDAM VODKA	921	1078	-15%	13	OLD FORESTER	\$201,438.72	\$159,265.79	26%
14	SVEDKA	884	748	18%	14	WILD TURKEY	\$199,099.18	\$219,875.60	-9%
15	OLD FORESTER	818	578	42%	15	MAKERS MARK	\$197,120.95	\$223,508.49	-12%
16	CAPTAIN MORGAN	797	796	0%	16	CIROC	\$173,223.32	\$202,771.37	-15%
17	JOSE CUERVO RTD	725	727	0%	17	FIREBALL	\$165,884.41	\$178,601.49	-7%
18	WILD TURKEY	688	835	-18%	18	1800 TEQUILA	\$155,762.82	\$145,074.21	7%
19	HIGH NOON	590	418	41%	19	DON JULIO	\$143,778.00	\$110,237.45	30%
20	1800 RTD	567	665	-15%	20	CASAMIGOS	\$142,153.27	\$124,494.11	14%
21	MAKERS MARK	557	611	-9%	21	CAPTAIN MORGAN	\$138,478.33	\$137,659.99	1%
22	GREY GOOSE	527	457	15%	22	GREY GOOSE	\$136,328.42	\$114,432.79	19%
23	CIROC	469	544	-14%	23	TEREMANA	\$130,306.22	\$84,626.72	54%
24	SEAGRAM'S VODKA	462	561	-18%	24	D'USSE	\$129,305.89	\$223,850.32	-42%
25	1800 TEQUILA	454	464	-2%	25	NEW AMSTERDAM VODKA	\$122,934.39	\$143,415.64	-14%
26	CANADIAN CLUB	450	488	-8%	26	ELIJAH CRAIG	\$121,514.74	\$95,335.14	27%
27	RICH & RARE RSV	430	467	-8%	27	OLE SMOKY MOONSHINE	\$114,100.21	\$78,943.41	45%
28	MALIBU	418	369	13%	28	CANADIAN MIST	\$111,277.80	\$127,447.04	-13%
29	REMY MARTIN	385	345	12%	29	WOODFORD RESERVE	\$103,513.26	\$99,600.81	4%
30	OLE SMOKY MOONSHINE	382	263	45%	30	SVEDKA	\$100,231.46	\$97,137.66	3%
31	SKYY VODKA	373	385	-3%	31	BULLEIT	\$95,369.51	\$92,820.68	3%
32	PATRON	373	355	5%	32	JAMESON	\$94,833.92	\$103,196.94	-8%
33	ELIJAH CRAIG	326	280	16%	33	KNOB CREEK	\$91,410.20	\$49,942.77	83%
34	TEREMANA	323	227	42%	34	BUFFALO TRACE	\$89,848.95	\$37,506.60	140%
35	KETEL ONE	322	365	-12%	35	FOUR ROSES	\$85,640.14	\$55,635.65	54%
36	HORNITOS	316	251	26%	36	HORNITOS	\$84,569.77	\$64,569.60	31%
37	GEORGE DICKEL	305	340	-10%	37	JOSE CUERVO RTD	\$83,108.88	\$83,746.86	-1%
38	BUFFALO TRACE	284	112	154%	38	MALIBU	\$82,403.87	\$66,661.97	24%
39	BULLEIT	248	241	3%	39	GENTLEMAN JACK	\$81,481.97	\$49,450.56	65%
40	JAMESON	242	273	-11%	40	KETEL ONE	\$74,852.48	\$80,829.48	-7%

PERIOD 1 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	2111	1964	7%	1	TITO'S	\$427,725.06	\$398,947.44	7%
2	PINNACLE VODKA	1627	1750	-7%	2	CROWN ROYAL	\$383,651.09	\$456,146.85	-16%
3	SMIRNOFF	1320	1482	-11%	3	JACK DANIELS	\$267,489.99	\$300,324.87	-11%
4	CROWN ROYAL	1101	1351	-19%	4	JIM BEAM	\$205,231.33	\$204,119.67	1%
5	JIM BEAM	1037	1009	3%	5	SMIRNOFF	\$180,886.04	\$184,993.87	-2%
6	JACK DANIELS	910	1042	-13%	6	PINNACLE VODKA	\$162,548.57	\$175,533.72	-7%
7	BACARDI	774	873	-11%	7	HENNESSY	\$162,438.06	\$41,077.37	295%
8	HIGH NOON	554	347	60%	8	MAKERS MARK	\$139,294.00	\$191,450.97	-27%
9	SVEDKA	457	446	2%	9	OLD FORESTER	\$122,796.03	\$88,256.85	39%
10	ABSOLUT	452	504	-10%	10	WILD TURKEY	\$120,342.29	\$127,621.37	-6%
11	OLD FORESTER	448	273	64%	11	JOSE CUERVO	\$118,330.91	\$117,729.22	1%
12	JOSE CUERVO	430	446	-4%	12	BACARDI	\$106,717.66	\$114,337.42	-7%
13	WILD TURKEY	411	476	-14%	13	ELIJAH CRAIG	\$98,801.66	\$96,603.90	2%
14	NEW AMSTERDAM VODKA	393	391	0%	14	ABSOLUT	\$97,286.84	\$104,369.53	-7%
15	MAKERS MARK	388	511	-24%	15	PATRON	\$90,447.59	\$89,138.77	1%
16	FIREBALL	382	385	-1%	16	CASAMIGOS	\$88,106.49	\$68,831.48	28%
17	CAPTAIN MORGAN	363	399	-9%	17	REMY MARTIN	\$87,245.09	\$86,930.63	0%
18	JOSE CUERVO RTD	309	302	2%	18	FOUR ROSES	\$83,452.24	\$48,742.45	71%
19	CANADIAN MIST	301	348	-13%	19	BULLEIT	\$82,509.37	\$70,673.75	17%
20	HENNESSY	291	68	330%	20	DON JULIO	\$81,226.15	\$55,590.27	46%
21	ELIJAH CRAIG	277	282	-2%	21	1800 TEQUILA	\$81,134.46	\$69,374.26	17%
22	SKYY VODKA	268	284	-5%	22	WOODFORD RESERVE	\$80,426.45	\$74,668.49	8%
23	GREY GOOSE	267	217	23%	23	CIROC	\$72,315.48	\$95,760.60	-24%
24	KETEL ONE	245	286	-14%	24	GREY GOOSE	\$68,119.84	\$55,118.85	24%
25	1800 TEQUILA	240	217	11%	25	KNOB CREEK	\$66,481.06	\$28,304.80	135%
26	FOUR ROSES	220	116	90%	26	JAMESON	\$65,999.84	\$84,394.73	-22%
27	BULLEIT	218	185	18%	27	FIREBALL	\$63,598.76	\$64,801.46	-2%
28	1800 RTD	203	258	-22%	28	CAPTAIN MORGAN	\$63,252.58	\$68,805.03	-8%
29	CIROC	194	255	-24%	29	TEREMANA	\$58,099.55	\$45,081.48	29%
30	CANADIAN CLUB	191	223	-14%	30	KETEL ONE	\$57,126.26	\$63,176.42	-10%
31	HORNITOS	182	157	16%	31	BUFFALO TRACE	\$55,670.82	\$20,292.75	174%
32	DEEP EDDY	177	175	1%	32	NEW AMSTERDAM VODKA	\$51,800.99	\$51,141.31	1%
33	BUFFALO TRACE	177	60	192%	33	SVEDKA	\$51,390.79	\$57,170.03	-10%
34	MALIBU	172	172	0%	34	BASIL HAYDEN	\$49,453.75	\$23,594.89	110%
35	JAMESON	169	229	-26%	35	HORNITOS	\$49,247.78	\$40,324.53	22%
36	WOODFORD RESERVE	161	147	10%	36	HIGH NOON	\$45,899.40	\$30,350.95	51%
37	SEAGRAM'S VODKA	153	201	-24%	37	D'USSE	\$45,644.63	\$68,674.74	-34%
38	TEREMANA	145	121	20%	38	JOHNNIE WALKER	\$43,581.50	\$48,431.38	-10%
39	PATRON	132	126	5%	39	SKYY VODKA	\$38,124.29	\$40,598.60	-6%
40	RICH & RARE RSV	128	143	-10%	40	CANADIAN MIST	\$35,734.60	\$37,579.74	-5%

PERIOD 1 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	1040	1115	-7%	1	HENNESSY	\$289,639.01	\$67,888.32	327%
2	PAUL MASSON	920	988	-7%	2	CROWN ROYAL	\$239,979.43	\$295,309.34	-19%
3	SEAGRAMS GIN	872	1141	-24%	3	REMY MARTIN	\$165,545.27	\$135,482.31	22%
4	CROWN ROYAL	680	854	-20%	4	JOSE CUERVO	\$141,661.44	\$141,609.32	0%
5	TITO'S	640	507	26%	5	SMIRNOFF	\$140,023.75	\$136,859.12	2%
6	PINNACLE VODKA	539	530	2%	6	TITO'S	\$135,419.40	\$107,394.72	26%
7	HENNESSY	519	122	325%	7	PAUL MASSON	\$124,024.80	\$132,408.75	-6%
8	JOSE CUERVO	504	521	-3%	8	SEAGRAMS GIN	\$113,693.95	\$125,027.10	-9%
9	ABSOLUT	446	462	-3%	9	ABSOLUT	\$97,337.32	\$96,419.96	1%
10	NEW AMSTERDAM VODKA	393	428	-8%	10	JACK DANIELS	\$91,500.64	\$97,409.40	-6%
11	JACK DANIELS	316	339	-7%	11	PATRON	\$90,630.50	\$82,609.45	10%
12	PLATINUM 7X	279	266	5%	12	CIROC	\$80,519.06	\$93,462.35	-14%
13	REMY MARTIN	248	193	29%	13	D'USSE	\$74,519.85	\$114,600.21	-35%
14	CIROC	216	250	-14%	14	DON JULIO	\$62,443.69	\$47,021.48	33%
15	GREY GOOSE	206	128	60%	15	CASAMIGOS	\$55,536.20	\$42,677.03	30%
16	SVEDKA	202	172	18%	16	PINNACLE VODKA	\$54,818.12	\$54,581.81	0%
17	BACARDI	194	216	-10%	17	GREY GOOSE	\$53,723.28	\$33,529.56	60%
18	1800 RTD	179	226	-21%	18	NEW AMSTERDAM VODKA	\$52,659.53	\$57,223.02	-8%
19	SEAGRAM'S VODKA	174	160	9%	19	1800 TEQUILA	\$50,361.66	\$39,883.02	26%
20	RAIN	171	160	7%	20	TEREMANA	\$49,881.16	\$26,847.31	86%
21	JIM BEAM	167	177	-6%	21	COURVOISIER	\$37,847.64	\$36,939.83	2%
22	E & J BRANDY	163	203	-20%	22	DELEON DIAMANTE	\$37,744.61		#DIV/0!
23	JOSE CUERVO RTD	163	147	11%	23	JIM BEAM	\$34,423.33	\$37,039.83	-7%
24	FRIS	160	153	5%	24	BACARDI	\$28,068.79	\$29,279.18	-4%
25	1800 TEQUILA	152	125	22%	25	E & J BRANDY	\$25,736.14	\$30,723.27	-16%
26	CANADIAN MIST	144	156	-8%	26	PLATINUM 7X	\$24,558.21	\$22,910.87	7%
27	EVAN WILLIAMS	129	127	2%	27	MAKERS MARK	\$24,387.32	\$21,194.12	15%
28	PATRON	129	117	10%	28	SVEDKA	\$23,412.18	\$22,850.52	2%
29	TEREMANA	124	72	71%	29	EVAN WILLIAMS	\$22,415.99	\$20,589.99	9%
30	D'USSE	101	157	-35%	30	1800 RTD	\$21,173.79	\$26,760.36	-21%
31	BURNETT'S VODKA	99	109	-10%	31	KETEL ONE	\$19,524.10	\$17,473.03	12%
32	DELEON DIAMANTE	87		#DIV/0!	32	WILD TURKEY	\$19,434.21	\$20,307.14	-4%
33	KETEL ONE	83	78	7%	33	HORNITOS	\$19,422.03	\$14,079.76	38%
34	FIREBALL	83	92	-10%	34	JOSE CUERVO RTD	\$18,868.42	\$17,074.85	11%
35	COURVOISIER	83	81	3%	35	SEAGRAM'S VODKA	\$18,417.52	\$16,735.17	10%
36	RICH & RARE	82	74	12%	36	RAIN	\$18,120.48	\$16,935.15	7%
37	SEAGRAM'S 7 CROWN	78	96	-19%	37	OLE SMOKY MOONSHINE	\$18,096.75	\$6,097.56	197%
38	CASAMIGOS	75	60	25%	38	MARTELL	\$18,002.98	\$24,804.60	-27%
39	DON JULIO	69	54	27%	39	CANADIAN MIST	\$17,083.77	\$16,818.26	2%
40	MAKERS MARK	69	58	18%	40	FRIS	\$15,764.57	\$15,107.79	4%

PERIOD 1 DISPLAY RANKING

BEACH

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	253	217	17%	1	TITO'S	\$50,591.64	\$43,133.07	17%
2	PINNACLE VODKA	219	223	-2%	2	CROWN ROYAL	\$31,896.18	\$37,314.93	-15%
3	SMIRNOFF	144	178	-19%	3	JIM BEAM	\$22,103.01	\$22,914.46	-4%
4	BACARDI	120	135	-11%	4	PINNACLE VODKA	\$21,632.25	\$22,289.41	-3%
5	JIM BEAM	113	114	-1%	5	SMIRNOFF	\$19,467.38	\$21,852.23	-11%
6	CROWN ROYAL	91	110	-17%	6	JACK DANIELS	\$16,577.63	\$21,182.97	-22%
7	CAPTAIN MORGAN	75	79	-5%	7	BACARDI	\$16,231.10	\$17,561.10	-8%
8	FIREBALL	75	56	33%	8	CAPTAIN MORGAN	\$13,122.71	\$13,709.48	-4%
9	JACK DANIELS	57	75	-23%	9	FIREBALL	\$12,997.63	\$9,808.14	33%
10	HIGH NOON	57	35	63%	10	ABSOLUT	\$10,746.02	\$9,573.46	12%
11	SVEDKA	52	48	8%	11	OLD FORESTER	\$10,192.11	\$5,276.37	93%
12	ABSOLUT	50	48	6%	12	ELIJAH CRAIG	\$9,239.61	\$5,818.43	59%
13	SKYY VODKA	43	38	15%	13	JOSE CUERVO	\$8,823.16	\$6,964.62	27%
14	JOSE CUERVO RTD	41	35	18%	14	MAKERS MARK	\$8,809.92	\$8,883.99	-1%
15	CANADIAN MIST	39	47	-16%	15	JAMESON	\$7,556.07	\$7,156.83	6%
16	OLD FORESTER	39	14	183%	16	WILD TURKEY	\$7,402.82	\$7,210.62	3%
17	DEEP EDDY	37	32	16%	17	DEEP EDDY	\$7,032.91	\$5,989.28	17%
18	NEW AMSTERDAM VODKA	34	35	-5%	18	GREY GOOSE	\$6,773.13	\$8,932.57	-24%
19	JOSE CUERVO	32	25	25%	19	WOODFORD RESERVE	\$6,269.87	\$6,608.72	-5%
20	CANADIAN CLUB	27	28	-3%	20	HORNITOS	\$6,263.20	\$4,710.57	33%
21	GREY GOOSE	27	36	-25%	21	BULLEIT	\$6,228.57	\$6,351.35	-2%
22	WILD TURKEY	26	26	3%	22	SKYY VODKA	\$6,197.08	\$5,411.66	15%
23	KETEL ONE	25	31	-18%	23	FOUR ROSES	\$6,144.44	\$5,125.76	20%
24	MAKERS MARK	25	23	9%	24	HENNESSY	\$5,978.70	\$1,319.70	353%
25	ELIJAH CRAIG	24	17	40%	25	SVEDKA	\$5,770.77	\$6,033.91	-4%
26	MALIBU	24	24	-2%	26	KETEL ONE	\$5,743.14	\$6,797.49	-16%
27	HORNITOS	23	17	35%	27	1800 TEQUILA	\$5,637.72	\$5,758.70	-2%
28	JAMESON	18	19	-5%	28	PATRON	\$5,132.23	\$5,187.17	-1%
29	CHI CHI'S	18	14	31%	29	BUFFALO TRACE	\$4,891.15	\$1,343.52	264%
30	1800 RTD	17	22	-20%	30	JOSE CUERVO RTD	\$4,760.67	\$4,020.04	18%
31	BULLEIT	16	16	2%	31	OLMECA ALTOS	\$4,720.93	\$3,509.09	35%
32	RICH & RARE RSV	16	21	-22%	32	MALIBU	\$4,700.10	\$4,108.21	14%
33	FOUR ROSES	16	14	13%	33	CANADIAN MIST	\$4,657.16	\$5,066.62	-8%
34	SEAGRAMS VO	16	16	1%	34	HIGH NOON	\$4,542.53	\$2,530.15	80%
35	1800 TEQUILA	16	19	-16%	35	NEW AMSTERDAM VODKA	\$4,401.31	\$4,524.26	-3%
36	OLMECA ALTOS	15	12	30%	36	BAILEY'S	\$4,291.84	\$4,195.97	2%
37	BUFFALO TRACE	15	4	286%	37	DON JULIO	\$4,272.50	\$1,625.77	163%
38	KAHLUA	15	17	-11%	38	KAHLUA	\$4,270.77	\$4,136.78	3%
39	CAROLANS	15	26	-41%	39	KNOB CREEK	\$4,223.12	\$3,211.37	32%
40	GEORGE DICKEL	15	16	-6%	40	DEWARS	\$4,064.04	\$3,415.10	19%

PERIOD 1 DISPLAY RANKING

SPECIALTY

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	1237	1169	6%	1	TITO'S	\$247,099.38	\$235,085.04	5%
2	PINNACLE VODKA	707	719	-2%	2	CROWN ROYAL	\$149,282.29	\$194,713.47	-23%
3	SMIRNOFF	614	640	-4%	3	JACK DANIELS	\$116,620.77	\$123,859.53	-6%
4	HIGH NOON	596	459	30%	4	MAKERS MARK	\$83,165.53	\$124,036.24	-33%
5	CROWN ROYAL	425	566	-25%	5	SMIRNOFF	\$82,891.39	\$77,132.44	7%
6	JACK DANIELS	381	424	-10%	6	HENNESSY	\$77,343.94	\$14,957.80	417%
7	JIM BEAM	354	358	-1%	7	JIM BEAM	\$70,680.99	\$71,708.19	-1%
8	BACARDI	308	345	-10%	8	PINNACLE VODKA	\$70,260.70	\$71,933.27	-2%
9	ABSOLUT	246	252	-2%	9	CASAMIGOS	\$68,759.03	\$59,198.76	16%
10	SVEDKA	240	193	24%	10	OLD FORESTER	\$66,459.57	\$64,268.10	3%
11	MAKERS MARK	228	268	-15%	11	WOODFORD RESERVE	\$56,079.28	\$70,088.87	-20%
12	OLD FORESTER	224	173	30%	12	JOSE CUERVO	\$53,822.51	\$43,268.71	24%
13	JOSE CUERVO	194	164	19%	13	ABSOLUT	\$52,848.10	\$51,788.82	2%
14	NEW AMSTERDAM VODKA	168	171	-2%	14	HIGH NOON	\$49,698.68	\$38,550.78	29%
15	GREY GOOSE	163	121	34%	15	WILD TURKEY	\$47,716.61	\$49,399.88	-3%
16	KETEL ONE	154	160	-4%	16	ELIJAH CRAIG	\$47,179.04	\$44,567.97	6%
17	WILD TURKEY	152	172	-12%	17	BULLEIT	\$46,497.72	\$42,209.67	10%
18	CAPTAIN MORGAN	146	161	-9%	18	REMY MARTIN	\$43,850.60	\$45,694.47	-4%
19	FIREBALL	142	139	2%	19	BACARDI	\$42,627.15	\$45,962.07	-7%
20	HENNESSY	137	22	513%	20	PATRON	\$41,806.25	\$47,921.51	-13%
21	ELIJAH CRAIG	130	127	3%	21	FOUR ROSES	\$41,040.29	\$36,072.63	14%
22	JOSE CUERVO RTD	129	138	-7%	22	GREY GOOSE	\$40,883.37	\$30,631.20	33%
23	BULLEIT	122	109	13%	23	1800 TEQUILA	\$39,780.82	\$30,117.93	32%
24	WOODFORD RESERVE	118	148	-21%	24	DON JULIO	\$37,445.70	\$34,043.74	10%
25	1800 TEQUILA	117	95	23%	25	BASIL HAYDEN	\$35,143.93	\$26,652.37	32%
26	CANADIAN MIST	113	129	-12%	26	KETEL ONE	\$35,141.59	\$35,287.08	0%
27	SKYY VODKA	109	122	-11%	27	KNOB CREEK	\$33,921.52	\$29,813.27	14%
28	FOUR ROSES	101	85	20%	28	TEREMANA	\$29,598.14	\$27,189.24	9%
29	1800 RTD	95	105	-10%	29	CIROC	\$29,295.90	\$40,369.51	-27%
30	CASAMIGOS	94	83	13%	30	GLENLIVET	\$28,963.94	\$24,121.10	20%
31	SEAGRAM'S VODKA	94	124	-24%	31	JOHNNIE WALKER	\$26,629.53	\$25,035.71	6%
32	DEWARS	85	58	45%	32	SVEDKA	\$26,594.18	\$24,548.96	8%
33	BUFFALO TRACE	81	48	69%	33	JAMESON	\$26,593.84	\$35,242.33	-25%
34	CIROC	81	108	-26%	34	CAPTAIN MORGAN	\$25,251.59	\$27,784.53	-9%
35	HORNITOS	80	61	32%	35	BUFFALO TRACE	\$25,010.36	\$15,998.31	56%
36	DEEP EDDY	78	89	-13%	36	DEWARS	\$24,446.70	\$17,750.64	38%
37	BLUE CHAIR	77	13	516%	37	RUSSELLS RESERVE	\$24,039.75	\$23,280.50	3%
38	MALIBU	76	80	-5%	38	FIREBALL	\$23,746.14	\$23,097.28	3%
39	TEREMANA	74	73	1%	39	NEW AMSTERDAM VODKA	\$22,392.84	\$22,720.03	-1%
40	BASIL HAYDEN	73	54	35%	40	CLYDE MAYS	\$21,426.19	\$26,353.62	-19%

PERIOD 2 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3608	3337	8%	1	CROWN ROYAL	\$1,111,496.38	\$1,329,375.65	-16%
2	PINNACLE VODKA	3416	3650	-6%	2	TITO'S	\$739,799.70	\$682,597.83	8%
3	SMIRNOFF	3295	3593	-8%	3	HENNESSY	\$638,169.98	\$393,772.34	62%
4	CROWN ROYAL	3229	3936	-18%	4	JACK DANIELS	\$534,308.77	\$546,031.80	-2%
5	JIM BEAM	2539	2673	-5%	5	JIM BEAM	\$504,768.31	\$528,051.15	-4%
6	JACK DANIELS	1832	1940	-6%	6	SMIRNOFF	\$453,091.76	\$479,379.69	-5%
7	BACARDI	1773	1982	-11%	7	JOSE CUERVO	\$406,080.13	\$407,107.35	0%
8	JOSE CUERVO	1462	1527	-4%	8	PINNACLE VODKA	\$343,961.43	\$374,538.95	-8%
9	ABSOLUT	1209	1388	-13%	9	PATRON	\$317,667.44	\$376,736.57	-16%
10	HIGH NOON	1151	639	80%	10	REMY MARTIN	\$282,967.17	\$87,274.92	224%
11	HENNESSY	1134	717	58%	11	ABSOLUT	\$253,649.18	\$282,765.61	-10%
12	NEW AMSTERDAM VODKA	1053	1204	-13%	12	BACARDI	\$241,168.51	\$259,616.22	-7%
13	FIREBALL	1045	1109	-6%	13	WILD TURKEY	\$236,187.79	\$266,693.31	-11%
14	CANADIAN MIST	1033	1171	-12%	14	CIROC	\$226,608.59	\$250,362.55	-9%
15	JOSE CUERVO RTD	908	1099	-17%	15	MAKERS MARK	\$208,649.78	\$217,724.39	-4%
16	SVEDKA	903	989	-9%	16	1800 TEQUILA	\$207,217.35	\$183,908.25	13%
17	CAPTAIN MORGAN	868	922	-6%	17	TEREMANA	\$183,948.35	\$115,816.97	59%
18	WILD TURKEY	865	1075	-20%	18	FIREBALL	\$176,342.48	\$189,291.59	-7%
19	1800 RTD	685	928	-26%	19	D'USSE	\$173,059.83	\$189,876.05	-9%
20	OLD FORESTER	658	727	-9%	20	OLD FORESTER	\$171,149.14	\$177,049.01	-3%
21	CIROC	641	712	-10%	21	DON JULIO	\$167,955.60	\$151,082.64	11%
22	MALIBU	627	787	-20%	22	CASAMIGOS	\$160,459.28	\$190,386.70	-16%
23	1800 TEQUILA	621	580	7%	23	CAPTAIN MORGAN	\$147,691.89	\$157,950.05	-6%
24	MAKERS MARK	602	608	-1%	24	GREY GOOSE	\$139,832.42	\$131,935.77	6%
25	SEAGRAM'S VODKA	601	625	-4%	25	NEW AMSTERDAM VODKA	\$139,488.40	\$160,562.34	-13%
26	CANADIAN CLUB	540	584	-7%	26	ELIJAH CRAIG	\$136,148.35	\$105,644.86	29%
27	GREY GOOSE	503	478	5%	27	OLE SMOKY MOONSHINE	\$131,909.22	\$91,862.47	44%
28	SKYY VODKA	456	585	-22%	28	WOODFORD RESERVE	\$129,297.65	\$117,993.69	10%
29	PATRON	456	543	-16%	29	HORNITOS	\$125,258.54	\$90,120.88	39%
30	TEREMANA	455	309	48%	30	JAMESON	\$122,269.66	\$126,665.00	-3%
31	HORNITOS	441	332	33%	31	MALIBU	\$121,189.54	\$131,302.84	-8%
32	OLE SMOKY MOONSHINE	440	321	37%	32	CANADIAN MIST	\$115,370.85	\$128,709.47	-10%
33	KETEL ONE	432	394	10%	33	SVEDKA	\$110,369.23	\$113,876.28	-3%
34	RICH & RARE RSV	431	524	-18%	34	JOSE CUERVO RTD	\$101,663.49	\$124,808.45	-19%
35	REMY MARTIN	399	134	198%	35	BULLEIT	\$97,885.15	\$91,889.10	7%
36	ELIJAH CRAIG	337	273	24%	36	KETEL ONE	\$95,020.71	\$85,977.89	11%
37	JAMESON	323	362	-11%	37	HIGH NOON	\$93,062.29	\$52,506.76	77%
38	GEORGE DICKEL	304	323	-6%	38	DELEON DIAMANTE	\$92,862.33	\$39.99	232114%
39	DEEP EDDY	290	274	6%	39	FOUR ROSES	\$83,373.71	\$79,694.11	5%
40	WOODFORD RESERVE	279	247	13%	40	GENTLEMAN JACK	\$81,662.54	\$68,328.67	20%

PERIOD 2 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	2261	2213	2%	1	TITO'S	\$457,318.35	\$446,920.98	2%
2	PINNACLE VODKA	1658	1784	-7%	2	CROWN ROYAL	\$392,956.02	\$473,656.58	-17%
3	SMIRNOFF	1335	1427	-7%	3	JACK DANIELS	\$267,519.86	\$263,312.74	2%
4	CROWN ROYAL	1134	1404	-19%	4	JIM BEAM	\$219,039.93	\$208,625.37	5%
5	JIM BEAM	1093	1051	4%	5	HENNESSY	\$197,084.19	\$109,656.83	80%
6	HIGH NOON	1023	622	64%	6	SMIRNOFF	\$182,916.12	\$190,001.08	-4%
7	JACK DANIELS	912	932	-2%	7	PINNACLE VODKA	\$165,167.31	\$180,742.46	-9%
8	BACARDI	816	978	-17%	8	MAKERS MARK	\$146,367.06	\$188,471.14	-22%
9	JOSE CUERVO	490	517	-5%	9	JOSE CUERVO	\$135,276.56	\$136,683.98	-1%
10	ABSOLUT	479	599	-20%	10	WILD TURKEY	\$124,678.34	\$128,605.26	-3%
11	WILD TURKEY	442	512	-14%	11	OLD FORESTER	\$112,960.60	\$110,115.81	3%
12	SVEDKA	439	526	-16%	12	BACARDI	\$112,093.38	\$127,926.73	-12%
13	MAKERS MARK	421	510	-18%	13	1800 TEQUILA	\$103,978.57	\$91,104.62	14%
14	NEW AMSTERDAM VODKA	411	459	-10%	14	PATRON	\$101,810.68	\$121,621.73	-16%
15	OLD FORESTER	411	417	-2%	15	ELIJAH CRAIG	\$100,303.02	\$85,738.05	17%
16	CAPTAIN MORGAN	395	434	-9%	16	ABSOLUT	\$99,855.14	\$121,062.97	-18%
17	FIREBALL	389	396	-2%	17	WOODFORD RESERVE	\$97,066.40	\$79,002.81	23%
18	JOSE CUERVO RTD	380	395	-4%	18	CASAMIGOS	\$93,526.90	\$95,179.13	-2%
19	HENNESSY	347	193	80%	19	CIROC	\$93,001.21	\$106,257.05	-12%
20	1800 TEQUILA	315	283	11%	20	REMY MARTIN	\$86,879.26	\$24,275.73	258%
21	KETEL ONE	310	271	15%	21	HIGH NOON	\$81,826.18	\$52,588.73	56%
22	SKYY VODKA	303	327	-7%	22	FOUR ROSES	\$79,534.02	\$80,705.14	-1%
23	CANADIAN MIST	300	345	-13%	23	DON JULIO	\$79,094.20	\$73,452.38	8%
24	ELIJAH CRAIG	278	229	21%	24	BULLEIT	\$78,352.93	\$61,569.07	27%
25	CIROC	265	302	-12%	25	JAMESON	\$78,040.16	\$92,009.96	-15%
26	MALIBU	257	297	-14%	26	TEREMANA	\$70,061.93	\$49,727.04	41%
27	CANADIAN CLUB	230	236	-2%	27	KETEL ONE	\$67,785.94	\$59,361.80	14%
28	1800 RTD	229	318	-28%	28	CAPTAIN MORGAN	\$67,602.53	\$73,862.55	-8%
29	HORNITOS	224	201	11%	29	FIREBALL	\$65,779.53	\$67,316.32	-2%
30	GREY GOOSE	223	217	3%	30	HORNITOS	\$63,286.23	\$55,366.59	14%
31	DEEP EDDY	216	249	-13%	31	GREY GOOSE	\$61,931.28	\$59,807.49	4%
32	FOUR ROSES	215	199	8%	32	D'USSE	\$57,042.67	\$49,096.95	16%
33	JAMESON	208	264	-21%	33	BASIL HAYDEN	\$55,637.27	\$46,319.11	20%
34	SEAGRAM'S VODKA	206	207	-1%	34	NEW AMSTERDAM VODKA	\$54,124.35	\$59,878.68	-10%
35	BULLEIT	203	151	35%	35	SVEDKA	\$53,399.11	\$59,852.85	-11%
36	WOODFORD RESERVE	198	160	24%	36	JOHNNIE WALKER	\$52,173.39	\$41,952.61	24%
37	TEREMANA	176	133	32%	37	MALIBU	\$50,606.74	\$49,706.39	2%
38	LUNAZUL	154	63	142%	38	KNOB CREEK	\$46,664.30	\$40,389.76	16%
39	PATRON	148	177	-17%	39	OLMECA ALTOS	\$42,880.65	\$49,069.25	-13%
40	OLE SMOKY MOONSHINE	138	95	45%	40	JOSE CUERVO RTD	\$42,689.30	\$45,286.66	-6%

PERIOD 2 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	1062	1125	-6%	1	HENNESSY	\$336,819.22	\$222,776.55	51%
2	PAUL MASSON	1010	1102	-8%	2	CROWN ROYAL	\$258,508.10	\$343,994.71	-25%
3	SEAGRAMS GIN	909	1037	-12%	3	REMY MARTIN	\$170,630.04	\$35,860.42	376%
4	CROWN ROYAL	746	1016	-27%	4	JOSE CUERVO	\$160,394.56	\$158,513.27	1%
5	TITO'S	687	591	16%	5	TITO'S	\$145,714.68	\$124,234.62	17%
6	HENNESSY	604	415	46%	6	SMIRNOFF	\$143,261.06	\$146,744.94	-2%
7	JOSE CUERVO	571	584	-2%	7	PAUL MASSON	\$133,555.42	\$146,782.58	-9%
8	PINNACLE VODKA	543	571	-5%	8	PATRON	\$124,730.28	\$111,263.89	12%
9	ABSOLUT	487	527	-8%	9	SEAGRAMS GIN	\$118,546.80	\$110,786.43	7%
10	NEW AMSTERDAM VODKA	429	471	-9%	10	CIROC	\$110,455.27	\$125,271.04	-12%
11	JACK DANIELS	331	349	-5%	11	ABSOLUT	\$102,884.41	\$108,104.69	-5%
12	CIROC	313	356	-12%	12	JACK DANIELS	\$97,161.17	\$100,906.23	-4%
13	PLATINUM 7X	257	229	12%	13	D'USSE	\$89,123.41	\$98,315.88	-9%
14	REMY MARTIN	243	55	343%	14	DON JULIO	\$82,362.01	\$77,957.45	6%
15	1800 RTD	226	290	-22%	15	TEREMANA	\$62,756.30	\$39,554.33	59%
16	FRIS	225	240	-6%	16	CASAMIGOS	\$60,171.59	\$68,995.83	-13%
17	BACARDI	221	241	-8%	17	1800 TEQUILA	\$59,179.75	\$49,606.43	19%
18	SVEDKA	218	219	0%	18	NEW AMSTERDAM VODKA	\$57,257.10	\$62,475.80	-8%
19	SEAGRAM'S VODKA	215	217	-1%	19	DELEON DIAMANTE	\$55,421.60		#DIV/0!
20	JOSE CUERVO RTD	211	207	2%	20	PINNACLE VODKA	\$55,339.03	\$59,035.70	-6%
21	GREY GOOSE	182	154	18%	21	GREY GOOSE	\$50,734.30	\$42,886.75	18%
22	RAIN	181	175	4%	22	COURVOISIER	\$37,239.35	\$41,750.75	-11%
23	1800 TEQUILA	180	157	15%	23	JIM BEAM	\$36,360.28	\$39,352.15	-8%
24	JIM BEAM	178	195	-8%	24	BACARDI	\$31,239.34	\$32,636.36	-4%
25	PATRON	177	159	12%	25	SVEDKA	\$27,320.91	\$26,214.83	4%
26	E & J BRANDY	159	194	-18%	26	1800 RTD	\$26,691.39	\$34,324.07	-22%
27	TEREMANA	156	106	48%	27	PLATINUM 7X	\$25,323.89	\$22,294.40	14%
28	CANADIAN MIST	142	148	-4%	28	E & J BRANDY	\$24,925.94	\$29,421.59	-15%
29	EVAN WILLIAMS	131	135	-3%	29	HORNITOS	\$24,005.92	\$17,084.37	41%
30	D'USSE	122	134	-9%	30	JOSE CUERVO RTD	\$23,811.31	\$23,603.96	1%
31	DELEON DIAMANTE	112		#DIV/0!	31	SEAGRAM'S VODKA	\$22,433.21	\$22,415.32	0%
32	BURNETT'S VODKA	99	105	-6%	32	KETEL ONE	\$22,135.29	\$17,906.63	24%
33	KETEL ONE	97	79	23%	33	EVAN WILLIAMS	\$21,981.21	\$21,093.29	4%
34	DON JULIO	92	88	4%	34	MAKERS MARK	\$21,310.24	\$20,683.13	3%
35	MALIBU	85	96	-11%	35	OLE SMOKY MOONSHINE	\$20,875.62	\$9,099.17	129%
36	HIGH NOON	82	57	44%	36	FRIS	\$19,890.10	\$21,101.80	-6%
37	HORNITOS	82	63	29%	37	RAIN	\$19,049.97	\$18,812.92	1%
38	CASAMIGOS	81	97	-16%	38	LUNAZUL	\$18,886.75	\$6,610.44	186%
39	SKYY VODKA	79	77	4%	39	WILD TURKEY	\$18,461.18	\$22,002.49	-16%
40	COURVOISIER	79	89	-12%	40	MARTELL	\$16,912.42	\$39,580.75	-57%

PERIOD 2 DISPLAY RANKING

BEACH

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	341	315	8%	1	TITO'S	\$68,325.27	\$62,986.92	8%
2	HIGH NOON	245	134	83%	2	CROWN ROYAL	\$39,535.83	\$47,843.41	-17%
3	PINNACLE VODKA	242	244	-1%	3	PINNACLE VODKA	\$23,994.81	\$24,295.03	-1%
4	SMIRNOFF	148	173	-14%	4	JIM BEAM	\$23,466.41	\$23,210.53	1%
5	BACARDI	129	149	-13%	5	SMIRNOFF	\$20,317.87	\$22,803.72	-11%
6	JIM BEAM	118	116	2%	6	HIGH NOON	\$19,063.97	\$9,414.66	102%
7	CROWN ROYAL	116	140	-18%	7	JACK DANIELS	\$18,635.76	\$20,517.53	-9%
8	CAPTAIN MORGAN	97	105	-8%	8	BACARDI	\$17,596.36	\$19,506.79	-10%
9	FIREBALL	78	71	9%	9	CAPTAIN MORGAN	\$16,507.34	\$17,655.75	-7%
10	JACK DANIELS	65	70	-7%	10	FIREBALL	\$13,419.35	\$12,333.81	9%
11	JOSE CUERVO RTD	58	66	-12%	11	WILD TURKEY	\$12,129.15	\$11,368.20	7%
12	ABSOLUT	56	65	-14%	12	1800 TEQUILA	\$11,653.23	\$8,304.04	40%
13	MALIBU	51	69	-26%	13	MAKERS MARK	\$11,171.60	\$10,672.57	5%
14	SKYY VODKA	50	42	19%	14	OLD FORESTER	\$11,089.72	\$12,206.21	-9%
15	DEEP EDDY	48	54	-11%	15	ABSOLUT	\$11,065.28	\$12,904.24	-14%
16	SVEDKA	47	66	-28%	16	ELIJAH CRAIG	\$10,565.82	\$8,198.27	29%
17	NEW AMSTERDAM VODKA	47	55	-15%	17	JAMESON	\$10,070.26	\$10,246.65	-2%
18	WILD TURKEY	43	44	-2%	18	MALIBU	\$9,835.01	\$11,171.90	-12%
19	OLD FORESTER	41	50	-18%	19	JOSE CUERVO	\$9,582.05	\$9,636.87	-1%
20	KETEL ONE	38	38	0%	20	PATRON	\$9,473.59	\$11,298.26	-16%
21	1800 TEQUILA	36	28	26%	21	WOODFORD RESERVE	\$9,457.25	\$6,777.46	40%
22	JOSE CUERVO	34	35	-4%	22	DEEP EDDY	\$8,635.33	\$9,312.08	-7%
23	CANADIAN MIST	33	47	-28%	23	GREY GOOSE	\$8,422.56	\$9,272.52	-9%
24	CANADIAN CLUB	33	38	-13%	24	KETEL ONE	\$8,229.36	\$8,381.14	-2%
25	MAKERS MARK	33	28	14%	25	CASAMIGOS	\$7,936.73	\$5,548.07	43%
26	1800 RTD	32	28	13%	26	BULLEIT	\$7,561.29	\$6,635.33	14%
27	GREY GOOSE	31	34	-11%	27	HENNESSY	\$6,668.55	\$4,798.98	39%
28	JAMESON	26	30	-11%	28	OLMECA ALTOS	\$6,572.42	\$4,678.80	40%
29	BLUE CHAIR	25	23	9%	29	HORNITOS	\$6,570.98	\$6,382.95	3%
30	ELIJAH CRAIG	24	20	19%	30	FOUR ROSES	\$6,560.26	\$6,762.43	-3%
31	HORNITOS	24	24	0%	31	SKYY VODKA	\$6,534.69	\$5,509.54	19%
32	OLMECA ALTOS	21	16	30%	32	JOSE CUERVO RTD	\$6,448.18	\$7,475.39	-14%
33	WOODFORD RESERVE	20	13	47%	33	DON JULIO	\$6,415.29	\$3,729.55	72%
34	KAHLUA	19	23	-18%	34	NEW AMSTERDAM VODKA	\$6,076.29	\$7,056.63	-14%
35	BULLEIT	19	17	8%	35	SVEDKA	\$5,730.73	\$7,493.87	-24%
36	Platinum	18		#DIV/0!	36	OLE SMOKY MOONSHINE	\$5,113.74	\$3,355.59	52%
37	RICH & RARE RSV	18	25	-29%	37	BLUE CHAIR	\$4,896.59	\$4,810.55	2%
38	FOUR ROSES	18	17	5%	38	TEREMANA	\$4,734.58	\$3,349.92	41%
39	BLUE ICE	18	23	-23%	39	JOHNNIE WALKER	\$4,700.19	\$2,981.42	58%
40	STOLICHNAYA	17	29	-40%	40	KAHLUA	\$4,678.62	\$4,871.46	-4%

PERIOD 2 DISPLAY RANKING

SPECIALTY

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	1463	1361	8%	1	TITO'S	\$293,711.37	\$271,248.45	8%
2	HIGH NOON	1159	764	52%	2	CROWN ROYAL	\$157,690.17	\$213,664.89	-26%
3	PINNACLE VODKA	739	744	-1%	3	JACK DANIELS	\$118,779.43	\$108,893.95	9%
4	SMIRNOFF	657	654	0%	4	HENNESSY	\$95,309.88	\$53,332.69	79%
5	CROWN ROYAL	448	627	-28%	5	HIGH NOON	\$93,050.49	\$64,260.99	45%
6	JACK DANIELS	385	389	-1%	6	SMIRNOFF	\$88,888.31	\$84,525.27	5%
7	JIM BEAM	382	360	6%	7	MAKERS MARK	\$87,754.56	\$119,983.03	-27%
8	BACARDI	341	378	-10%	8	CASAMIGOS	\$84,735.47	\$92,903.64	-9%
9	ABSOLUT	280	313	-11%	9	JIM BEAM	\$76,780.17	\$71,928.08	7%
10	MAKERS MARK	255	277	-8%	10	PINNACLE VODKA	\$73,307.64	\$74,644.78	-2%
11	SVEDKA	249	235	6%	11	WOODFORD RESERVE	\$71,642.16	\$54,306.85	32%
12	JOSE CUERVO	229	235	-3%	12	OLD FORESTER	\$64,945.83	\$82,951.94	-22%
13	KETEL ONE	204	201	1%	13	JOSE CUERVO	\$63,894.26	\$62,727.40	2%
14	WILD TURKEY	203	198	3%	14	PATRON	\$59,539.52	\$63,822.72	-7%
15	NEW AMSTERDAM VODKA	194	205	-5%	15	ELIJAH CRAIG	\$59,285.84	\$49,506.79	20%
16	OLD FORESTER	192	270	-29%	16	WILD TURKEY	\$58,640.18	\$52,043.08	13%
17	JOSE CUERVO RTD	172	210	-18%	17	ABSOLUT	\$58,174.11	\$62,971.05	-8%
18	HENNESSY	165	95	74%	18	1800 TEQUILA	\$48,276.77	\$42,621.87	13%
19	CAPTAIN MORGAN	164	172	-5%	19	BACARDI	\$46,654.05	\$50,092.57	-7%
20	WOODFORD RESERVE	151	109	39%	20	DON JULIO	\$45,841.61	\$44,073.18	4%
21	GREY GOOSE	150	141	6%	21	KETEL ONE	\$44,030.95	\$42,790.04	3%
22	ELIJAH CRAIG	148	125	19%	22	TEREMANA	\$43,383.14	\$31,022.06	40%
23	SEAGRAM'S VODKA	148	144	2%	23	BULLEIT	\$42,368.58	\$38,136.02	11%
24	1800 TEQUILA	148	136	9%	24	FOUR ROSES	\$41,421.14	\$46,907.97	-12%
25	FIREBALL	146	151	-4%	25	REMY MARTIN	\$41,326.45	\$18,816.71	120%
26	CANADIAN MIST	120	136	-12%	26	GREY GOOSE	\$40,988.34	\$38,738.71	6%
27	SKYY VODKA	119	148	-20%	27	JAMESON	\$37,766.94	\$36,676.09	3%
28	CASAMIGOS	116	132	-12%	28	CIROC	\$36,438.90	\$43,336.70	-16%
29	1800 RTD	115	141	-18%	29	BASIL HAYDEN	\$33,312.72	\$39,280.85	-15%
30	HORNITOS	112	89	26%	30	HORNITOS	\$31,338.36	\$24,122.19	30%
31	BULLEIT	110	92	19%	31	GLENLIVET	\$29,999.85	\$30,225.39	-1%
32	MALIBU	109	135	-19%	32	SVEDKA	\$29,959.17	\$26,601.36	13%
33	TEREMANA	107	83	29%	33	JOHNNIE WALKER	\$29,269.11	\$28,038.94	4%
34	CIROC	104	124	-16%	34	OLMECA ALTOS	\$28,139.37	\$26,553.42	6%
35	DEEP EDDY	103	124	-17%	35	CAPTAIN MORGAN	\$27,831.61	\$29,115.63	-4%
36	FOUR ROSES	103	112	-8%	36	ESPOLON	\$26,520.04	\$26,579.08	0%
37	JAMESON	101	105	-4%	37	NEW AMSTERDAM VODKA	\$25,540.90	\$26,848.60	-5%
38	STOLICHNAYA	100	100	1%	38	D'USSE	\$25,188.87	\$24,244.23	4%
39	CANADIAN CLUB	96	99	-3%	39	KNOB CREEK	\$24,874.79	\$33,635.49	-26%
40	OLMECA ALTOS	90	93	-3%	40	DEWARS	\$24,688.52	\$27,539.87	-10%

PERIOD 3 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	4098	3641	13%	1	CROWN ROYAL	\$1,022,087.80	\$994,305.93	3%
2	PINNACLE VODKA	3524	3653	-4%	2	TITO'S	\$833,845.79	\$731,833.53	14%
3	SMIRNOFF	3454	3748	-8%	3	HENNESSY	\$596,977.13	\$574,843.86	4%
4	CROWN ROYAL	2993	2916	3%	4	JACK DANIELS	\$533,339.86	\$505,548.41	5%
5	JIM BEAM	2467	2395	3%	5	JOSE CUERVO	\$487,439.07	\$443,231.56	10%
6	HIGH NOON	2457	1507	63%	6	JIM BEAM	\$473,827.00	\$471,707.70	0%
7	BACARDI	1990	2174	-8%	7	SMIRNOFF	\$470,933.46	\$492,306.45	-4%
8	JACK DANIELS	1822	1770	3%	8	PINNACLE VODKA	\$369,740.09	\$373,739.49	-1%
9	JOSE CUERVO	1806	1642	10%	9	PATRON	\$329,729.67	\$322,873.61	2%
10	JOSE CUERVO RTD	1457	1377	6%	10	BACARDI	\$271,374.21	\$283,544.62	-4%
11	ABSOLUT	1208	1359	-11%	11	ABSOLUT	\$261,401.07	\$278,665.18	-6%
12	SVEDKA	1146	908	26%	12	1800 TEQUILA	\$248,735.13	\$200,865.26	24%
13	HENNESSY	1112	1020	9%	13	WILD TURKEY	\$233,548.95	\$237,196.07	-2%
14	NEW AMSTERDAM VODKA	1065	1104	-4%	14	TEREMANA	\$226,576.05	\$126,880.42	79%
15	FIREBALL	1010	994	2%	15	REMY MARTIN	\$224,724.84	\$103,681.39	117%
16	CANADIAN MIST	958	1139	-16%	16	DON JULIO	\$214,751.30	\$144,714.20	48%
17	CAPTAIN MORGAN	887	936	-5%	17	CASAMIGOS	\$201,843.52	\$201,547.29	0%
18	MALIBU	875	985	-11%	18	HIGH NOON	\$192,845.30	\$111,706.25	73%
19	WILD TURKEY	823	878	-6%	19	MAKERS MARK	\$188,258.57	\$169,556.13	11%
20	1800 RTD	806	970	-17%	20	CIROC	\$187,222.03	\$200,481.51	-7%
21	1800 TEQUILA	753	613	23%	21	MALIBU	\$170,291.53	\$176,454.66	-3%
22	SEAGRAM'S VODKA	608	593	2%	22	FIREBALL	\$166,000.47	\$166,531.63	0%
23	TEREMANA	600	363	65%	23	DELEON DIAMANTE	\$156,432.11	\$6,438.39	2330%
24	OLD FORESTER	542	810	-33%	24	CAPTAIN MORGAN	\$152,861.09	\$160,723.09	-5%
25	MAKERS MARK	529	471	12%	25	JOSE CUERVO RTD	\$150,241.70	\$144,423.74	4%
26	GREY GOOSE	526	487	8%	26	OLD FORESTER	\$149,557.62	\$195,926.98	-24%
27	MASTER OF MIXES	519	574	-9%	27	GREY GOOSE	\$145,456.45	\$133,860.92	9%
28	CANADIAN CLUB	515	522	-1%	28	D'USSE	\$142,811.63	\$136,781.70	4%
29	HORNITOS	512	342	50%	29	NEW AMSTERDAM VODKA	\$141,255.88	\$148,749.97	-5%
30	CIROC	493	529	-7%	30	OLE SMOKY MOONSHINE	\$138,746.64	\$115,653.72	20%
31	PATRON	475	472	1%	31	HORNITOS	\$135,634.14	\$90,085.64	51%
32	OLE SMOKY MOONSHINE	461	386	20%	32	SVEDKA	\$129,962.36	\$110,320.28	18%
33	RICH & RARE RSV	424	481	-12%	33	WOODFORD RESERVE	\$120,394.21	\$123,596.64	-3%
34	KETEL ONE	379	362	5%	34	CANADIAN MIST	\$113,597.04	\$122,923.27	-8%
35	SKYY VODKA	356	439	-19%	35	ELIJAH CRAIG	\$103,508.75	\$92,808.11	12%
36	DELEON DIAMANTE	316	13	2253%	36	JAMESON	\$96,846.31	\$92,730.87	4%
37	DEEP EDDY	313	281	12%	37	1800 RTD	\$95,293.55	\$114,720.10	-17%
38	CHI CHI'S	306	293	4%	38	BULLEIT	\$92,640.13	\$83,455.44	11%
39	ELIJAH CRAIG	306	267	15%	39	KETEL ONE	\$90,023.46	\$83,861.13	7%
40	REMY MARTIN	300	145	107%	40	FOUR ROSES	\$77,166.35	\$72,938.91	6%

PERIOD 3 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	2649	2451	8%	1	TITO'S	\$533,417.97	\$488,394.30	9%
2	HIGH NOON	2220	1523	46%	2	CROWN ROYAL	\$382,212.07	\$335,825.86	14%
3	PINNACLE VODKA	1718	1643	5%	3	JACK DANIELS	\$257,017.75	\$260,936.45	-2%
4	SMIRNOFF	1424	1484	-4%	4	JIM BEAM	\$217,451.97	\$196,868.28	10%
5	JIM BEAM	1130	1000	13%	5	HENNESSY	\$195,366.87	\$190,057.40	3%
6	CROWN ROYAL	1108	986	12%	6	SMIRNOFF	\$192,395.81	\$195,007.01	-1%
7	BACARDI	949	1046	-9%	7	PINNACLE VODKA	\$178,764.11	\$168,433.74	6%
8	JACK DANIELS	871	888	-2%	8	HIGH NOON	\$177,475.79	\$123,140.10	44%
9	JOSE CUERVO	649	547	19%	9	JOSE CUERVO	\$174,060.23	\$146,592.88	19%
10	JOSE CUERVO RTD	597	575	4%	10	1800 TEQUILA	\$142,097.55	\$106,762.18	33%
11	ABSOLUT	520	585	-11%	11	MAKERS MARK	\$136,930.79	\$139,843.17	-2%
12	SVEDKA	513	503	2%	12	BACARDI	\$130,271.59	\$137,371.77	-5%
13	NEW AMSTERDAM VODKA	449	399	12%	13	WILD TURKEY	\$124,792.06	\$121,829.29	2%
14	1800 TEQUILA	429	322	33%	14	PATRON	\$123,283.31	\$114,668.23	8%
15	WILD TURKEY	427	439	-3%	15	CASAMIGOS	\$121,120.59	\$110,937.99	9%
16	CAPTAIN MORGAN	424	410	4%	16	ABSOLUT	\$112,390.68	\$119,935.03	-6%
17	FIREBALL	389	344	13%	17	OLD FORESTER	\$103,142.63	\$109,966.57	-6%
18	MAKERS MARK	379	384	-1%	18	DON JULIO	\$101,513.61	\$79,536.82	28%
19	OLD FORESTER	378	424	-11%	19	ELIJAH CRAIG	\$98,681.96	\$79,854.73	24%
20	MALIBU	367	385	-5%	20	WOODFORD RESERVE	\$96,734.24	\$90,662.31	7%
21	HENNESSY	361	330	9%	21	TEREMANA	\$91,612.58	\$54,647.13	68%
22	1800 RTD	316	351	-10%	22	CIROC	\$86,897.37	\$83,856.30	4%
23	CANADIAN MIST	301	335	-10%	23	BULLEIT	\$80,329.09	\$58,871.68	36%
24	ELIJAH CRAIG	297	235	26%	24	FOUR ROSES	\$77,175.81	\$68,536.40	13%
25	KETEL ONE	279	234	20%	25	REMY MARTIN	\$75,179.76	\$30,075.06	150%
26	HORNITOS	272	208	31%	26	CAPTAIN MORGAN	\$73,702.45	\$70,845.69	4%
27	GREY GOOSE	254	232	10%	27	JAMESON	\$73,554.33	\$70,242.02	5%
28	SKYY VODKA	251	289	-13%	28	HORNITOS	\$71,842.42	\$55,271.66	30%
29	DEEP EDDY	247	234	6%	29	MALIBU	\$71,807.89	\$69,552.61	3%
30	TEREMANA	245	157	56%	30	GREY GOOSE	\$70,154.14	\$63,731.39	10%
31	CIROC	228	221	3%	31	KETEL ONE	\$66,325.00	\$54,587.58	22%
32	BULLEIT	217	145	50%	32	FIREBALL	\$63,323.56	\$56,371.56	12%
33	SEAGRAM'S VODKA	207	193	7%	33	JOSE CUERVO RTD	\$62,632.57	\$60,640.66	3%
34	FOUR ROSES	206	176	17%	34	NEW AMSTERDAM VODKA	\$58,666.14	\$52,584.22	12%
35	JAMESON	201	199	1%	35	OLMECA ALTOS	\$58,081.86	\$51,224.83	13%
36	WOODFORD RESERVE	200	194	3%	36	SVEDKA	\$57,992.85	\$60,396.25	-4%
37	CANADIAN CLUB	195	204	-4%	37	BASIL HAYDEN	\$52,775.18	\$48,258.45	9%
38	MASTER OF MIXES	194	212	-8%	38	KNOB CREEK	\$49,743.34	\$29,211.91	70%
39	LUNAZUL	188	83	128%	39	D'USSE	\$49,052.98	\$39,556.62	24%
40	OLMECA ALTOS	183	175	4%	40	LUNAZUL	\$47,460.58	\$20,123.88	136%

PERIOD 3 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	1037	1053	-2%	1	HENNESSY	\$290,760.55	\$294,734.72	-1%
2	PAUL MASSON	920	898	3%	2	CROWN ROYAL	\$215,296.50	\$238,706.24	-10%
3	SEAGRAMS GIN	856	836	2%	3	JOSE CUERVO	\$170,892.78	\$148,853.66	15%
4	TITO'S	753	638	18%	4	TITO'S	\$157,098.79	\$131,068.78	20%
5	CROWN ROYAL	620	689	-10%	5	SMIRNOFF	\$139,235.10	\$135,706.21	3%
6	JOSE CUERVO	618	543	14%	6	REMY MARTIN	\$136,831.26	\$48,748.07	181%
7	HENNESSY	550	528	4%	7	PAUL MASSON	\$123,415.92	\$119,900.23	3%
8	PINNACLE VODKA	521	554	-6%	8	SEAGRAMS GIN	\$111,468.18	\$97,983.29	14%
9	ABSOLUT	473	466	1%	9	PATRON	\$110,969.56	\$83,936.19	32%
10	NEW AMSTERDAM VODKA	418	405	3%	10	ABSOLUT	\$102,430.14	\$95,769.09	7%
11	PLATINUM	347	278	25%	11	JACK DANIELS	\$91,009.68	\$87,265.36	4%
12	JACK DANIELS	315	303	4%	12	DON JULIO	\$90,864.25	\$59,808.46	52%
13	JOSE CUERVO RTD	264	243	9%	13	CIROC	\$81,430.24	\$92,035.14	-12%
14	BACARDI	231	237	-3%	14	D'USSE	\$75,017.70	\$70,675.56	6%
15	SVEDKA	218	200	9%	15	DELEON DIAMANTE	\$73,627.08	\$3,119.22	2260%
16	CIROC	216	243	-11%	16	TEREMANA	\$70,539.72	\$40,030.29	76%
17	SEAGRAM'S VODKA	216	194	11%	17	CASAMIGOS	\$64,210.42	\$75,449.00	-15%
18	1800 RTD	214	246	-13%	18	1800 TEQUILA	\$63,258.47	\$47,855.16	32%
19	1800 TEQUILA	193	145	33%	19	NEW AMSTERDAM VODKA	\$55,727.31	\$54,026.74	3%
20	TEREMANA	186	114	63%	20	PINNACLE VODKA	\$55,356.40	\$57,169.72	-3%
21	REMY MARTIN	184	66	177%	21	GREY GOOSE	\$48,709.92	\$41,937.16	16%
22	JIM BEAM	175	157	12%	22	JIM BEAM	\$35,101.23	\$32,408.00	8%
23	RAIN	175	162	8%	23	COURVOISIER	\$33,981.97	\$36,641.48	-7%
24	GREY GOOSE	175	151	16%	24	BACARDI	\$32,687.51	\$31,558.52	4%
25	FRIS	165	154	7%	25	PLATINUM	\$31,813.21	\$23,884.72	33%
26	HIGH NOON	162	92	76%	26	JOSE CUERVO RTD	\$27,233.87	\$25,483.31	7%
27	PATRON	158	120	32%	27	SVEDKA	\$25,335.05	\$24,653.16	3%
28	DELEON DIAMANTE	149	6	2201%	28	1800 RTD	\$25,243.02	\$29,082.35	-13%
29	E & J BRANDY	148	162	-9%	29	HORNITOS	\$24,716.55	\$17,878.58	38%
30	CANADIAN MIST	133	142	-7%	30	LUNAZUL	\$23,639.04	\$6,125.79	286%
31	EVAN WILLIAMS	127	121	4%	31	E & J BRANDY	\$23,410.12	\$24,480.26	-4%
32	DON JULIO	106	71	49%	32	EVAN WILLIAMS	\$22,123.99	\$21,054.36	5%
33	BURNETT'S VODKA	106	99	7%	33	SEAGRAM'S VODKA	\$21,962.73	\$19,676.14	12%
34	D'USSE	103	95	8%	34	KETEL ONE	\$19,828.40	\$15,113.72	31%
35	MASTER OF MIXES	98	103	-5%	35	MALIBU	\$18,635.54	\$18,160.88	3%
36	MALIBU	97	102	-5%	36	RAIN	\$18,468.39	\$17,481.60	6%
37	CASAMIGOS	91	111	-18%	37	MAKERS MARK	\$17,814.00	\$15,258.60	17%
38	LUNAZUL	90	25	259%	38	WILD TURKEY	\$17,726.93	\$17,148.66	3%
39	HORNITOS	88	66	33%	39	MARTELL	\$17,140.19	\$28,109.24	-39%
40	KETEL ONE	81	63	28%	40	OLE SMOKY MOONSHINE	\$16,499.38	\$13,219.71	25%

PERIOD 3 DISPLAY RANKING

BEACH

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	HIGH NOON	529	336	57%	1	TITO'S	\$82,295.75	\$71,558.75	15%
2	TITO'S	414	362	14%	2	HIGH NOON	\$44,781.39	\$28,396.52	58%
3	PINNACLE VODKA	251	236	7%	3	CROWN ROYAL	\$43,078.59	\$42,236.90	2%
4	SMIRNOFF	169	181	-6%	4	PINNACLE VODKA	\$26,050.63	\$23,921.90	9%
5	BACARDI	151	172	-12%	5	SMIRNOFF	\$22,817.80	\$23,270.28	-2%
6	CROWN ROYAL	127	124	2%	6	JIM BEAM	\$22,282.69	\$22,250.80	0%
7	JIM BEAM	117	112	4%	7	BACARDI	\$20,655.37	\$22,372.74	-8%
8	CAPTAIN MORGAN	105	97	9%	8	CAPTAIN MORGAN	\$18,129.66	\$16,570.07	9%
9	JOSE CUERVO RTD	100	95	6%	9	MALIBU	\$18,069.40	\$15,554.73	16%
10	MALIBU	92	88	5%	10	JACK DANIELS	\$17,986.23	\$18,821.95	-4%
11	FIREBALL	71	69	2%	11	JOSE CUERVO	\$13,892.14	\$12,747.22	9%
12	JACK DANIELS	62	66	-6%	12	1800 TEQUILA	\$13,835.55	\$11,062.43	25%
13	ABSOLUT	59	60	-1%	13	ABSOLUT	\$12,559.43	\$12,295.00	2%
14	SVEDKA	58	61	-5%	14	MAKERS MARK	\$11,901.44	\$9,685.89	23%
15	NEW AMSTERDAM VODKA	50	43	18%	15	FIREBALL	\$11,855.44	\$11,978.23	-1%
16	JOSE CUERVO	49	42	16%	16	WILD TURKEY	\$11,537.51	\$10,456.82	10%
17	DEEP EDDY	49	53	-8%	17	PATRON	\$11,337.30	\$11,075.28	2%
18	GREY GOOSE	41	37	13%	18	CASAMIGOS	\$11,337.08	\$8,565.50	32%
19	MASTER OF MIXES	40	49	-17%	19	GREY GOOSE	\$11,097.04	\$9,822.43	13%
20	1800 TEQUILA	40	33	21%	20	JOSE CUERVO RTD	\$10,285.22	\$9,999.36	3%
21	WILD TURKEY	38	37	3%	21	OLD FORESTER	\$9,819.03	\$12,245.76	-20%
22	1800 RTD	38	34	13%	22	DEEP EDDY	\$9,257.91	\$9,793.80	-5%
23	BLUE CHAIR	35	29	21%	23	HORNITOS	\$9,110.41	\$7,171.86	27%
24	OLD FORESTER	35	48	-27%	24	KETEL ONE	\$8,037.50	\$7,996.35	1%
25	HORNITOS	35	27	29%	25	WOODFORD RESERVE	\$8,026.64	\$10,783.73	-26%
26	KETEL ONE	34	35	-1%	26	ELIJAH CRAIG	\$7,961.90	\$6,817.18	17%
27	MAKERS MARK	34	27	24%	27	DON JULIO	\$7,834.05	\$7,542.22	4%
28	SKYY VODKA	33	34	-4%	28	JAMESON	\$7,745.77	\$9,240.79	-16%
29	ABSOLUT SELTZERS	32	13	141%	29	BLUE CHAIR	\$7,451.78	\$6,375.19	17%
30	CANADIAN CLUB	32	33	-2%	30	HENNESSY	\$7,333.34	\$5,774.78	27%
31	CANADIAN MIST	31	48	-35%	31	FOUR ROSES	\$7,115.10	\$6,204.44	15%
32	NUTRUL	29		#DIV/0!	32	BULLEIT	\$6,975.50	\$6,234.65	12%
33	WHITECLAW RTD	25		#DIV/0!	33	TEREMANA	\$6,957.76	\$5,606.03	24%
34	ELIJAH CRAIG	24	19	22%	34	NEW AMSTERDAM VODKA	\$6,511.08	\$5,455.83	19%
35	BLUE ICE	22	22	-1%	35	SVEDKA	\$6,406.41	\$7,299.93	-12%
36	CRUZAN	21	19	11%	36	OLMECA ALTOS	\$6,180.46	\$5,458.58	13%
37	FOUR ROSES	21	15	46%	37	OLE SMOKY MOONSHINE	\$5,355.86	\$4,473.21	20%
38	JAMESON	20	26	-24%	38	DEWARS	\$5,224.74	\$3,967.12	32%
39	JOSE CUERVO MIX	20	16	23%	39	KAHLUA	\$4,896.57	\$4,471.46	10%
40	OLMECA ALTOS	19	19	4%	40	SKYY VODKA	\$4,750.95	\$4,942.74	-4%

PERIOD 3 DISPLAY RANKING

SPECIALTY

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	HIGH NOON	2203	1438	53%	1	TITO'S	\$295,987.93	\$275,472.45	7%
2	TITO'S	1487	1391	7%	2	HIGH NOON	\$175,392.47	\$109,888.97	60%
3	PINNACLE VODKA	740	753	-2%	3	CROWN ROYAL	\$141,562.03	\$151,535.14	-7%
4	SMIRNOFF	653	628	4%	4	CASAMIGOS	\$113,377.00	\$103,094.66	10%
5	CROWN ROYAL	408	441	-8%	5	JACK DANIELS	\$105,662.65	\$107,706.31	-2%
6	BACARDI	395	400	-1%	6	MAKERS MARK	\$103,740.17	\$81,277.08	28%
7	JIM BEAM	368	337	9%	7	HENNESSY	\$98,392.84	\$89,002.29	11%
8	JACK DANIELS	350	359	-3%	8	SMIRNOFF	\$87,751.04	\$80,857.29	9%
9	JOSE CUERVO	298	244	22%	9	JOSE CUERVO	\$80,026.33	\$65,348.43	22%
10	SVEDKA	291	217	34%	10	PINNACLE VODKA	\$76,587.82	\$75,311.91	2%
11	JOSE CUERVO RTD	288	257	12%	11	PATRON	\$71,378.38	\$59,787.33	19%
12	ABSOLUT	277	280	-1%	12	JIM BEAM	\$70,990.12	\$66,224.25	7%
13	MAKERS MARK	245	220	11%	13	1800 TEQUILA	\$63,042.98	\$53,612.19	18%
14	1800 TEQUILA	192	159	21%	14	DON JULIO	\$59,864.33	\$64,082.04	-7%
15	OLD FORESTER	184	279	-34%	15	ABSOLUT	\$59,705.26	\$57,181.12	4%
16	NEW AMSTERDAM VODKA	179	178	1%	16	OLD FORESTER	\$57,016.58	\$73,212.70	-22%
17	HENNESSY	176	156	13%	17	WOODFORD RESERVE	\$56,802.60	\$51,832.74	10%
18	KETEL ONE	176	192	-8%	18	BACARDI	\$54,448.10	\$52,871.42	3%
19	CAPTAIN MORGAN	166	160	3%	19	WILD TURKEY	\$52,361.36	\$44,371.95	18%
20	WILD TURKEY	165	145	13%	20	TEREMANA	\$50,955.97	\$34,450.10	48%
21	CASAMIGOS	163	153	7%	21	BULLEIT	\$43,807.66	\$36,131.35	21%
22	GREY GOOSE	158	138	14%	22	GREY GOOSE	\$43,212.64	\$38,113.83	13%
23	1800 RTD	150	167	-10%	23	KETEL ONE	\$41,292.16	\$43,227.44	-4%
24	MALIBU	150	167	-10%	24	FOUR ROSES	\$40,128.18	\$44,966.17	-11%
25	SEAGRAM'S VODKA	141	139	1%	25	ELIJAH CRAIG	\$38,771.43	\$46,981.12	-17%
26	HORNITOS	139	90	54%	26	ESPOLON	\$37,381.90	\$34,452.25	9%
27	TEREMANA	134	99	35%	27	OLMECA ALTOS	\$37,367.18	\$32,292.02	16%
28	FIREBALL	129	123	5%	28	HORNITOS	\$36,147.74	\$23,631.13	53%
29	OLMECA ALTOS	120	113	6%	29	REMY MARTIN	\$33,762.12	\$19,292.98	75%
30	BULLEIT	119	88	35%	30	CIROC	\$32,205.04	\$35,177.27	-8%
31	WOODFORD RESERVE	118	111	6%	31	SVEDKA	\$32,028.29	\$25,889.83	24%
32	ELIJAH CRAIG	117	127	-7%	32	GLENLIVET	\$31,209.67	\$28,896.62	8%
33	CANADIAN MIST	113	133	-15%	33	KNOB CREEK	\$31,167.55	\$22,451.83	39%
34	LUNAZUL	106	45	134%	34	JAMESON	\$30,927.07	\$28,871.08	7%
35	DEEP EDDY	106	122	-13%	35	JOSE CUERVO RTD	\$29,853.77	\$27,213.98	10%
36	FOUR ROSES	105	108	-3%	36	MALIBU	\$29,273.26	\$29,275.85	0%
37	PATRON	105	87	20%	37	BASIL HAYDEN	\$28,624.43	\$28,013.02	2%
38	ESPOLON	98	101	-3%	38	CAPTAIN MORGAN	\$28,620.12	\$27,587.19	4%
39	DEWARS	96	86	11%	39	HENDRICKS	\$27,617.39	\$26,731.17	3%
40	MASTER OF MIXES	94	103	-8%	40	DEWARS	\$26,685.92	\$24,214.55	10%

PERIOD 4 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3390	3054	11%	1	CROWN ROYAL	\$824,404.07	\$902,648.78	-9%
2	PINNACLE VODKA	2879	3212	-10%	2	TITO'S	\$694,745.22	\$623,361.51	11%
3	SMIRNOFF	2802	3193	-12%	3	HENNESSY	\$443,116.91	\$459,162.17	-3%
4	CROWN ROYAL	2445	2695	-9%	4	JIM BEAM	\$384,254.01	\$398,657.72	-4%
5	HIGH NOON	2049	1679	22%	5	JACK DANIELS	\$382,793.70	\$372,324.96	3%
6	JIM BEAM	1936	2003	-3%	6	JOSE CUERVO	\$378,388.91	\$361,029.26	5%
7	BACARDI	1631	1773	-8%	7	SMIRNOFF	\$370,395.05	\$398,462.45	-7%
8	JOSE CUERVO	1398	1338	4%	8	PINNACLE VODKA	\$302,832.60	\$325,350.09	-7%
9	JACK DANIELS	1314	1298	1%	9	BACARDI	\$223,461.41	\$233,409.34	-4%
10	ABSOLUT	966	1019	-5%	10	PATRON	\$223,331.43	\$226,337.89	-1%
11	NEW AMSTERDAM VODKA	896	922	-3%	11	1800 TEQUILA	\$203,500.29	\$165,248.34	23%
12	JOSE CUERVO RTD	853	859	-1%	12	ABSOLUT	\$202,142.20	\$218,703.42	-8%
13	HENNESSY	798	817	-2%	13	HIGH NOON	\$163,173.93	\$119,091.56	37%
14	SVEDKA	787	723	9%	14	WILD TURKEY	\$155,112.10	\$171,102.83	-9%
15	CANADIAN MIST	783	1041	-25%	15	REMY MARTIN	\$153,332.52	\$108,333.77	42%
16	CAPTAIN MORGAN	782	835	-6%	16	TEREMANA	\$152,495.74	\$103,224.10	48%
17	FIREBALL	747	804	-7%	17	MAKERS MARK	\$148,540.10	\$139,390.48	7%
18	MALIBU	705	712	-1%	18	DON JULIO	\$143,490.66	\$119,998.17	20%
19	1800 RTD	688	825	-17%	19	OLD FORESTER	\$137,397.31	\$168,449.41	-18%
20	1800 TEQUILA	651	527	24%	20	CASAMIGOS	\$135,744.11	\$150,454.88	-10%
21	SEAGRAM'S VODKA	573	524	9%	21	GREY GOOSE	\$128,937.79	\$123,789.73	4%
22	OLD FORESTER	543	743	-27%	22	CAPTAIN MORGAN	\$128,691.00	\$137,769.68	-7%
23	WILD TURKEY	538	645	-17%	23	FIREBALL	\$127,074.44	\$137,677.60	-8%
24	GREY GOOSE	471	452	4%	24	MALIBU	\$126,678.07	\$132,062.23	-4%
25	CANADIAN CLUB	465	437	6%	25	ELIJAH CRAIG	\$125,962.60	\$97,155.31	30%
26	SKYY VODKA	412	421	-2%	26	CIROC	\$124,135.22	\$192,826.75	-36%
27	MAKERS MARK	411	399	3%	27	NEW AMSTERDAM VODKA	\$117,586.87	\$124,201.77	-5%
28	TEREMANA	377	274	38%	28	DELEON DIAMANTE	\$113,797.51	\$25,153.71	352%
29	OLE SMOKY MOONSHINE	358	375	-4%	29	OLE SMOKY MOONSHINE	\$106,816.99	\$106,782.03	0%
30	HORNITOS	357	241	48%	30	D'USSE	\$104,587.92	\$110,616.99	-5%
31	RICH & RARE RSV	340	398	-14%	31	HORNITOS	\$100,588.73	\$66,272.91	52%
32	KETEL ONE	339	316	7%	32	SVEDKA	\$96,149.62	\$90,234.27	7%
33	CIROC	328	504	-35%	33	JOSE CUERVO RTD	\$94,856.94	\$96,097.72	-1%
34	PATRON	322	331	-3%	34	BUFFALO TRACE	\$91,135.05	\$62,089.86	47%
35	DEEP EDDY	292	286	2%	35	WOODFORD RESERVE	\$90,715.72	\$92,530.32	-2%
36	BUFFALO TRACE	282	185	52%	36	CANADIAN MIST	\$87,547.14	\$105,005.25	-17%
37	ELIJAH CRAIG	281	240	17%	37	BLANTON	\$80,132.67	\$45,652.39	76%
38	LUNAZUL	257	142	81%	38	KETEL ONE	\$80,021.50	\$72,305.10	11%
39	DELEON DIAMANTE	229	52	337%	39	JAMESON	\$77,409.51	\$78,736.97	-2%
40	CHI CHI'S	214	225	-5%	40	1800 RTD	\$74,220.64	\$89,587.56	-17%

PERIOD 4 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	HIGH NOON	2923	2323	26%	1	TITO'S	\$551,982.42	\$528,845.67	4%
2	TITO'S	2748	2642	4%	2	CROWN ROYAL	\$324,452.93	\$347,866.25	-7%
3	PINNACLE VODKA	1651	1734	-5%	3	HIGH NOON	\$227,072.51	\$168,418.30	35%
4	SMIRNOFF	1367	1574	-13%	4	JACK DANIELS	\$216,297.79	\$235,739.97	-8%
5	JIM BEAM	981	971	1%	5	JIM BEAM	\$195,516.13	\$192,817.74	1%
6	CROWN ROYAL	955	1039	-8%	6	SMIRNOFF	\$175,379.12	\$193,004.04	-9%
7	BACARDI	852	956	-11%	7	PINNACLE VODKA	\$172,012.62	\$173,892.71	-1%
8	JACK DANIELS	736	822	-10%	8	MAKERS MARK	\$163,719.75	\$140,428.08	17%
9	JOSE CUERVO	516	502	3%	9	HENNESSY	\$151,642.01	\$139,288.61	9%
10	ABSOLUT	509	537	-5%	10	JOSE CUERVO	\$140,083.67	\$136,053.53	3%
11	SVEDKA	484	466	4%	11	CASAMIGOS	\$138,649.62	\$153,807.99	-10%
12	MAKERS MARK	441	404	9%	12	ELIJAH CRAIG	\$121,950.88	\$111,532.67	9%
13	JOSE CUERVO RTD	396	408	-3%	13	1800 TEQUILA	\$120,305.66	\$99,641.34	21%
14	WILD TURKEY	384	424	-9%	14	BACARDI	\$117,335.16	\$125,650.21	-7%
15	1800 TEQUILA	383	313	22%	15	WILD TURKEY	\$114,937.33	\$118,394.43	-3%
16	NEW AMSTERDAM VODKA	382	355	8%	16	WOODFORD RESERVE	\$108,604.39	\$106,468.91	2%
17	CAPTAIN MORGAN	378	415	-9%	17	ABSOLUT	\$105,530.45	\$113,809.96	-7%
18	FIREBALL	335	330	2%	18	PATRON	\$95,792.86	\$100,314.93	-5%
19	MALIBU	318	321	-1%	19	OLD FORESTER	\$90,100.09	\$138,443.52	-35%
20	OLD FORESTER	313	572	-45%	20	TEREMANA	\$85,211.61	\$60,430.72	41%
21	GREY GOOSE	312	304	3%	21	GREY GOOSE	\$84,985.81	\$83,202.76	2%
22	KETEL ONE	311	335	-7%	22	DON JULIO	\$84,800.80	\$78,260.03	8%
23	ELIJAH CRAIG	311	297	5%	23	KETEL ONE	\$72,968.20	\$75,900.48	-4%
24	SKYY VODKA	299	351	-15%	24	FOUR ROSES	\$72,412.07	\$71,049.33	2%
25	1800 RTD	296	306	-3%	25	BULLEIT	\$67,785.59	\$66,289.16	2%
26	CANADIAN MIST	277	340	-19%	26	OLMECA ALTOS	\$63,746.94	\$63,420.94	1%
27	HENNESSY	269	245	10%	27	CAPTAIN MORGAN	\$62,545.15	\$67,602.90	-7%
28	SEAGRAM'S VODKA	261	242	8%	28	HORNITOS	\$62,103.98	\$49,756.52	25%
29	DEEP EDDY	234	254	-8%	29	JAMESON	\$61,355.21	\$65,765.06	-7%
30	WOODFORD RESERVE	228	223	3%	30	CIROC	\$59,491.62	\$81,312.94	-27%
31	HORNITOS	224	179	25%	31	KNOB CREEK	\$58,950.77	\$49,656.32	19%
32	OLMECA ALTOS	222	234	-5%	32	SVEDKA	\$58,596.50	\$57,223.80	2%
33	CANADIAN CLUB	214	200	7%	33	MALIBU	\$57,412.49	\$59,390.03	-3%
34	TEREMANA	212	161	32%	34	FIREBALL	\$57,033.73	\$55,815.05	2%
35	FOUR ROSES	202	184	10%	35	BUFFALO TRACE	\$55,829.15	\$37,768.51	48%
36	LUNAZUL	192	81	138%	36	BASIL HAYDEN	\$54,547.95	\$62,799.49	-13%
37	CASAMIGOS	189	219	-13%	37	ESPOLON	\$51,024.56	\$42,731.38	19%
38	BULLEIT	174	168	4%	38	NEW AMSTERDAM VODKA	\$49,706.90	\$47,440.23	5%
39	BUFFALO TRACE	174	113	55%	39	LUNAZUL	\$48,094.27	\$20,818.05	131%
40	JAMESON	169	189	-11%	40	REMY MARTIN	\$47,126.07	\$29,185.07	61%

PERIOD 4 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	945	1128	-16%	1	HENNESSY	\$263,799.04	\$282,173.33	-7%
2	PAUL MASSON	858	877	-2%	2	CROWN ROYAL	\$204,938.73	\$233,379.47	-12%
3	SEAGRAMS GIN	733	867	-15%	3	JOSE CUERVO	\$166,465.48	\$163,723.16	2%
4	TITO'S	680	577	18%	4	TITO'S	\$143,623.74	\$120,870.00	19%
5	JOSE CUERVO	607	602	1%	5	SMIRNOFF	\$122,561.26	\$136,867.56	-10%
6	CROWN ROYAL	607	690	-12%	6	PAUL MASSON	\$113,594.29	\$117,110.78	-3%
7	PINNACLE VODKA	475	553	-14%	7	REMY MARTIN	\$112,741.86	\$78,198.90	44%
8	HENNESSY	474	506	-6%	8	PATRON	\$97,965.51	\$80,308.04	22%
9	ABSOLUT	403	404	0%	9	SEAGRAMS GIN	\$95,633.04	\$102,338.86	-7%
10	NEW AMSTERDAM VODKA	376	395	-5%	10	ABSOLUT	\$85,291.81	\$87,814.31	-3%
11	JACK DANIELS	256	286	-10%	11	DON JULIO	\$75,364.71	\$68,696.29	10%
12	BACARDI	235	210	12%	12	JACK DANIELS	\$75,222.82	\$83,943.12	-10%
13	PLATINUM 7X	228	197	16%	13	CIROC	\$69,505.29	\$109,462.71	-37%
14	SEAGRAM'S VODKA	218	218	0%	14	DELEON DIAMANTE	\$68,318.44	\$19,115.22	257%
15	SVEDKA	214	174	23%	15	TEREMANA	\$63,405.32	\$40,424.18	57%
16	1800 RTD	209	275	-24%	16	1800 TEQUILA	\$58,944.81	\$47,054.48	25%
17	FRIS	204	230	-12%	17	D'USSE	\$58,811.38	\$72,491.22	-19%
18	1800 TEQUILA	188	147	28%	18	PINNACLE VODKA	\$50,757.72	\$57,032.60	-11%
19	CIROC	183	286	-36%	19	NEW AMSTERDAM VODKA	\$49,841.66	\$53,194.34	-6%
20	JOSE CUERVO RTD	170	161	6%	20	CASAMIGOS	\$49,742.19	\$71,622.40	-31%
21	GREY GOOSE	167	147	13%	21	GREY GOOSE	\$45,825.00	\$40,573.71	13%
22	JIM BEAM	166	170	-2%	22	JIM BEAM	\$33,802.94	\$34,727.67	-3%
23	TEREMANA	156	107	46%	23	BACARDI	\$33,325.43	\$28,587.18	17%
24	REMY MARTIN	152	109	39%	24	LUNAZUL	\$32,494.39	\$7,137.18	355%
25	HIGH NOON	151	94	61%	25	COURVOISIER	\$28,041.79	\$29,514.93	-5%
26	RAIN	150	156	-4%	26	SVEDKA	\$26,619.67	\$22,127.13	20%
27	PATRON	139	114	22%	27	HORNITOS	\$25,172.77	\$14,891.55	69%
28	DELEON DIAMANTE	138	40	247%	28	PLATINUM 7X	\$22,640.32	\$19,652.27	15%
29	E & J BRANDY	129	167	-23%	29	1800 RTD	\$22,543.26	\$29,839.88	-24%
30	CANADIAN MIST	125	150	-17%	30	SEAGRAM'S VODKA	\$22,126.19	\$22,108.22	0%
31	LUNAZUL	124	27	354%	31	EVAN WILLIAMS	\$20,567.52	\$20,128.07	2%
32	EVAN WILLIAMS	121	122	-1%	32	KETEL ONE	\$20,398.03	\$18,909.30	8%
33	BURNETT'S VODKA	88	95	-7%	33	E & J BRANDY	\$20,329.12	\$25,086.27	-19%
34	HORNITOS	87	53	66%	34	JOSE CUERVO RTD	\$19,312.81	\$18,264.56	6%
35	MALIBU	86	95	-9%	35	BLANTON	\$19,172.05	\$5,759.04	233%
36	DON JULIO	86	81	6%	36	MAKERS MARK	\$18,433.98	\$14,919.69	24%
37	KETEL ONE	85	82	4%	37	FRIS	\$17,831.27	\$19,850.58	-10%
38	D'USSE	80	98	-18%	38	BUFFALO TRACE	\$17,711.70	\$11,755.80	51%
39	SKYY VODKA	76	77	-1%	39	ELIJAH CRAIG	\$16,932.60	\$7,446.29	127%
40	CASAMIGOS	67	102	-34%	40	RAIN	\$15,807.77	\$16,690.15	-5%

PERIOD 4 DISPLAY RANKING

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	\$429,260.16	\$404,819.52	6%	10%	\$471,474
2	HENNESSY	\$266,383.31	\$201,360.01	32%	66%	\$442,063
3	CROWN ROYAL	\$460,374.98	\$513,549.35	-10%	-8%	\$423,074
4	JACK DANIELS	\$249,188.45	\$247,629.70	1%	-2%	\$244,168
5	JIM BEAM	\$221,536.41	\$205,458.33	8%	3%	\$229,185
6	JOSE CUERVO	\$204,978.70	\$182,273.86	12%	11%	\$227,304
7	SMIRNOFF	\$197,554.52	\$208,242.38	-5%	-1%	\$196,499
8	HIGH NOON	\$121,035.62	\$76,457.58	58%	57%	\$190,282
9	PINNACLE VODKA	\$162,491.10	\$186,187.73	-13%	-5%	\$154,755
10	TEREMANA	\$90,907.02	\$50,239.74	81%	64%	\$149,326
11	CASAMIGOS	\$134,557.80	\$158,745.59	-15%	9%	\$146,901
12	PATRON	\$153,875.66	\$179,030.29	-14%	-5%	\$146,204
13	ELIJAH CRAIG	\$98,034.48	\$63,771.63	54%	36%	\$133,648
14	DON JULIO	\$112,610.90	\$96,980.34	16%	18%	\$132,492
15	1800 TEQUILA	\$108,793.14	\$101,106.99	8%	20%	\$130,241
16	OLD FORESTER	\$124,197.85	\$117,006.15	6%	5%	\$130,183
17	CIROC	\$131,005.09	\$131,644.33	0%	-2%	\$128,647
18	BACARDI	\$126,559.64	\$134,741.60	-6%	-2%	\$123,534
19	ABSOLUT	\$126,390.21	\$134,206.30	-6%	-3%	\$123,196
20	WILD TURKEY	\$107,696.67	\$102,717.79	5%	2%	\$109,890
21	WOODFORD RESERVE	\$97,098.20	\$87,069.65	12%	6%	\$102,796
22	MAKERS MARK	\$104,553.05	\$141,464.17	-26%	-8%	\$95,869
23	GREY GOOSE	\$82,699.60	\$80,958.30	2%	12%	\$92,296
24	REMY MARTIN	\$73,473.85	\$98,117.25	-25%	21%	\$89,005
25	D'USSE	\$72,127.47	\$39,948.45	81%	20%	\$86,639
26	OLE SMOKY MOONSHINE	\$56,988.97	\$25,654.65	122%	52%	\$86,636
27	MALIBU	\$74,430.60	\$72,652.17	2%	5%	\$78,325
28	FOUR ROSES	\$58,659.37	\$77,439.68	-24%	33%	\$78,228
29	CAPTAIN MORGAN	\$73,770.78	\$75,019.47	-2%	-2%	\$72,085
30	KETEL ONE	\$66,519.50	\$63,380.42	5%	4%	\$68,915
31	FIREBALL	\$70,433.42	\$71,983.68	-2%	-5%	\$66,884
32	BULLEIT	\$60,414.16	\$63,347.71	-5%	10%	\$66,527
33	HORNITOS	\$53,695.72	\$55,449.17	-3%	20%	\$64,692
34	NEW AMSTERDAM VODKA	\$71,355.33	\$82,762.28	-14%	-10%	\$64,024
35	JAMESON	\$61,412.26	\$56,846.88	8%	-2%	\$60,357
36	SVEDKA	\$55,942.08	\$67,855.73	-18%	-4%	\$53,652
37	OLMECA ALTOS	\$52,721.36	\$59,957.86	-12%	0%	\$52,897
38	KNOB CREEK	\$49,823.84	\$50,626.22	-2%	3%	\$51,202
39	JOSE CUERVO RTD	\$52,254.03	\$60,639.22	-14%	-4%	\$49,928
40	1800 RTD	\$53,434.78	\$63,399.80	-16%	-18%	\$43,730

PERIOD 5 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3717	3301	13%	1	CROWN ROYAL	\$964,786.54	\$961,547.36	0%
2	CROWN ROYAL	2826	2709	4%	2	TITO'S	\$722,912.66	\$639,792.87	13%
3	SMIRNOFF	2744	3099	-11%	3	HENNESSY	\$519,414.76	\$473,746.53	10%
4	PINNACLE VODKA	2741	3094	-11%	4	JACK DANIELS	\$439,246.53	\$416,611.76	5%
5	JIM BEAM	1994	2054	-3%	5	JIM BEAM	\$392,907.82	\$408,704.38	-4%
6	HIGH NOON	1978	1612	23%	6	JOSE CUERVO	\$381,054.27	\$361,334.37	5%
7	BACARDI	1586	1644	-4%	7	SMIRNOFF	\$374,987.13	\$421,803.55	-11%
8	JACK DANIELS	1522	1451	5%	8	PINNACLE VODKA	\$296,668.06	\$311,157.77	-5%
9	JOSE CUERVO	1396	1333	5%	9	PATRON	\$262,277.30	\$241,472.21	9%
10	HENNESSY	1007	839	20%	10	BACARDI	\$215,473.46	\$224,412.35	-4%
11	ABSOLUT	918	1048	-12%	11	ABSOLUT	\$198,754.86	\$215,992.25	-8%
12	NEW AMSTERDAM VODKA	898	905	-1%	12	1800 TEQUILA	\$195,611.08	\$161,480.12	21%
13	SVEDKA	892	748	19%	13	WILD TURKEY	\$178,164.96	\$202,457.19	-12%
14	JOSE CUERVO RTD	880	898	-2%	14	OLD FORESTER	\$177,171.91	\$178,044.19	0%
15	FIREBALL	832	954	-13%	15	DON JULIO	\$165,758.08	\$137,642.19	20%
16	CAPTAIN MORGAN	748	822	-9%	16	REMY MARTIN	\$165,566.91	\$216,708.68	-24%
17	CANADIAN MIST	746	961	-22%	17	HIGH NOON	\$162,965.76	\$123,328.48	32%
18	OLD FORESTER	675	755	-11%	18	TEREMANA	\$162,699.83	\$111,797.79	46%
19	WILD TURKEY	613	770	-20%	19	MAKERS MARK	\$161,432.69	\$146,019.48	11%
20	1800 TEQUILA	598	490	22%	20	CASAMIGOS	\$144,849.99	\$149,629.95	-3%
21	SEAGRAM'S VODKA	556	514	8%	21	GREY GOOSE	\$138,311.98	\$126,331.58	9%
22	MALIBU	543	591	-8%	22	FIREBALL	\$137,881.04	\$160,530.35	-14%
23	1800 RTD	527	604	-13%	23	CAPTAIN MORGAN	\$130,157.81	\$142,392.64	-9%
24	GREY GOOSE	524	457	15%	24	CIROC	\$128,175.20	\$170,319.17	-25%
25	MAKERS MARK	445	407	9%	25	NEW AMSTERDAM VODKA	\$120,412.51	\$121,304.67	-1%
26	CANADIAN CLUB	434	467	-7%	26	DELEON DIAMANTE	\$119,081.23	\$41,509.62	187%
27	TEREMANA	401	277	45%	27	D'USSE	\$108,701.20	\$123,464.82	-12%
28	PATRON	381	354	7%	28	OLE SMOKY MOONSHINE	\$106,949.42	\$110,743.39	-3%
29	HORNITOS	377	223	69%	29	HORNITOS	\$102,974.00	\$63,368.94	62%
30	KETEL ONE	376	293	29%	30	MALIBU	\$101,528.08	\$107,258.46	-5%
31	OLE SMOKY MOONSHINE	355	355	0%	31	SVEDKA	\$100,920.21	\$91,839.33	10%
32	SKYY VODKA	344	364	-6%	32	WOODFORD RESERVE	\$96,445.55	\$88,504.76	9%
33	CIROC	340	450	-25%	33	ELIJAH CRAIG	\$93,182.62	\$74,236.65	26%
34	RICH & RARE RSV	325	383	-15%	34	JOSE CUERVO RTD	\$91,982.69	\$94,409.49	-3%
35	LUNAZUL	322	140	131%	35	CANADIAN MIST	\$88,466.69	\$103,730.94	-15%
36	DEEP EDDY	250	243	3%	36	JAMESON	\$87,039.50	\$89,487.69	-3%
37	DELEON DIAMANTE	240	87	177%	37	LUNAZUL	\$86,475.81	\$35,413.36	144%
38	JAMESON	236	250	-5%	38	KETEL ONE	\$83,057.56	\$65,221.09	27%
39	ELIJAH CRAIG	232	217	7%	39	BULLEIT	\$76,450.89	\$77,354.21	-1%
40	GEORGE DICKEL	223	248	-10%	40	1800 RTD	\$62,302.90	\$71,360.96	-13%

PERIOD 5 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3165	3027	5%	1	TITO'S	\$605,614.78	\$578,595.65	5%
2	HIGH NOON	3057	2418	26%	2	CROWN ROYAL	\$396,008.55	\$410,532.05	-4%
3	PINNACLE VODKA	1613	1775	-9%	3	HIGH NOON	\$249,696.09	\$188,156.03	33%
4	SMIRNOFF	1409	1520	-7%	4	JACK DANIELS	\$245,820.28	\$256,708.97	-4%
5	CROWN ROYAL	1148	1156	-1%	5	JIM BEAM	\$202,035.14	\$200,694.87	1%
6	JIM BEAM	1027	1010	2%	6	SMIRNOFF	\$190,039.02	\$204,040.46	-7%
7	JACK DANIELS	832	892	-7%	7	MAKERS MARK	\$181,407.94	\$172,611.88	5%
8	BACARDI	828	938	-12%	8	HENNESSY	\$178,685.89	\$154,146.69	16%
9	SVEDKA	566	473	20%	9	PINNACLE VODKA	\$174,038.02	\$176,722.34	-2%
10	JOSE CUERVO	517	528	-2%	10	JOSE CUERVO	\$141,031.37	\$143,820.29	-2%
11	OLD FORESTER	506	617	-18%	11	OLD FORESTER	\$139,009.50	\$159,573.33	-13%
12	MAKERS MARK	485	490	-1%	12	CASAMIGOS	\$129,632.89	\$151,819.33	-15%
13	ABSOLUT	483	580	-17%	13	WILD TURKEY	\$119,267.01	\$137,065.94	-13%
14	JOSE CUERVO RTD	425	447	-5%	14	WOODFORD RESERVE	\$117,893.54	\$110,789.45	6%
15	WILD TURKEY	399	498	-20%	15	1800 TEQUILA	\$116,143.22	\$105,281.77	10%
16	FIREBALL	383	411	-7%	16	BACARDI	\$112,386.58	\$128,744.23	-13%
17	CAPTAIN MORGAN	379	442	-14%	17	PATRON	\$111,264.40	\$110,349.84	1%
18	NEW AMSTERDAM VODKA	367	383	-4%	18	ELIJAH CRAIG	\$109,743.20	\$90,594.76	21%
19	1800 TEQUILA	356	319	12%	19	ABSOLUT	\$103,397.17	\$118,843.46	-13%
20	KETEL ONE	341	317	8%	20	DON JULIO	\$94,575.11	\$85,453.64	11%
21	HENNESSY	340	269	26%	21	TEREMANA	\$89,063.55	\$66,298.35	34%
22	GREY GOOSE	321	299	7%	22	BULLEIT	\$86,750.58	\$82,527.47	5%
23	ELIJAH CRAIG	284	269	6%	23	GREY GOOSE	\$84,002.19	\$82,684.86	2%
24	SEAGRAM'S VODKA	272	229	19%	24	FOUR ROSES	\$79,672.42	\$88,883.06	-10%
25	CANADIAN MIST	269	317	-15%	25	KETEL ONE	\$74,704.47	\$70,016.80	7%
26	MALIBU	258	282	-9%	26	JAMESON	\$73,581.96	\$76,897.76	-4%
27	SKYY VODKA	256	297	-14%	27	CAPTAIN MORGAN	\$66,843.43	\$76,389.33	-12%
28	WOODFORD RESERVE	253	222	14%	28	SVEDKA	\$63,391.16	\$57,289.29	11%
29	BULLEIT	232	211	10%	29	FIREBALL	\$62,873.81	\$67,634.89	-7%
30	HORNITOS	222	165	35%	30	HORNITOS	\$60,837.86	\$47,102.53	29%
31	TEREMANA	220	164	35%	31	BASIL HAYDEN	\$60,457.95	\$59,137.69	2%
32	FOUR ROSES	216	251	-14%	32	ESPOLON	\$57,878.54	\$19,049.68	204%
33	1800 RTD	210	235	-11%	33	OLMECA ALTOS	\$57,639.63	\$59,578.87	-3%
34	JAMESON	202	214	-6%	34	CIROC	\$56,417.38	\$76,316.52	-26%
35	CANADIAN CLUB	199	221	-10%	35	REMY MARTIN	\$55,735.71	\$60,305.90	-8%
36	LUNAZUL	198	102	95%	36	KNOB CREEK	\$52,672.84	\$44,301.02	19%
37	DEEP EDDY	189	224	-16%	37	LUNAZUL	\$51,769.97	\$25,628.93	102%
38	OLMECA ALTOS	187	205	-9%	38	MALIBU	\$49,128.93	\$51,638.32	-5%
39	CASAMIGOS	177	216	-18%	39	NEW AMSTERDAM VODKA	\$49,004.88	\$51,004.20	-4%
40	PATRON	161	163	-1%	40	JOHNNIE WALKER	\$48,867.93	\$47,234.82	3%

PERIOD 5 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	985	1202	-18%	1	HENNESSY	\$309,454.46	\$319,598.60	-3%
2	PAUL MASSON	867	949	-9%	2	CROWN ROYAL	\$239,835.29	\$274,144.12	-13%
3	SEAGRAMS GIN	746	944	-21%	3	JOSE CUERVO	\$184,033.64	\$184,306.15	0%
4	TITO'S	729	739	-1%	4	TITO'S	\$147,279.40	\$147,143.39	0%
5	CROWN ROYAL	693	763	-9%	5	SMIRNOFF	\$132,546.20	\$160,078.22	-17%
6	JOSE CUERVO	666	673	-1%	6	PATRON	\$122,023.24	\$108,837.16	12%
7	HENNESSY	614	570	8%	7	PAUL MASSON	\$118,451.16	\$127,130.23	-7%
8	PINNACLE VODKA	482	613	-21%	8	REMY MARTIN	\$111,807.75	\$152,252.48	-27%
9	ABSOLUT	445	478	-7%	9	DON JULIO	\$109,266.41	\$82,485.25	32%
10	NEW AMSTERDAM VODKA	413	416	-1%	10	SEAGRAMS GIN	\$99,939.52	\$112,005.89	-11%
11	PLATINUM 7X	323	290	12%	11	ABSOLUT	\$96,518.45	\$98,923.23	-2%
12	JACK DANIELS	294	357	-18%	12	JACK DANIELS	\$85,084.01	\$102,985.67	-17%
13	BACARDI	239	240	0%	13	DELEON DIAMANTE	\$78,451.14	\$26,193.45	200%
14	SVEDKA	237	191	24%	14	TEREMANA	\$78,025.10	\$52,650.48	48%
15	SEAGRAM'S VODKA	235	209	13%	15	CIROC	\$71,526.71	\$103,974.57	-31%
16	JOSE CUERVO RTD	205	231	-11%	16	D'USSE	\$68,342.84	\$98,824.86	-31%
17	1800 TEQUILA	196	157	24%	17	1800 TEQUILA	\$64,183.23	\$51,707.02	24%
18	TEREMANA	191	129	48%	18	CASAMIGOS	\$59,287.81	\$84,502.26	-30%
19	GREY GOOSE	190	183	4%	19	NEW AMSTERDAM VODKA	\$55,140.12	\$55,747.89	-1%
20	CIROC	188	274	-31%	20	PINNACLE VODKA	\$53,117.70	\$62,060.74	-14%
21	1800 RTD	183	219	-17%	21	GREY GOOSE	\$50,870.79	\$51,191.58	-1%
22	LUNAZUL	180	37	388%	22	LUNAZUL	\$49,232.24	\$9,773.25	404%
23	RAIN	180	186	-3%	23	BACARDI	\$33,742.93	\$34,338.78	-2%
24	PATRON	176	157	12%	24	JIM BEAM	\$33,625.62	\$37,873.68	-11%
25	FRIS	171	167	2%	25	COURVOISIER	\$28,580.00	\$36,992.68	-23%
26	JIM BEAM	163	184	-11%	26	PLATINUM 7X	\$27,952.09	\$24,997.31	12%
27	DELEON DIAMANTE	157	55	188%	27	SVEDKA	\$26,892.53	\$23,893.01	13%
28	E & J BRANDY	152	162	-6%	28	HORNITOS	\$24,489.76	\$17,390.73	41%
29	REMY MARTIN	149	213	-30%	29	E & J BRANDY	\$23,683.02	\$24,724.42	-4%
30	HIGH NOON	137	104	32%	30	SEAGRAM'S VODKA	\$23,647.86	\$21,441.95	10%
31	EVAN WILLIAMS	127	126	0%	31	KETEL ONE	\$23,164.34	\$20,669.96	12%
32	CANADIAN MIST	125	160	-22%	32	EVAN WILLIAMS	\$22,604.87	\$21,722.40	4%
33	DON JULIO	122	90	36%	33	JOSE CUERVO RTD	\$21,778.92	\$24,296.05	-10%
34	KETEL ONE	102	92	11%	34	1800 RTD	\$21,610.60	\$25,932.72	-17%
35	D'USSE	93	134	-31%	35	ESPOLON	\$21,105.51	\$8,713.53	142%
36	BURNETT'S VODKA	91	114	-20%	36	MAKERS MARK	\$19,728.53	\$21,196.81	-7%
37	MALIBU	91	91	0%	37	RAIN	\$18,919.21	\$19,684.68	-4%
38	HORNITOS	86	58	47%	38	OLD FORESTER	\$18,728.55	\$18,049.38	4%
39	CASAMIGOS	80	119	-33%	39	WILD TURKEY	\$17,458.06	\$20,766.78	-16%
40	FIREBALL	74	96	-23%	40	MALIBU	\$16,611.07	\$16,541.79	0%

PERIOD 5 DISPLAY RANKING

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	\$477,485.03	\$431,431.73	10.67%	10.44%	\$527,341.37
2	CROWN ROYAL	\$511,435.59	\$546,504.77	-6.42%	-8.76%	\$466,621.56
3	HENNESSY	\$285,569.14	\$73,924.73	286.30%	55.81%	\$444,952.00
4	JACK DANIELS	\$276,821.96	\$305,453.89	-9.37%	-2.15%	\$270,867.69
5	JIM BEAM	\$224,735.81	\$208,082.66	8.00%	2.85%	\$231,137.77
6	JOSE CUERVO	\$206,758.18	\$180,067.65	14.82%	9.65%	\$226,718.25
7	SMIRNOFF	\$213,065.78	\$206,610.29	3.12%	-0.66%	\$211,659.70
8	HIGH NOON	\$134,585.33	\$80,659.96	66.86%	51.12%	\$203,390.03
9	REMY MARTIN	\$131,070.37	\$131,646.64	-0.44%	29.50%	\$169,729.78
10	PATRON	\$168,988.61	\$166,173.87	1.69%	-2.81%	\$164,246.05
11	PINNACLE VODKA	\$165,432.62	\$183,765.02	-9.98%	-2.65%	\$161,042.74
12	CASAMIGOS	\$145,988.96	\$82,886.40	76.13%	9.08%	\$159,245.79
13	TEREMANA	\$104,631.02	\$69,082.75	51.46%	51.87%	\$158,900.72
14	OLD FORESTER	\$135,624.03	\$141,079.63	-3.87%	3.28%	\$140,066.52
15	1800 TEQUILA	\$112,541.70	\$97,105.63	15.90%	22.50%	\$137,860.64
16	MAKERS MARK	\$132,396.40	\$164,455.32	-19.49%	2.27%	\$135,401.98
17	DON JULIO	\$117,535.09	\$78,543.22	49.64%	14.78%	\$134,906.38
18	BACARDI	\$130,940.46	\$133,755.35	-2.10%	-2.34%	\$127,875.24
19	ABSOLUT	\$129,873.37	\$137,405.59	-5.48%	-3.13%	\$125,811.40
20	ELIJAH CRAIG	\$96,111.13	\$67,032.79	43.38%	29.95%	\$124,898.35
21	WILD TURKEY	\$110,682.49	\$111,002.05	-0.29%	1.59%	\$112,437.22
22	CIROC	\$114,941.82	\$115,952.98	-0.87%	-7.90%	\$105,864.71
23	FOUR ROSES	\$71,818.10	\$43,407.11	65.45%	36.44%	\$97,986.79
24	GREY GOOSE	\$85,404.70	\$75,028.18	13.83%	11.28%	\$95,036.38
25	WOODFORD RESERVE	\$90,766.99	\$87,374.42	3.88%	4.57%	\$94,912.52
26	D'USSE	\$82,120.62	\$46,413.39	76.93%	10.42%	\$90,675.00
27	FIREBALL	\$84,571.27	\$81,643.37	3.59%	-5.71%	\$79,743.47
28	CAPTAIN MORGAN	\$82,665.01	\$77,035.49	7.31%	-3.59%	\$79,700.23
29	BULLEIT	\$67,458.72	\$68,654.47	-1.74%	9.67%	\$73,978.76
30	OLE SMOKY MOONSHINE	\$56,216.37	\$28,538.58	96.98%	31.19%	\$73,748.61
31	BASIL HAYDEN	\$54,445.27	\$48,201.82	12.95%	29.56%	\$70,539.26
32	NEW AMSTERDAM VODKA	\$76,733.91	\$85,466.83	-10.22%	-9.69%	\$69,296.00
33	HORNITOS	\$51,320.73	\$48,762.46	5.25%	27.62%	\$65,495.92
34	JAMESON	\$67,387.22	\$62,669.73	7.53%	-3.39%	\$65,103.55
35	MALIBU	\$61,408.98	\$58,466.85	5.03%	3.54%	\$63,585.09
36	KETEL ONE	\$62,601.36	\$55,724.36	12.34%	1.41%	\$63,482.01
37	SVEDKA	\$61,410.22	\$66,318.32	-7.40%	0.50%	\$61,717.92
38	JOHNNIE WALKER	\$52,247.00	\$48,098.08	8.63%	18.08%	\$61,691.61
39	OLMECA ALTOS	\$54,346.32	\$50,107.02	8.46%	2.30%	\$55,595.32
40	JOSE CUERVO RTD	\$53,568.26	\$53,949.94	-0.71%	-3.40%	\$51,745.76

PERIOD 6 DISPLAY RANKING

MAINSTREAM

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3859	3732	3%	1	CROWN ROYAL	\$1,279,796.04	\$1,369,876.95	-7%
2	CROWN ROYAL	3789	3832	-1%	2	TITO'S	\$788,640.92	\$757,915.80	4%
3	SMIRNOFF	3082	3345	-8%	3	HENNESSY	\$668,013.75	\$668,749.02	0%
4	PINNACLE VODKA	2728	3257	-16%	4	JACK DANIELS	\$534,074.21	\$543,560.64	-2%
5	JIM BEAM	2388	2279	5%	5	JIM BEAM	\$482,907.23	\$465,916.08	4%
6	JACK DANIELS	1820	1853	-2%	6	JOSE CUERVO	\$434,498.99	\$398,702.76	9%
7	BACARDI	1697	1783	-5%	7	SMIRNOFF	\$405,627.87	\$437,041.75	-7%
8	JOSE CUERVO	1591	1478	8%	8	PATRON	\$306,684.43	\$325,395.20	-6%
9	HENNESSY	1301	1253	4%	9	PINNACLE VODKA	\$296,982.54	\$328,851.93	-10%
10	HIGH NOON	1273	880	45%	10	WILD TURKEY	\$248,755.41	\$259,354.19	-4%
11	ABSOLUT	1116	1249	-11%	11	REMY MARTIN	\$239,271.93	\$286,918.04	-17%
12	FIREBALL	1029	1153	-11%	12	BACARDI	\$233,303.23	\$246,062.20	-5%
13	NEW AMSTERDAM VODKA	953	1047	-9%	13	ABSOLUT	\$232,167.04	\$257,081.23	-10%
14	WILD TURKEY	871	944	-8%	14	DON JULIO	\$227,753.11	\$173,462.74	31%
15	CAPTAIN MORGAN	868	989	-12%	15	1800 TEQUILA	\$225,089.70	\$193,926.31	16%
16	OLD FORESTER	831	991	-16%	16	OLD FORESTER	\$215,876.31	\$232,166.57	-7%
17	SVEDKA	828	772	7%	17	MAKERS MARK	\$213,546.77	\$237,082.63	-10%
18	CANADIAN MIST	816	1061	-23%	18	TEREMANA	\$195,088.19	\$133,140.55	47%
19	JOSE CUERVO RTD	778	830	-6%	19	WOODFORD RESERVE	\$181,374.11	\$112,298.34	62%
20	1800 RTD	743	902	-18%	20	FIREBALL	\$175,759.93	\$198,882.25	-12%
21	1800 TEQUILA	724	604	20%	21	CIROC	\$168,698.18	\$211,494.48	-20%
22	SEAGRAM'S VODKA	630	574	10%	22	DELEON DIAMANTE	\$160,331.14	\$89,057.73	80%
23	MAKERS MARK	614	624	-2%	23	CASAMIGOS	\$158,383.39	\$188,176.32	-16%
24	CANADIAN CLUB	542	484	12%	24	CAPTAIN MORGAN	\$149,582.91	\$170,036.65	-12%
25	LUNAZUL	530	119	345%	25	OLE SMOKY MOONSHINE	\$149,513.72	\$143,646.73	4%
26	GREY GOOSE	522	568	-8%	26	GREY GOOSE	\$147,276.30	\$155,198.99	-5%
27	TEREMANA	515	329	57%	27	LUNAZUL	\$142,996.01	\$32,588.88	339%
28	MALIBU	504	572	-12%	28	BUFFALO TRACE	\$141,144.92	\$94,235.31	50%
29	OLE SMOKY MOONSHINE	502	461	9%	29	D'USSE	\$132,921.32	\$171,522.03	-23%
30	CIROC	481	602	-20%	30	NEW AMSTERDAM VODKA	\$128,494.49	\$138,123.32	-7%
31	PATRON	445	468	-5%	31	BAILEY'S	\$122,528.32	\$139,902.08	-12%
32	BUFFALO TRACE	434	290	50%	32	ELIJAH CRAIG	\$117,306.48	\$136,625.53	-14%
33	HORNITOS	399	335	19%	33	HORNITOS	\$112,875.67	\$94,146.75	20%
34	RICH & RARE RSV	398	468	-15%	34	JAMESON	\$109,326.21	\$120,447.22	-9%
35	KETEL ONE	394	328	20%	35	HIGH NOON	\$109,073.22	\$72,350.43	51%
36	SKYY VODKA	392	452	-13%	36	SVEDKA	\$100,883.34	\$97,145.58	4%
37	BAILEY'S	383	440	-13%	37	MALIBU	\$100,540.30	\$107,673.18	-7%
38	WOODFORD RESERVE	380	241	58%	38	BULLEIT	\$99,652.42	\$121,526.42	-18%
39	DELEON DIAMANTE	365	186	97%	39	FOUR ROSES	\$99,600.51	\$94,552.20	5%
40	REMY MARTIN	339	401	-15%	40	BASIL HAYDEN	\$95,140.56	\$95,679.13	-1%

PERIOD 6 DISPLAY RANKING

UPSCALE

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	3238	3331	-3%	1	TITO'S	\$651,660.77	\$666,100.98	-2%
2	HIGH NOON	1761	1414	25%	2	CROWN ROYAL	\$514,666.62	\$586,709.40	-12%
3	PINNACLE VODKA	1662	1881	-12%	3	JACK DANIELS	\$290,809.19	\$328,773.88	-12%
4	SMIRNOFF	1558	1682	-7%	4	WOODFORD RESERVE	\$232,377.36	\$159,261.66	46%
5	CROWN ROYAL	1508	1628	-7%	5	JIM BEAM	\$228,492.88	\$237,939.49	-4%
6	JIM BEAM	1119	1154	-3%	6	HENNESSY	\$224,120.95	\$209,880.10	7%
7	JACK DANIELS	979	1128	-13%	7	MAKERS MARK	\$222,825.86	\$268,575.80	-17%
8	BACARDI	859	955	-10%	8	SMIRNOFF	\$202,986.06	\$216,870.75	-6%
9	OLD FORESTER	664	720	-8%	9	OLD FORESTER	\$181,613.64	\$183,962.14	-1%
10	MAKERS MARK	622	696	-11%	10	PINNACLE VODKA	\$180,505.86	\$188,485.45	-4%
11	JOSE CUERVO	577	570	1%	11	JOSE CUERVO	\$159,954.02	\$155,016.95	3%
12	ABSOLUT	517	640	-19%	12	HIGH NOON	\$147,925.11	\$116,359.67	27%
13	SVEDKA	514	503	2%	13	WILD TURKEY	\$146,582.10	\$177,955.62	-18%
14	WILD TURKEY	499	620	-19%	14	DON JULIO	\$138,008.15	\$108,614.57	27%
15	WOODFORD RESERVE	479	325	48%	15	CASAMIGOS	\$134,295.48	\$172,578.35	-22%
16	FIREBALL	474	508	-7%	16	ELIJAH CRAIG	\$133,297.35	\$148,391.55	-10%
17	CAPTAIN MORGAN	439	525	-16%	17	1800 TEQUILA	\$129,541.08	\$117,123.34	11%
18	HENNESSY	427	390	9%	18	PATRON	\$127,618.55	\$130,152.05	-2%
19	1800 TEQUILA	414	357	16%	19	BACARDI	\$120,001.88	\$134,063.62	-10%
20	NEW AMSTERDAM VODKA	382	412	-7%	20	FOUR ROSES	\$117,097.61	\$126,580.52	-7%
21	JOSE CUERVO RTD	371	395	-6%	21	BULLEIT	\$113,959.71	\$143,980.29	-21%
22	ELIJAH CRAIG	360	396	-9%	22	TEREMANA	\$110,832.66	\$81,064.04	37%
23	KETEL ONE	348	353	-1%	23	ABSOLUT	\$106,578.34	\$130,374.25	-18%
24	BUFFALO TRACE	331	255	30%	24	BUFFALO TRACE	\$106,507.29	\$82,323.72	29%
25	GREY GOOSE	325	362	-10%	25	BASIL HAYDEN	\$104,199.68	\$125,963.07	-17%
26	BAILEY'S	302	349	-13%	26	BAILEY'S	\$96,814.80	\$111,171.01	-13%
27	FOUR ROSES	296	324	-9%	27	GREY GOOSE	\$90,737.20	\$99,336.25	-9%
28	TEREMANA	295	200	48%	28	JAMESON	\$87,811.44	\$99,325.54	-12%
29	BULLEIT	293	365	-20%	29	REMY MARTIN	\$83,767.69	\$79,119.82	6%
30	CANADIAN MIST	286	366	-22%	30	FIREBALL	\$80,833.66	\$87,183.62	-7%
31	SKYY VODKA	282	344	-18%	31	KETEL ONE	\$79,958.67	\$81,161.08	-1%
32	SEAGRAM'S VODKA	282	240	18%	32	CAPTAIN MORGAN	\$77,180.96	\$90,169.59	-14%
33	1800 RTD	279	338	-17%	33	CIROC	\$71,798.03	\$87,482.95	-18%
34	LUNAZUL	245	88	177%	34	HORNITOS	\$68,427.22	\$65,120.56	5%
35	HORNITOS	242	229	5%	35	KNOB CREEK	\$66,853.52	\$62,943.61	6%
36	JAMESON	238	282	-15%	36	LUNAZUL	\$64,356.26	\$24,016.87	168%
37	CANADIAN CLUB	236	219	7%	37	JOHNNIE WALKER	\$64,068.00	\$64,053.10	0%
38	MALIBU	228	268	-15%	38	BLANTON	\$62,000.46	\$59,390.10	4%
39	DEEP EDDY	223	242	-8%	39	SVEDKA	\$61,636.65	\$61,970.04	-1%
40	BASIL HAYDEN	215	252	-15%	40	CLYDE MAYS	\$59,549.26	\$70,838.54	-16%

PERIOD 6 DISPLAY RANKING

MULTICULTURAL

Rank	Brand	Cases 9Liter This Year	Cases 9Liter Last Year	9L % Ch	Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	SMIRNOFF	1104	1333	-17%	1	HENNESSY	\$368,656.45	\$403,634.48	-9%
2	PAUL MASSON	1027	1096	-6%	2	CROWN ROYAL	\$286,313.58	\$342,382.28	-16%
3	SEAGRAMS GIN	852	1057	-19%	3	JOSE CUERVO	\$208,306.45	\$195,590.31	7%
4	CROWN ROYAL	845	961	-12%	4	TITO'S	\$164,749.22	\$174,592.62	-6%
5	TITO'S	790	846	-7%	5	REMY MARTIN	\$151,899.21	\$181,834.16	-16%
6	JOSE CUERVO	757	719	5%	6	SMIRNOFF	\$141,429.80	\$169,168.05	-16%
7	HENNESSY	722	762	-5%	7	PAUL MASSON	\$137,306.99	\$146,113.05	-6%
8	ABSOLUT	490	546	-10%	8	PATRON	\$122,061.03	\$116,256.52	5%
9	PINNACLE VODKA	467	596	-22%	9	DELEON DIAMANTE	\$117,752.98	\$56,825.79	107%
10	NEW AMSTERDAM VODKA	429	506	-15%	10	DON JULIO	\$117,391.14	\$89,746.00	31%
11	JACK DANIELS	361	425	-15%	11	JACK DANIELS	\$105,614.64	\$124,415.89	-15%
12	LUNAZUL	319	37	754%	12	SEAGRAMS GIN	\$105,099.18	\$126,041.35	-17%
13	PLATINUM 7X	269	225	19%	13	ABSOLUT	\$103,148.54	\$112,101.16	-8%
14	1800 RTD	268	327	-18%	14	CIROC	\$90,421.55	\$127,909.89	-29%
15	DELEON DIAMANTE	267	118	125%	15	TEREMANA	\$86,652.68	\$63,754.23	36%
16	SEAGRAM'S VODKA	266	235	13%	16	LUNAZUL	\$86,487.78	\$10,471.25	726%
17	CIROC	256	362	-29%	17	D'USSE	\$67,184.03	\$106,967.66	-37%
18	BACARDI	242	251	-4%	18	1800 TEQUILA	\$63,874.63	\$66,884.01	-4%
19	FRIS	241	251	-4%	19	NEW AMSTERDAM VODKA	\$57,639.15	\$66,593.42	-13%
20	TEREMANA	228	156	46%	20	PINNACLE VODKA	\$52,210.72	\$60,922.62	-14%
21	SVEDKA	227	206	10%	21	CASAMIGOS	\$52,001.59	\$92,546.89	-44%
22	REMY MARTIN	216	258	-16%	22	GREY GOOSE	\$50,849.98	\$57,433.84	-11%
23	RAIN	205	197	4%	23	JIM BEAM	\$41,266.21	\$39,454.91	5%
24	1800 TEQUILA	204	216	-5%	24	COURVOISIER	\$36,407.50	\$42,825.12	-15%
25	JIM BEAM	198	187	6%	25	BACARDI	\$34,419.38	\$35,914.65	-4%
26	GREY GOOSE	180	208	-14%	26	HORNITOS	\$30,529.14	\$27,064.01	13%
27	E & J BRANDY	176	195	-10%	27	1800 RTD	\$28,903.23	\$35,242.21	-18%
28	PATRON	175	165	6%	28	SVEDKA	\$27,897.28	\$26,513.19	5%
29	JOSE CUERVO RTD	166	204	-19%	29	E & J BRANDY	\$27,301.23	\$30,042.25	-9%
30	DON JULIO	140	100	40%	30	SEAGRAM'S VODKA	\$26,934.67	\$24,059.42	12%
31	EVAN WILLIAMS	140	154	-9%	31	KETEL ONE	\$26,798.44	\$21,065.90	27%
32	CANADIAN MIST	119	172	-31%	32	PLATINUM 7X	\$26,179.24	\$22,024.02	19%
33	KETEL ONE	113	91	25%	33	MAKERS MARK	\$25,626.55	\$27,044.90	-5%
34	BURNETT'S VODKA	108	108	0%	34	EVAN WILLIAMS	\$23,735.38	\$25,476.84	-7%
35	HORNITOS	105	93	13%	35	WOODFORD RESERVE	\$22,693.41	\$17,245.52	32%
36	HIGH NOON	100	72	38%	36	WILD TURKEY	\$21,890.51	\$26,513.56	-17%
37	D'USSE	91	144	-37%	37	RAIN	\$21,620.54	\$20,866.04	4%
38	RICH & RARE	91	102	-11%	38	FRIS	\$21,065.43	\$21,676.72	-3%
39	COURVOISIER	83	90	-7%	39	OLE SMOKY MOONSHINE	\$19,878.02	\$25,418.22	-22%
40	SKYY VODKA	80	70	14%	40	OLD FORESTER	\$19,576.09	\$23,169.81	-16%

PERIOD 6 DISPLAY RANKING

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	CROWN ROYAL	\$711,805.90	\$737,936.78	-4%	-8.762%	\$649,434.63
2	HENNESSY	\$390,175.45	\$300,897.13	30%	55.812%	\$607,941.55
3	TITO'S	\$543,701.58	\$505,609.30	8%	10.441%	\$600,471.89
4	JACK DANIELS	\$346,127.17	\$420,002.58	-18%	-2.151%	\$338,682.19
5	JIM BEAM	\$275,953.18	\$272,436.34	1%	2.849%	\$283,814.15
6	ELIJAH CRAIG	\$212,322.57	\$142,195.54	49%	29.952%	\$275,917.45
7	MAKERS MARK	\$267,153.10	\$251,351.99	6%	2.270%	\$273,217.83
8	JOSE CUERVO	\$240,083.90	\$209,466.80	15%	9.654%	\$263,261.18
9	SMIRNOFF	\$230,809.56	\$231,570.96	0%	-0.660%	\$229,286.39
10	REMY MARTIN	\$161,492.43	\$178,796.37	-10%	29.495%	\$209,124.87
11	PATRON	\$201,066.33	\$213,102.81	-6%	-2.806%	\$195,423.52
12	OLD FORESTER	\$186,884.50	\$182,635.84	2%	3.276%	\$193,006.08
13	TEREMANA	\$120,906.34	\$81,934.36	48%	51.868%	\$183,617.68
14	CASAMIGOS	\$164,047.84	\$148,127.22	11%	9.081%	\$178,944.54
15	PINNACLE VODKA	\$178,043.41	\$191,709.47	-7%	-2.654%	\$173,318.89
16	DON JULIO	\$149,263.92	\$135,056.46	11%	14.780%	\$171,324.63
17	FOUR ROSES	\$121,376.29	\$37,575.85	223%	36.437%	\$165,602.72
18	1800 TEQUILA	\$131,534.71	\$105,560.93	25%	22.497%	\$161,126.58
19	WILD TURKEY	\$150,238.56	\$152,385.71	-1%	1.585%	\$152,620.41
20	ABSOLUT	\$150,511.50	\$156,667.02	-4%	-3.128%	\$145,804.05
21	BASIL HAYDEN	\$107,657.35	\$69,158.88	56%	29.560%	\$139,480.81
22	BACARDI	\$142,434.97	\$147,117.87	-3%	-2.341%	\$139,100.67
23	BAILEY'S	\$128,937.82	\$103,045.11	25%	4.579%	\$134,841.34
24	WOODFORD RESERVE	\$127,736.65	\$115,714.83	10%	4.567%	\$133,570.66
25	CIROC	\$142,035.23	\$158,560.45	-10%	-7.897%	\$130,818.52
26	BULLEIT	\$118,999.51	\$103,144.03	15%	9.665%	\$130,501.09
27	HIGH NOON	\$84,075.50	\$62,284.32	35%	51.123%	\$127,057.82
28	D'USSE	\$109,644.13	\$71,271.42	54%	10.417%	\$121,065.59
29	GREY GOOSE	\$97,798.11	\$77,370.43	26%	11.278%	\$108,827.48
30	BUFFALO TRACE	\$101,726.52	\$71,339.34	43%	4.915%	\$106,726.62
31	CLYDE MAYS	\$91,242.53	\$73,422.76	24%	9.370%	\$99,791.91
32	FIREBALL	\$101,825.04	\$105,294.68	-3%	-5.709%	\$96,012.29
33	HORNITOS	\$70,474.20	\$52,196.99	35%	27.621%	\$89,939.73
34	JOHNNIE WALKER	\$72,564.78	\$65,226.54	11%	18.077%	\$85,682.20
35	CAPTAIN MORGAN	\$88,558.56	\$93,609.71	-5%	-3.587%	\$85,382.40
36	JAMESON	\$86,037.36	\$81,118.03	6%	-3.389%	\$83,121.66
37	WHISTLEPIG	\$82,487.08	\$74,359.91	11%	-4.853%	\$78,483.64
38	KNOB CREEK	\$72,305.25	\$101,332.43	-29%	4.277%	\$75,397.83
39	KETEL ONE	\$70,602.13	\$68,173.95	4%	1.407%	\$71,595.34
40	NEW AMSTERDAM VODKA	\$77,358.13	\$87,638.09	-12%	-9.693%	\$69,859.72