

P1 DISPLAY RANKINGS

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	3002	2709	11%	1	CROWN ROYAL	\$916,577.48	\$866,003.07	6%
2	CROWN ROYAL	2692	2501	8%	2	TITO'S	\$614,593.11	\$554,015.67	11%
3	PINNACLE VODKA	2453	2771	-11%	3	HENNESSY	\$455,790.76	\$440,226.06	4%
4	SMIRNOFF	2401	2553	-6%	4	JACK DANIELS	\$407,333.84	\$416,856.09	-2%
5	JIM BEAM	2053	1931	6%	5	JIM BEAM	\$403,881.63	\$380,818.26	6%
6	BACARDI	1396	1375	2%	6	SMIRNOFF	\$332,410.26	\$351,206.03	-5%
7	JACK DANIELS	1392	1430	-3%	7	JOSE CUERVO	\$324,512.87	\$305,216.29	6%
8	JOSE CUERVO	1158	1100	5%	8	PINNACLE VODKA	\$265,002.07	\$278,042.74	-5%
9	ABSOLUT	934	932	0%	9	ABSOLUT	\$201,740.33	\$202,690.35	0%
10	HENNESSY	904	789	15%	10	PATRON	\$201,242.45	\$203,008.68	-1%
11	SVEDKA	805	763	6%	11	BACARDI	\$190,002.31	\$187,145.01	2%
12	FIREBALL	783	861	-9%	12	OLD FORESTER	\$177,151.91	\$166,980.68	6%
13	NEW AMSTERDAM VODKA	781	781	0%	13	WILD TURKEY	\$172,832.95	\$186,196.30	-7%
14	CANADIAN MIST	726	820	-11%	14	1800 TEQUILA	\$168,474.10	\$128,614.53	31%
15	HIGH NOON	713	544	31%	15	REMY MARTIN	\$167,907.60	\$225,943.95	-26%
16	OLD FORESTER	703	682	3%	16	MAKERS MARK	\$165,096.04	\$160,532.83	3%
17	CAPTAIN MORGAN	669	712	-6%	17	LUNAZUL	\$160,233.83	\$31,946.35	402%
18	WILD TURKEY	637	663	-4%	18	DON JULIO	\$146,216.96	\$114,073.76	28%
19	SEAGRAM'S VODKA	627	422	49%	19	TEREMANA	\$137,902.29	\$94,754.79	46%
20	LUNAZUL	598	125	378%	20	FIREBALL	\$131,068.44	\$143,628.83	-9%
21	JOSE CUERVO RTD	590	606	-3%	21	ELIJAH CRAIG	\$128,994.20	\$98,687.38	31%
22	1800 TEQUILA	513	379	36%	22	CAPTAIN MORGAN	\$117,578.97	\$123,758.23	-5%
23	MAKERS MARK	467	453	3%	23	CIROC	\$113,917.11	\$141,255.39	-19%
24	CANADIAN CLUB	453	386	17%	24	BUFFALO TRACE	\$113,785.97	\$75,287.53	51%
25	1800 RTD	404	489	-17%	25	GREY GOOSE	\$110,344.73	\$116,419.49	-5%
26	GREY GOOSE	387	450	-14%	26	OLE SMOKY MOONSHINE	\$106,846.74	\$98,282.53	9%
27	OLE SMOKY MOONSHINE	360	329	10%	27	NEW AMSTERDAM VODKA	\$105,898.76	\$104,226.18	2%
28	TEREMANA	339	235	44%	28	CASAMIGOS	\$105,153.13	\$111,628.87	-6%
29	BUFFALO TRACE	334	237	41%	29	D'USSE	\$98,715.86	\$107,898.40	-9%
30	MALIBU	333	357	-7%	30	SVEDKA	\$90,674.40	\$86,450.38	5%
31	RICH & RARE RSV	332	364	-9%	31	WOODFORD RESERVE	\$88,851.56	\$82,944.20	7%
32	SKYY VODKA	325	344	-6%	32	DELEON DIAMANTE	\$88,163.79	\$58,673.52	50%
33	CIROC	310	383	-19%	33	CANADIAN MIST	\$86,161.36	\$97,171.00	-11%
34	HORNITOS	308	249	24%	34	HORNITOS	\$84,685.47	\$66,971.66	26%
35	ELIJAH CRAIG	297	264	13%	35	JAMESON	\$81,590.86	\$82,333.80	-1%
36	KETEL ONE	287	269	7%	36	BULLEIT	\$72,221.45	\$78,610.07	-8%
37	PATRON	287	293	-2%	37	KNOB CREEK	\$72,126.99	\$73,313.50	-2%
38	REMY MARTIN	229	334	-32%	38	BLANTON	\$71,739.75	\$46,972.17	53%
39	GEORGE DICKEL	224	233	-4%	39	FOUR ROSES	\$69,449.35	\$70,444.81	-1%
40	DEEP EDDY	212	207	2%	40	JOSE CUERVO RTD	\$67,959.62	\$69,588.98	-2%

P1 DISPLAY RANKINGS

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	2368	2302	3%	1	TITO'S	\$475,571.79	\$462,186.96	3%
2	PINNACLE VODKA	1494	1620	-8%	2	CROWN ROYAL	\$363,243.22	\$343,264.14	6%
3	SMIRNOFF	1249	1315	-5%	3	JACK DANIELS	\$226,834.68	\$250,546.81	-9%
4	CROWN ROYAL	1058	988	7%	4	JIM BEAM	\$190,810.70	\$187,690.30	2%
5	JIM BEAM	969	944	3%	5	SMIRNOFF	\$169,881.33	\$178,205.04	-5%
6	HIGH NOON	927	887	4%	6	PINNACLE VODKA	\$160,860.68	\$161,256.81	0%
7	JACK DANIELS	766	848	-10%	7	MAKERS MARK	\$158,294.21	\$150,728.15	5%
8	BACARDI	693	720	-4%	8	HENNESSY	\$146,383.50	\$128,464.59	14%
9	OLD FORESTER	531	441	20%	9	OLD FORESTER	\$142,067.11	\$122,226.45	16%
10	SVEDKA	475	482	-2%	10	ELIJAH CRAIG	\$126,023.62	\$96,020.92	31%
11	MAKERS MARK	448	424	6%	11	JOSE CUERVO	\$114,819.76	\$109,195.20	5%
12	ABSOLUT	428	466	-8%	12	WOODFORD RESERVE	\$114,524.97	\$93,408.62	23%
13	JOSE CUERVO	414	396	4%	13	WILD TURKEY	\$99,062.51	\$125,693.72	-21%
14	FIREBALL	357	353	1%	14	BACARDI	\$94,589.21	\$98,513.99	-4%
15	WILD TURKEY	350	428	-18%	15	ABSOLUT	\$91,809.40	\$99,874.32	-8%
16	CAPTAIN MORGAN	330	357	-8%	16	1800 TEQUILA	\$91,281.05	\$77,009.83	19%
17	ELIJAH CRAIG	307	268	15%	17	CASAMIGOS	\$84,957.02	\$100,168.12	-15%
18	SEAGRAM'S VODKA	295	160	84%	18	FOUR ROSES	\$82,278.71	\$84,270.39	-2%
19	JOSE CUERVO RTD	293	292	0%	19	PATRON	\$79,096.47	\$76,986.71	3%
20	NEW AMSTERDAM VODKA	287	350	-18%	20	TEREMANA	\$78,321.94	\$56,520.12	39%
21	HENNESSY	284	230	24%	21	HIGH NOON	\$77,759.89	\$72,777.93	7%
22	1800 TEQUILA	281	228	23%	22	DON JULIO	\$77,342.02	\$73,802.35	5%
23	CANADIAN MIST	255	279	-9%	23	BULLEIT	\$73,492.59	\$88,634.10	-17%
24	LUNAZUL	253	100	152%	24	BUFFALO TRACE	\$68,933.56	\$55,700.81	24%
25	WOODFORD RESERVE	249	194	28%	25	LUNAZUL	\$66,612.99	\$25,499.82	161%
26	KETEL ONE	247	261	-6%	26	GREY GOOSE	\$65,222.34	\$71,868.82	-9%
27	GREY GOOSE	230	282	-18%	27	JAMESON	\$61,424.58	\$61,544.66	0%
28	SKYY VODKA	222	265	-16%	28	KNOB CREEK	\$61,221.50	\$64,443.49	-5%
29	FOUR ROSES	220	219	0%	29	FIREBALL	\$59,648.55	\$59,268.47	1%
30	BUFFALO TRACE	204	177	15%	30	CAPTAIN MORGAN	\$58,178.26	\$61,518.31	-5%
31	HORNITOS	197	180	10%	31	KETEL ONE	\$57,221.66	\$60,564.50	-6%
32	BULLEIT	197	234	-16%	32	BASIL HAYDEN	\$55,255.10	\$57,729.29	-4%
33	TEREMANA	192	141	37%	33	HORNITOS	\$54,012.02	\$48,481.02	11%
34	CANADIAN CLUB	179	175	2%	34	SVEDKA	\$52,784.45	\$53,798.75	-2%
35	DEEP EDDY	167	168	-1%	35	REMY MARTIN	\$52,301.88	\$66,626.54	-21%
36	JAMESON	161	157	2%	36	CIROC	\$51,586.83	\$57,294.00	-10%
37	MALIBU	157	164	-5%	37	BLANTON	\$51,302.67	\$31,614.73	62%
38	DEWARS	152	133	14%	38	DEWARS	\$44,142.95	\$38,495.62	15%
39	1800 RTD	151	172	-13%	39	JOHNNIE WALKER	\$43,264.57	\$43,042.61	1%
40	CIROC	142	156	-9%	40	ESPOLON	\$41,369.36	\$28,111.21	47%

P1 DISPLAY RANKINGS

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	942	1039	-9%	1	HENNESSY	\$251,550.85	\$289,639.01	-13%
2	PAUL MASSON	911	920	-1%	2	CROWN ROYAL	\$231,495.31	\$239,979.43	-4%
3	SEAGRAMS GIN	711	872	-18%	3	JOSE CUERVO	\$160,181.21	\$141,661.44	13%
4	CROWN ROYAL	670	680	-1%	4	SMIRNOFF	\$128,353.23	\$140,009.76	-8%
5	TITO'S	599	640	-6%	5	TITO'S	\$125,814.12	\$135,419.40	-7%
6	JOSE CUERVO	563	504	12%	6	PAUL MASSON	\$123,396.66	\$124,024.80	-1%
7	HENNESSY	503	519	-3%	7	LUNAZUL	\$112,646.76	\$12,550.24	798%
8	LUNAZUL	415	48	760%	8	REMY MARTIN	\$109,772.64	\$165,545.27	-34%
9	PINNACLE VODKA	413	539	-23%	9	SEAGRAMS GIN	\$95,311.78	\$113,693.95	-16%
10	ABSOLUT	413	446	-7%	10	DON JULIO	\$90,764.82	\$62,443.69	45%
11	NEW AMSTERDAM VODKA	373	393	-5%	11	ABSOLUT	\$89,413.23	\$97,337.32	-8%
12	PLATINUM 7X	301	279	8%	12	JACK DANIELS	\$86,060.72	\$91,875.49	-6%
13	JACK DANIELS	296	318	-7%	13	PATRON	\$85,699.56	\$90,630.50	-5%
14	SEAGRAM'S VODKA	266	174	53%	14	DELEON DIAMANTE	\$66,499.05	\$37,744.61	76%
15	SVEDKA	225	202	11%	15	CIROC	\$65,750.41	\$80,519.06	-18%
16	BACARDI	191	194	-2%	16	TEREMANA	\$64,918.91	\$49,881.16	30%
17	JIM BEAM	184	167	11%	17	D'USSE	\$59,648.22	\$74,519.85	-20%
18	CIROC	177	216	-18%	18	NEW AMSTERDAM VODKA	\$50,329.70	\$52,659.53	-4%
19	FRIS	171	160	7%	19	1800 TEQUILA	\$48,056.39	\$50,361.66	-5%
20	TEREMANA	159	124	29%	20	PINNACLE VODKA	\$45,788.91	\$54,818.12	-16%
21	RAIN	154	171	-10%	21	CASAMIGOS	\$40,521.39	\$55,536.20	-27%
22	E & J BRANDY	152	163	-7%	22	GREY GOOSE	\$38,792.46	\$53,723.28	-28%
23	REMY MARTIN	151	248	-39%	23	JIM BEAM	\$36,581.39	\$34,423.33	6%
24	1800 TEQUILA	143	152	-6%	24	COURVOISIER	\$33,492.36	\$37,847.64	-12%
25	GREY GOOSE	135	206	-34%	25	BACARDI	\$27,031.19	\$28,068.79	-4%
26	DELEON DIAMANTE	133	87	53%	26	PLATINUM 7X	\$26,158.84	\$24,558.21	7%
27	CANADIAN MIST	128	144	-11%	27	SVEDKA	\$25,708.07	\$23,438.16	10%
28	EVAN WILLIAMS	126	129	-2%	28	SEAGRAM'S VODKA	\$25,591.96	\$18,417.52	39%
29	1800 RTD	122	179	-32%	29	E & J BRANDY	\$23,218.38	\$25,736.14	-10%
30	PATRON	122	129	-5%	30	EVAN WILLIAMS	\$22,460.16	\$22,415.99	0%
31	JOSE CUERVO RTD	121	163	-26%	31	MAKERS MARK	\$22,171.95	\$24,387.32	-9%
32	DON JULIO	101	69	47%	32	KETEL ONE	\$19,738.48	\$19,524.10	1%
33	BURNETT'S VODKA	94	99	-5%	33	HORNITOS	\$19,714.27	\$19,422.03	2%
34	D'USSE	82	101	-19%	34	BUFFALO TRACE	\$19,002.38	\$7,529.04	152%
35	KETEL ONE	81	83	-2%	35	OLE SMOKY MOONSHINE	\$17,572.86	\$18,096.75	-3%
36	COURVOISIER	78	83	-5%	36	OLD FORESTER	\$17,463.96	\$14,826.22	18%
37	OLD FORESTER	73	61	19%	37	WILD TURKEY	\$17,346.51	\$21,462.52	-19%
38	SEAGRAM'S 7 CROWN	70	78	-9%	38	FRIS	\$16,798.73	\$15,764.57	7%
39	RICH & RARE	69	82	-16%	39	RAIN	\$16,214.57	\$18,120.48	-11%
40	HORNITOS	69	68	1%	40	CANADIAN MIST	\$15,176.69	\$17,083.77	-11%

P1 DISPLAY RANKINGS

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	\$376,811.25	\$356,742.15	6%	9%	\$411,009.98
2	CROWN ROYAL	\$427,020.51	\$516,688.59	-17%	-7%	\$396,145.32
3	HENNESSY	\$247,376.68	\$55,414.81	346%	39%	\$343,196.89
4	JACK DANIELS	\$268,752.04	\$285,714.38	-6%	-1%	\$266,021.29
5	JIM BEAM	\$209,619.71	\$216,425.40	-3%	3%	\$216,078.55
6	SMIRNOFF	\$180,421.47	\$181,227.02	0%	-3%	\$174,870.74
7	JOSE CUERVO	\$159,381.42	\$150,141.75	6%	7%	\$169,777.51
8	REMY MARTIN	\$127,781.37	\$114,025.42	12%	24%	\$158,315.76
9	PINNACLE VODKA	\$152,394.06	\$154,622.38	-1%	-3%	\$148,100.94
10	MAKERS MARK	\$125,163.40	\$171,792.15	-27%	6%	\$132,200.00
11	PATRON	\$130,850.30	\$135,699.41	-4%	-4%	\$125,969.83
12	OLD FORESTER	\$121,991.42	\$92,189.05	32%	2%	\$123,890.80
13	TEREMANA	\$78,456.55	\$58,912.98	33%	47%	\$114,970.07
14	ABSOLUT	\$114,006.17	\$112,122.61	2%	-6%	\$107,295.48
15	ELIJAH CRAIG	\$82,710.59	\$71,411.33	16%	27%	\$105,374.72
16	1800 TEQUILA	\$87,838.77	\$74,844.17	17%	19%	\$104,755.60
17	WILD TURKEY	\$102,388.90	\$111,025.74	-8%	0%	\$102,542.07
18	BACARDI	\$105,023.47	\$106,833.54	-2%	-5%	\$100,283.90
19	CASAMIGOS	\$102,568.42	\$85,881.69	19%	-2%	\$100,164.10
20	DON JULIO	\$91,265.63	\$74,652.94	22%	9%	\$99,612.69
21	CIROC	\$88,150.90	\$113,300.41	-22%	-10%	\$79,274.56
22	FOUR ROSES	\$65,146.91	\$42,033.15	55%	21%	\$79,109.53
23	WOODFORD RESERVE	\$75,725.05	\$89,680.34	-16%	4%	\$78,831.70
24	GREY GOOSE	\$73,018.44	\$60,098.05	21%	5%	\$76,867.71
25	BULLEIT	\$66,229.28	\$62,812.45	5%	11%	\$73,634.08
26	KNOB CREEK	\$63,995.93	\$41,576.18	54%	12%	\$71,985.11
27	HORNITOS	\$50,860.59	\$41,846.27	22%	34%	\$67,946.89
28	D'USSE	\$72,358.25	\$123,826.72	-42%	-6%	\$67,799.72
29	FIREBALL	\$67,892.54	\$74,124.52	-8%	-6%	\$63,770.09
30	HIGH NOON	\$45,041.50	\$31,458.14	43%	37%	\$61,710.92
31	BASIL HAYDEN	\$44,609.97	\$29,591.81	51%	29%	\$57,564.91
32	JOHNNIE WALKER	\$46,632.83	\$44,035.19	6%	21%	\$56,402.83
33	CAPTAIN MORGAN	\$61,790.57	\$64,352.43	-4%	-9%	\$55,977.40
34	NEW AMSTERDAM VODKA	\$61,293.79	\$67,787.63	-10%	-9%	\$55,483.03
35	SVEDKA	\$53,361.37	\$53,263.49	0%	2%	\$54,285.69
36	KETEL ONE	\$53,152.24	\$54,279.48	-2%	0%	\$53,204.09
37	JAMESON	\$55,045.28	\$67,520.83	-18%	-3%	\$53,119.86
38	OLE SMOKY MOONSHINE	\$45,053.95	\$32,237.10	40%	14%	\$51,487.46
39	BUFFALO TRACE	\$48,925.24	\$29,433.51	66%	0%	\$48,727.06
40	JOSE CUERVO RTD	\$39,922.88	\$37,043.91	8%	-5%	\$37,816.42

P2 DISPLAY RANKINGS

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	3235	3192	1%		1	CROWN ROYAL	#####	#####	10%
2	CROWN ROYAL	3089	2758	12%		2	TITO'S	#####	#####	1%
3	SMIRNOFF	2638	2783	-5%		3	HENNESSY	#####	#####	-2%
4	PINNACLE V	2574	2910	-12%		4	JACK DANIEL'S	#####	#####	-8%
5	JIM BEAM	1821	2074	-12%		5	JIM BEAM	#####	#####	-9%
6	BACARDI	1567	1541	2%		6	JOSE CUERPO	#####	#####	9%
7	JACK DANIEL'S	1346	1464	-8%		7	SMIRNOFF	#####	#####	-11%
8	JOSE CUERPO	1315	1202	9%		8	PINNACLE V	#####	#####	-5%
9	HIGH NOON	1207	1140	6%		9	PATRON	#####	#####	6%
10	HENNESSY	1062	960	11%		10	LUNAZUL	#####	#####	451%
11	ABSOLUT	966	1030	-6%		11	BACARDI	#####	#####	1%
12	LUNAZUL	877	166	429%		12	ABSOLUT	#####	#####	-7%
13	NEW AMSTERDAM	776	916	-15%		13	DON JULIO	#####	#####	44%
14	FIREBALL	771	889	-13%		14	WILD TURKEY	#####	#####	0%
15	CANADIAN	769	904	-15%		15	1800 TEQUILA	#####	#####	12%
16	SVEDKA	760	770	-1%		16	OLD FOREST	#####	#####	33%
17	OLD FOREST	757	546	39%		17	REMY MARTIN	#####	#####	-27%
18	JOSE CUERPO	742	792	-6%		18	TEREMANA	#####	#####	22%
19	CAPTAIN MORGAN	707	806	-12%		19	CIROC	#####	#####	-20%
20	WILD TURKEY	693	706	-2%		20	MAKERS MARK	#####	#####	-17%
21	1800 TEQUILA	589	521	13%		21	CASAMIGOS	#####	#####	3%
22	SEAGRAM'S	589	537	10%		22	FIREBALL	#####	#####	-14%
23	MALIBU	516	551	-6%		23	GREY GOOSE	#####	#####	-2%
24	1800 RTD	515	592	-13%		24	CAPTAIN MORGAN	#####	#####	-15%
25	CANADIAN	455	471	-3%		25	OLE SMOKY	#####	#####	-2%
26	CIROC	416	518	-20%		26	D'USSE	#####	#####	-22%
27	GREY GOOSE	414	432	-4%		27	WOODFOR	#####	#####	5%
28	TEREMANA	408	336	21%		28	NEW AMSTERDAM	#####	#####	-12%
29	MAKERS MARK	396	500	-21%		29	BUFFALO TRAIL	#####	#####	141%
30	PATRON	385	365	5%		30	HIGH NOON	#####	#####	12%
31	SKYY VODKA	364	406	-10%		31	JAMESON	#####	#####	-6%
32	KETEL ONE	363	384	-5%		32	MALIBU	#####	#####	-12%
33	OLE SMOKY	360	382	-6%		33	DELEON	#####	#####	14%
34	RICH & RARE	329	373	-12%		34	ELIJAH CRAMER	#####	#####	-14%
35	HORNITOS	316	347	-9%		35	SVEDKA	#####	#####	-2%
36	BUFFALO TRAIL	307	141	119%		36	HORNITOS	#####	#####	-8%
37	JAMESON	268	278	-4%		37	CANADIAN	#####	#####	-15%
38	ELIJAH CRAMER	257	270	-5%		38	KETEL ONE	#####	#####	0%
39	DEEP EDDY	254	268	-5%		39	JOSE CUERPO	#####	#####	-6%
40	REMY MARTIN	241	336	-28%		40	BULLEIT	#####	#####	-7%

P2 DISPLAY RANKINGS

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	2590	2556	1%		1	TITO'S	\$521,841.69	\$513,812.85	2%
2	PINNACLE VODKA	1578	1657	-5%		2	CROWN ROYAL	\$409,708.97	\$343,392.47	19%
3	HIGH NOON	1555	1642	-5%		3	JACK DANIELS	\$213,491.59	\$242,725.36	-12%
4	SMIRNOFF	1350	1353	0%		4	JIM BEAM	\$192,515.80	\$196,789.33	-2%
5	CROWN ROYAL	1203	991	21%		5	HENNESSY	\$179,056.52	\$156,835.85	14%
6	JIM BEAM	935	983	-5%		6	PINNACLE VODKA	\$171,514.81	\$165,010.95	4%
7	BACARDI	740	774	-4%		7	SMIRNOFF	\$171,255.75	\$183,702.13	-7%
8	JACK DANIELS	728	829	-12%		8	OLD FORESTER	\$148,748.97	\$108,159.73	38%
9	OLD FORESTER	594	385	54%		9	MAKERS MARK	\$136,021.52	\$159,491.88	-15%
10	JOSE CUERVO	488	442	10%		10	JOSE CUERVO	\$135,950.93	\$121,910.06	12%
11	SVEDKA	470	464	1%		11	WOODFORD RESERVE	\$127,726.56	\$111,086.01	15%
12	ABSOLUT	448	489	-8%		12	HIGH NOON	\$125,360.73	\$129,109.37	-3%
13	WILD TURKEY	393	446	-12%		13	WILD TURKEY	\$115,530.64	\$126,723.19	-9%
14	MAKERS MARK	381	462	-18%		14	CASAMIGOS	\$115,016.84	\$118,044.45	-3%
15	JOSE CUERVO RTD	366	361	1%		15	1800 TEQUILA	\$109,162.49	\$97,971.15	11%
16	CAPTAIN MORGAN	355	388	-8%		16	DON JULIO	\$106,150.46	\$73,614.12	44%
17	LUNAZUL	352	135	161%		17	BACARDI	\$101,749.88	\$106,054.59	-4%
18	FIREBALL	352	363	-3%		18	PATRON	\$100,541.08	\$95,418.67	5%
19	HENNESSY	351	276	27%		19	LUNAZUL	\$93,126.11	\$33,858.06	175%
20	1800 TEQUILA	338	297	13%		20	ABSOLUT	\$92,711.05	\$101,344.81	-9%
21	KETEL ONE	308	342	-10%		21	ELIJAH CRAIG	\$90,125.20	\$94,270.01	-4%
22	NEW AMSTERDAM VODKA	295	364	-19%		22	TEREMANA	\$88,291.97	\$70,915.76	25%
23	SEAGRAM'S VODKA	286	244	17%		23	BULLEIT	\$82,025.80	\$79,214.73	4%
24	WOODFORD RESERVE	268	231	16%		24	JAMESON	\$74,443.64	\$76,229.44	-2%
25	ELIJAH CRAIG	265	267	-1%		25	FOUR ROSES	\$73,773.74	\$79,322.32	-7%
26	CANADIAN MIST	265	281	-6%		26	GREY GOOSE	\$71,794.35	\$69,229.53	4%
27	GREY GOOSE	253	251	1%		27	KETEL ONE	\$70,679.75	\$74,635.75	-5%
28	SKYY VODKA	243	289	-16%		28	BUFFALO TRACE	\$68,931.93	\$24,203.60	185%
29	MALIBU	235	233	1%		29	CIROC	\$66,519.65	\$71,888.17	-7%
30	TEREMANA	217	177	23%		30	FIREBALL	\$59,398.63	\$61,511.25	-3%
31	BULLEIT	209	205	2%		31	CAPTAIN MORGAN	\$59,396.23	\$65,828.39	-10%
32	BUFFALO TRACE	205	78	162%		32	SVEDKA	\$56,338.70	\$56,134.07	0%
33	JAMESON	203	203	0%		33	HORNITOS	\$54,288.05	\$63,078.40	-14%
34	FOUR ROSES	198	214	-7%		34	BASIL HAYDEN	\$53,271.97	\$60,731.79	-12%
35	DEEP EDDY	196	213	-8%		35	ESPOLON	\$52,459.94	\$36,882.61	42%
36	1800 RTD	193	199	-3%		36	REMY MARTIN	\$51,632.67	\$70,015.82	-26%
37	CIROC	189	206	-8%		37	KNOB CREEK	\$51,482.41	\$49,763.69	3%
38	HORNITOS	187	224	-16%		38	JOHNNIE WALKER	\$50,284.91	\$49,840.07	1%
39	CANADIAN CLUB	184	199	-8%		39	OLMECA ALTOS	\$46,563.81	\$50,718.97	-8%
40	STOLICHNAYA	176	145	21%		40	GLENLIVET	\$45,534.21	\$37,324.63	22%

P2 DISPLAY RANKINGS

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	920	1062	-13%	1	HENNESSY	\$290,500.87	\$336,819.22	-14%
2	PAUL MASSON	887	1010	-12%	2	CROWN ROYAL	\$249,324.74	\$258,477.11	-4%
3	SEAGRAMS GIN	774	909	-15%	3	JOSE CUERVO	\$168,035.25	\$160,394.56	5%
4	CROWN ROYAL	732	746	-2%	4	LUNAZUL	\$165,966.89	\$18,886.75	779%
5	TITO'S	705	687	3%	5	TITO'S	\$148,611.27	\$145,714.68	2%
6	LUNAZUL	618	72	754%	6	REMY MARTIN	\$133,214.80	\$173,929.82	-23%
7	JOSE CUERVO	595	571	4%	7	PATRON	\$122,101.71	\$124,730.28	-2%
8	HENNESSY	593	604	-2%	8	DON JULIO	\$119,489.03	\$82,362.01	45%
9	ABSOLUT	425	487	-13%	9	PAUL MASSON	\$118,580.72	\$133,555.42	-11%
10	PINNACLE VODKA	420	543	-23%	10	SMIRNOFF	\$116,948.00	\$143,261.06	-18%
11	NEW AMSTERDAM VODKA	406	429	-6%	11	SEAGRAMS GIN	\$95,604.68	\$118,546.80	-19%
12	PLATINUM	304	295	3%	12	ABSOLUT	\$89,098.80	\$102,884.41	-13%
13	JACK DANIELS	269	331	-19%	13	CIROC	\$79,895.16	\$110,455.27	-28%
14	SEAGRAM'S VODKA	249	215	16%	14	JACK DANIELS	\$78,411.89	\$97,135.18	-19%
15	CIROC	227	313	-27%	15	TEREMANA	\$71,339.18	\$62,756.30	14%
16	SVEDKA	223	218	2%	16	D'USSE	\$67,898.89	\$89,123.41	-24%
17	BACARDI	215	221	-3%	17	DELEON	\$62,425.08	\$55,421.60	13%
18	FRIS	201	225	-11%	18	1800 TEQUILA	\$61,116.48	\$59,179.75	3%
19	1800 TEQUILA	187	180	4%	19	NEW AMSTERDAM VODKA	\$54,829.77	\$57,257.10	-4%
20	REMY MARTIN	186	245	-24%	20	PINNACLE VODKA	\$47,166.48	\$55,339.03	-15%
21	1800 RTD	177	226	-22%	21	CASAMIGOS	\$47,143.55	\$60,171.59	-22%
22	PATRON	174	177	-2%	22	GREY GOOSE	\$43,882.79	\$50,734.30	-14%
23	TEREMANA	173	156	11%	23	JIM BEAM	\$33,996.22	\$36,360.28	-7%
24	RAIN	169	181	-7%	24	COURVOISIER	\$33,614.95	\$37,239.35	-10%
25	JIM BEAM	160	178	-10%	25	PLATINUM	\$30,871.26	\$30,174.11	2%
26	JOSE CUERVO RTD	158	211	-25%	26	BACARDI	\$30,568.16	\$31,239.34	-2%
27	GREY GOOSE	153	182	-16%	27	SVEDKA	\$27,271.91	\$27,320.91	0%
28	E & J BRANDY	150	159	-6%	28	SEAGRAM'S VODKA	\$25,254.80	\$22,433.21	13%
29	DON JULIO	133	92	45%	29	E & J BRANDY	\$23,056.77	\$24,925.94	-7%
30	DELEON	124	112	11%	30	KETEL ONE	\$22,224.08	\$22,135.29	0%
31	EVAN WILLIAMS	120	131	-8%	31	MAKERS MARK	\$22,046.36	\$21,310.24	3%
32	CANADIAN MIST	119	142	-16%	32	1800 RTD	\$20,920.90	\$26,691.39	-22%
33	HIGH NOON	106	82	29%	33	EVAN WILLIAMS	\$20,661.12	\$21,981.21	-6%
34	BURNETT'S VODKA	97	99	-2%	34	HORNITOS	\$19,731.37	\$24,005.92	-18%
35	KETEL ONE	94	97	-3%	35	BUFFALO TRACE	\$19,232.32	\$11,741.55	64%
36	D'USSE	93	122	-24%	36	OLD FORESTER	\$18,941.48	\$13,695.51	38%
37	MALIBU	83	85	-2%	37	FRIS	\$17,922.42	\$19,890.10	-10%
38	OLD FORESTER	83	60	38%	38	RAIN	\$17,810.53	\$19,049.97	-7%
39	COURVOISIER	75	79	-5%	39	JOSE CUERVO RTD	\$17,795.20	\$23,811.31	-25%
40	RICH & RARE	71	75	-5%	40	OLE SMOKY MOONSHINE	\$17,673.20	\$20,875.62	-15%

P2 DISPLAY RANKINGS

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	P2 Retail \$\$\$ % Chng	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	391,391.58	357,812.73	9%	9%	\$426,682.19
2	CROWN ROYAL	409,371.98	492,190.79	-17%	-7%	\$379,147.23
3	HENNESSY	242,179.45	119,491.09	103%	33%	\$323,235.65
4	JACK DANIELS	269,395.55	244,905.06	10%	0%	\$268,391.63
5	JIM BEAM	214,182.09	207,315.32	3%	4%	\$222,195.86
6	SMIRNOFF	178,172.70	177,846.12	0%	-4%	\$171,641.50
7	JOSE CUERVO	158,682.50	160,114.49	-1%	6%	\$168,710.92
8	PINNACLE VODKA	148,245.85	151,041.34	-2%	-3%	\$144,256.91
9	TEREMANA	95,455.59	57,710.52	65%	43%	\$136,913.18
10	REMY MARTIN	109,445.83	22,080.64	396%	24%	\$135,672.97
11	PATRON	139,323.30	168,686.49	-17%	-3%	\$134,783.33
12	MAKERS MARK	121,568.63	150,849.30	-19%	5%	\$127,854.27
13	ELIJAH CRAIG	100,913.62	73,166.68	38%	25%	\$126,408.91
14	1800 TEQUILA	100,599.05	88,144.60	14%	19%	\$120,096.59
15	DELEON DIAMANTE	42,054.87	39.99	105063%	186%	\$120,072.40
16	WILD TURKEY	110,811.59	114,197.09	-3%	0%	\$111,304.98
17	OLD FORESTER	106,321.33	108,296.02	-2%	1%	\$107,132.80
18	ABSOLUT	105,735.79	111,697.01	-5%	-7%	\$98,604.71
19	BACARDI	102,092.32	108,116.93	-6%	-5%	\$97,477.68
20	WOODFORD RESERVE	93,377.78	80,687.92	16%	4%	\$96,848.31
21	DON JULIO	87,202.31	83,176.16	5%	8%	\$94,531.17
22	CASAMIGOS	98,240.97	112,353.40	-13%	-6%	\$92,279.97
23	CIROC	104,337.13	116,063.91	-10%	-14%	\$89,993.94
24	HIGH NOON	65,980.20	40,041.96	65%	35%	\$89,378.17
25	HORNITOS	64,558.99	53,702.83	20%	31%	\$84,696.50
26	FOUR ROSES	60,843.93	62,362.09	-2%	13%	\$68,682.92
27	BULLEIT	63,599.59	54,668.86	16%	7%	\$68,209.26
28	GREY GOOSE	61,831.65	57,933.49	7%	4%	\$64,555.43
29	D'USSE	73,448.98	71,684.52	2%	-13%	\$64,250.69
30	JAMESON	67,063.60	70,445.49	-5%	-5%	\$63,869.93
31	FIREBALL	67,366.14	75,246.98	-10%	-7%	\$62,908.50
32	JOHNNIE WALKER	48,728.16	36,170.21	35%	24%	\$60,465.99
33	KETEL ONE	55,783.13	54,052.00	3%	-1%	\$55,081.71
34	BASIL HAYDEN	46,589.43	41,360.58	13%	16%	\$53,957.21
35	CAPTAIN MORGAN	56,573.83	64,276.52	-12%	-8%	\$51,871.92
36	NEW AMSTERDAM VODKA	56,677.68	64,917.33	-13%	-9%	\$51,607.10
37	MALIBU	50,488.59	50,121.19	1%	2%	\$51,467.03
38	SVEDKA	49,267.43	48,638.79	1%	3%	\$50,808.08
39	OLE SMOKY MOONSHINE	45,147.89	30,313.28	49%	10%	\$49,815.61
40	JOSE CUERVO RTD	40,855.77	48,359.24	-16%	-6%	\$38,237.31

P3 DISPLAY RANKINGS

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	3558	3615	-2%	1	CROWN ROYAL	\$926,596.25	\$873,790.39	6%
2	CROWN ROYAL	2745	2560	7%	2	TITO'S	\$722,475.23	\$734,900.53	-2%
3	PINNACLE VODKA	2586	3055	-15%	3	HENNESSY	\$532,607.29	\$501,157.45	6%
4	SMIRNOFF	2559	2977	-14%	4	JOSE CUERVO	\$386,892.28	\$403,529.77	-4%
5	JIM BEAM	1915	2003	-4%	5	JIM BEAM	\$369,686.50	\$384,492.00	-4%
6	BACARDI	1588	1720	-8%	6	JACK DANIELS	\$365,472.77	\$429,871.02	-15%
7	JOSE CUERVO	1428	1493	-4%	7	SMIRNOFF	\$347,919.46	\$406,305.38	-14%
8	JACK DANIELS	1255	1468	-15%	8	LUNAZUL	\$308,095.84	\$55,890.21	451%
9	HENNESSY	1148	936	23%	9	PINNACLE VODKA	\$281,813.54	\$320,211.87	-12%
10	LUNAZUL	1141	220	419%	10	PATRON	\$267,588.35	\$263,886.42	1%
11	ABSOLUT	959	1045	-8%	11	DON JULIO	\$249,679.66	\$173,593.65	44%
12	SVEDKA	851	969	-12%	12	BACARDI	\$216,604.59	\$234,367.98	-8%
13	NEW AMSTERDAM VODKA	769	934	-18%	13	1800 TEQUILA	\$205,401.60	\$206,205.56	0%
14	FIREBALL	726	863	-16%	14	ABSOLUT	\$201,997.62	\$225,687.09	-10%
15	CAPTAIN MORGAN	702	810	-13%	15	TEREMANA	\$183,883.52	\$167,754.57	10%
16	CANADIAN MIST	700	840	-17%	16	WILD TURKEY	\$180,623.81	\$190,002.13	-5%
17	SEAGRAM'S VODKA	695	547	27%	17	OLD FORESTER	\$173,056.07	\$123,220.51	40%
18	OLD FORESTER	661	446	48%	18	MAKERS MARK	\$150,265.54	\$153,740.85	-2%
19	WILD TURKEY	655	668	-2%	19	REMY MARTIN	\$144,099.65	\$190,925.09	-25%
20	1800 TEQUILA	611	626	-2%	20	CIROC	\$137,417.42	\$150,821.45	-9%
21	MALIBU	560	742	-24%	21	CASAMIGOS	\$130,569.23	\$168,663.80	-23%
22	TEREMANA	488	445	10%	22	CAPTAIN MORGAN	\$121,251.70	\$139,008.13	-13%
23	MAKERS MARK	431	432	0%	23	FIREBALL	\$120,666.10	\$143,148.99	-16%
24	CANADIAN CLUB	426	450	-5%	24	GREY GOOSE	\$111,459.83	\$128,312.07	-13%
25	KETEL ONE	422	331	28%	25	MALIBU	\$110,439.30	\$148,752.55	-26%
26	GREY GOOSE	392	465	-16%	26	NEW AMSTERDAM VODKA	\$104,400.85	\$123,750.36	-16%
27	PATRON	388	381	2%	27	WOODFORD RESERVE	\$101,399.38	\$99,172.87	2%
28	CIROC	373	398	-6%	28	OLE SMOKY MOONSHINE	\$96,964.14	\$120,231.99	-19%
29	HORNITOS	330	404	-18%	29	SVEDKA	\$96,809.20	\$109,927.86	-12%
30	OLE SMOKY MOONSHINE	324	400	-19%	30	D'USSE	\$95,827.60	\$117,012.86	-18%
31	SKYY VODKA	319	318	1%	31	DELEON	\$93,675.14	\$127,074.19	-26%
32	RICH & RARE RSV	313	360	-13%	32	KETEL ONE	\$92,352.94	\$78,460.21	18%
33	DON JULIO	294	195	51%	33	HORNITOS	\$90,649.88	\$107,870.93	-16%
34	DEEP EDDY	279	290	-4%	34	CANADIAN MIST	\$82,971.28	\$99,594.81	-17%
35	JOSE CUERVO MIX	219	234	-6%	35	JAMESON	\$79,289.85	\$83,435.45	-5%
36	WOODFORD RESERVE	219	215	2%	36	ELIJAH CRAIG	\$77,164.76	\$83,429.66	-8%
37	JAMESON	216	222	-3%	37	BULLEIT	\$73,399.75	\$76,993.60	-5%
38	ELIJAH CRAIG	214	244	-12%	38	ESPOLON	\$65,936.87	\$50,976.61	29%
39	GEORGE DICKEL	212	230	-8%	39	OLMECA ALTOS	\$62,202.29	\$65,648.21	-5%
40	OLMECA ALTOS	204	208	-2%	40	SEAGRAM'S VODKA	\$60,470.16	\$54,404.76	11%

P3 DISPLAY RANKINGS

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	2698	2865	-6%	1	TITO'S	\$540,409.10	\$572,902.55	-6%
2	PINNACLE VODKA	1520	1707	-11%	2	CROWN ROYAL	\$380,411.42	\$338,064.13	13%
3	SMIRNOFF	1311	1412	-7%	3	JACK DANIELS	\$203,913.70	\$236,000.77	-14%
4	CROWN ROYAL	1116	982	14%	4	HENNESSY	\$182,503.01	\$163,650.36	12%
5	JIM BEAM	926	1027	-10%	5	JIM BEAM	\$178,783.88	\$197,135.01	-9%
6	BACARDI	845	893	-5%	6	SMIRNOFF	\$176,080.03	\$189,449.88	-7%
7	JACK DANIELS	697	797	-13%	7	PINNACLE VODKA	\$165,331.70	\$177,206.31	-7%
8	JOSE CUERVO	566	591	-4%	8	JOSE CUERVO	\$153,342.51	\$157,104.38	-2%
9	SVEDKA	513	557	-8%	9	DON JULIO	\$142,505.12	\$97,701.19	46%
10	OLD FORESTER	509	368	38%	10	OLD FORESTER	\$140,704.89	\$104,967.76	34%
11	ABSOLUT	491	527	-7%	11	MAKERS MARK	\$134,381.36	\$172,320.95	-22%
12	LUNAZUL	439	185	138%	12	1800 TEQUILA	\$129,179.67	\$132,865.00	-3%
13	HENNESSY	386	303	28%	13	CASAMIGOS	\$126,457.96	\$158,269.66	-20%
14	1800 TEQUILA	386	400	-4%	14	WOODFORD RESERVE	\$123,828.02	\$104,800.76	18%
15	MAKERS MARK	385	441	-13%	15	LUNAZUL	\$117,056.10	\$46,345.15	153%
16	KETEL ONE	384	311	24%	16	BACARDI	\$115,422.38	\$122,497.74	-6%
17	WILD TURKEY	373	403	-8%	17	PATRON	\$108,421.75	\$113,016.72	-4%
18	CAPTAIN MORGAN	357	403	-11%	18	TEREMANA	\$107,817.70	\$91,136.76	18%
19	FIREBALL	337	346	-3%	19	WILD TURKEY	\$107,178.47	\$120,124.90	-11%
20	SEAGRAM'S VODKA	333	243	37%	20	ABSOLUT	\$102,774.86	\$113,203.12	-9%
21	NEW AMSTERDAM VODKA	308	388	-21%	21	ELIJAH CRAIG	\$87,794.87	\$91,908.83	-4%
22	MALIBU	287	323	-11%	22	KETEL ONE	\$82,592.67	\$73,407.04	13%
23	TEREMANA	286	244	17%	23	BULLEIT	\$77,254.14	\$84,046.46	-8%
24	WOODFORD RESERVE	263	218	20%	24	CIROC	\$72,051.76	\$72,909.61	-1%
25	GREY GOOSE	251	276	-9%	25	GREY GOOSE	\$71,186.68	\$76,002.79	-6%
26	ELIJAH CRAIG	247	277	-11%	26	FOUR ROSES	\$68,866.87	\$80,851.11	-15%
27	CANADIAN MIST	236	287	-18%	27	ESPOLON	\$67,070.84	\$53,533.21	25%
28	SKYY VODKA	221	232	-5%	28	CAPTAIN MORGAN	\$61,886.64	\$69,851.13	-11%
29	HORNITOS	217	271	-20%	29	HORNITOS	\$60,469.88	\$70,959.76	-15%
30	BULLEIT	211	229	-8%	30	SVEDKA	\$57,211.85	\$62,009.24	-8%
31	DEEP EDDY	207	240	-14%	31	JAMESON	\$57,175.19	\$68,674.16	-17%
32	CIROC	195	193	1%	32	MALIBU	\$56,006.62	\$64,401.48	-13%
33	CANADIAN CLUB	186	182	2%	33	FIREBALL	\$55,505.97	\$56,730.34	-2%
34	CASAMIGOS	181	226	-20%	34	OLMECA ALTOS	\$53,303.00	\$66,914.00	-20%
35	FOUR ROSES	180	214	-16%	35	BASIL HAYDEN	\$48,376.30	\$52,687.39	-8%
36	ESPOLON	179	138	30%	36	REMY MARTIN	\$46,783.80	\$60,494.19	-23%
37	OLMECA ALTOS	177	213	-17%	37	JOHNNIE WALKER	\$44,521.44	\$46,528.24	-4%
38	DON JULIO	166	107	55%	38	KNOB CREEK	\$42,153.45	\$56,601.92	-26%
39	PATRON	158	168	-6%	39	DEEP EDDY	\$41,482.08	\$45,953.29	-10%
40	JAMESON	157	185	-15%	40	DEWARS	\$41,389.97	\$44,581.96	-7%

P3 DISPLAY RANKINGS

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	882	1037	-15%	1	HENNESSY	\$290,042.26	\$290,760.55	0%
2	PAUL MASSON	811	920	-12%	2	CROWN ROYAL	\$219,036.40	\$215,296.50	2%
3	LUNAZUL	754	90	738%	3	LUNAZUL	\$203,888.83	\$23,639.04	763%
4	TITO'S	707	753	-6%	4	JOSE CUERVO	\$152,078.34	\$170,892.78	-11%
5	SEAGRAMS GIN	700	856	-18%	5	TITO'S	\$147,197.44	\$157,098.79	-6%
6	CROWN ROYAL	638	620	3%	6	DON JULIO	\$141,699.34	\$90,864.25	56%
7	HENNESSY	635	550	16%	7	SMIRNOFF	\$118,418.36	\$139,235.10	-15%
8	JOSE CUERVO	552	618	-11%	8	PAUL MASSON	\$109,549.96	\$123,415.92	-11%
9	ABSOLUT	418	472	-11%	9	PATRON	\$100,705.72	\$111,437.01	-10%
10	PINNACLE VODKA	406	521	-22%	10	REMY MARTIN	\$92,590.46	\$138,931.12	-33%
11	NEW AMSTERDAM VODKA	353	418	-15%	11	SEAGRAMS GIN	\$90,905.43	\$111,468.18	-18%
12	PLATINUM	293	283	4%	12	ABSOLUT	\$88,016.80	\$102,254.22	-14%
13	SEAGRAM'S VODKA	293	216	36%	13	JACK DANIELS	\$75,784.25	\$91,009.68	-17%
14	JACK DANIELS	262	315	-17%	14	TEREMANA	\$72,061.36	\$70,539.72	2%
15	BACARDI	216	231	-7%	15	CIROC	\$68,257.57	\$81,430.24	-16%
16	SVEDKA	206	218	-6%	16	DELEON	\$65,585.52	\$73,627.08	-11%
17	JOSE CUERVO RTD	190	264	-28%	17	1800 TEQUILA	\$55,933.40	\$63,258.47	-12%
18	TEREMANA	189	186	2%	18	D'USSE	\$54,495.09	\$75,017.70	-27%
19	CIROC	183	216	-15%	19	NEW AMSTERDAM VODKA	\$47,536.33	\$55,727.31	-15%
20	DON JULIO	172	106	62%	20	PINNACLE VODKA	\$45,397.06	\$55,356.40	-18%
21	1800 TEQUILA	166	193	-14%	21	GREY GOOSE	\$42,692.20	\$48,709.92	-12%
22	1800 RTD	157	214	-27%	22	CASAMIGOS	\$41,575.37	\$64,210.42	-35%
23	FRIS	153	165	-7%	23	COURVOISIER	\$31,714.94	\$33,981.97	-7%
24	RAIN	152	175	-13%	24	BACARDI	\$30,108.06	\$32,687.51	-8%
25	GREY GOOSE	149	175	-15%	25	JIM BEAM	\$28,987.85	\$35,101.23	-17%
26	JIM BEAM	147	175	-16%	26	SEAGRAM'S VODKA	\$26,217.96	\$21,962.73	19%
27	PATRON	144	159	-9%	27	PLATINUM	\$24,981.55	\$24,080.95	4%
28	E & J BRANDY	143	148	-3%	28	SVEDKA	\$23,754.10	\$25,335.05	-6%
29	HIGH NOON	138	162	-15%	29	E & J BRANDY	\$21,745.60	\$23,410.12	-7%
30	DELEON	137	149	-8%	30	KETEL ONE	\$21,309.09	\$20,068.30	6%
31	REMY MARTIN	127	185	-31%	31	MAKERS MARK	\$20,948.47	\$17,814.00	18%
32	EVAN WILLIAMS	113	127	-11%	32	EVAN WILLIAMS	\$20,640.35	\$22,123.99	-7%
33	CANADIAN MIST	107	133	-19%	33	JOSE CUERVO RTD	\$19,988.18	\$27,233.87	-27%
34	KETEL ONE	95	82	16%	34	1800 RTD	\$18,552.93	\$25,243.02	-27%
35	BURNETT'S VODKA	92	106	-14%	35	OLD FORESTER	\$18,278.17	\$14,593.18	25%
36	D'USSE	83	103	-19%	36	HORNITOS	\$18,258.57	\$24,716.55	-26%
37	MALIBU	76	97	-21%	37	ESPOLON	\$15,990.80	\$15,294.10	5%
38	COURVOISIER	74	74	0%	38	RAIN	\$15,907.79	\$18,468.39	-14%
39	OLD FORESTER	71	59	20%	39	MALIBU	\$14,825.96	\$18,635.54	-20%
40	RICH & RARE	66	73	-10%	40	FRIS	\$14,740.93	\$15,843.18	-7%

P3 DISPLAY RANKINGS

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	P3 Retail \$\$\$ % Chng	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	\$437,744.36	\$386,005.62	13%	6%	\$465,962.57
2	CROWN ROYAL	\$377,085.97	\$369,491.73	2%	-6%	\$353,973.33
3	HENNESSY	\$233,262.37	\$197,807.07	18%	12%	\$260,106.00
4	JACK DANIELS	\$248,284.64	\$240,578.17	3%	0%	\$247,846.22
5	JIM BEAM	\$202,924.77	\$185,568.57	9%	7%	\$217,434.54
6	JOSE CUERVO	\$194,783.62	\$167,796.09	16%	4%	\$201,940.40
7	HIGH NOON	\$148,424.59	\$100,497.09	48%	27%	\$188,983.26
8	SMIRNOFF	\$178,142.85	\$182,982.68	-3%	-6%	\$167,688.58
9	TEREMANA	\$117,211.03	\$63,376.20	85%	39%	\$163,127.02
10	PATRON	\$158,919.01	\$149,979.65	6%	-4%	\$153,023.93
11	1800 TEQUILA	\$128,640.65	\$104,805.77	23%	18%	\$151,182.24
12	PINNACLE VODKA	\$153,724.47	\$148,667.15	3%	-6%	\$144,721.99
13	LUNAZUL	\$48,283.93	\$18,419.64	162%	191%	\$140,329.30
14	DON JULIO	\$112,668.45	\$108,333.71	4%	12%	\$126,389.80
15	DELEON DIAMANTE	\$66,453.89	\$4,758.81	1296%	84%	\$122,486.76
16	BACARDI	\$119,883.55	\$119,865.75	0%	-7%	\$111,634.58
17	MAKERS MARK	\$114,769.17	\$107,168.96	7%	-5%	\$109,575.56
18	WILD TURKEY	\$112,112.85	\$101,629.90	10%	-2%	\$109,426.94
19	REMY MARTIN	\$89,419.68	\$53,617.80	67%	16%	\$104,088.44
20	CASAMIGOS	\$120,744.73	\$120,797.38	0%	-17%	\$99,673.32
21	WOODFORD RESERVE	\$81,763.16	\$81,441.08	0%	16%	\$95,110.08
22	HORNITOS	\$73,904.02	\$51,792.87	43%	27%	\$93,917.56
23	ABSOLUT	\$103,911.71	\$108,691.06	-4%	-11%	\$92,894.00
24	OLD FORESTER	\$91,347.59	\$99,462.76	-8%	-7%	\$85,245.04
25	ELIJAH CRAIG	\$73,585.55	\$67,204.62	9%	8%	\$79,683.16
26	MALIBU	\$72,638.33	\$71,417.75	2%	-2%	\$70,979.28
27	CIROC	\$86,087.37	\$93,975.11	-8%	-18%	\$70,389.57
28	GREY GOOSE	\$65,605.41	\$60,432.74	9%	-5%	\$62,486.46
29	JOSE CUERVO RTD	\$64,224.12	\$59,921.55	7%	-6%	\$60,374.19
30	BULLEIT	\$62,712.32	\$53,190.72	18%	-7%	\$58,599.06
31	FIREBALL	\$62,444.55	\$62,404.81	0%	-6%	\$58,443.42
32	SVEDKA	\$54,543.74	\$50,005.83	9%	7%	\$58,410.57
33	CAPTAIN MORGAN	\$64,454.06	\$66,481.03	-3%	-10%	\$57,868.90
34	D'USSE	\$62,531.77	\$58,838.67	6%	-11%	\$55,462.41
35	JAMESON	\$56,963.87	\$55,516.80	3%	-4%	\$54,952.62
36	JOHNNIE WALKER	\$45,742.17	\$37,664.50	21%	20%	\$54,740.44
37	KETEL ONE	\$54,386.63	\$56,932.61	-4%	-2%	\$53,552.67
38	FOUR ROSES	\$54,814.10	\$53,866.48	2%	-5%	\$52,310.68
39	NEW AMSTERDAM VODKA	\$55,830.45	\$58,585.56	-5%	-9%	\$50,752.43
40	OLMECA ALTOS	\$44,925.23	\$45,638.37	-2%	-8%	\$41,229.30

P4 DISPLAY RANKINGS

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	3501	3390	3%	1	CROWN ROYAL	\$844,054.22	\$824,404.07	2%
2	HIGH NOON	2880	2049	41%	2	TITO'S	\$709,993.95	\$694,745.22	2%
3	SMIRNOFF	2659	2802	-5%	3	HENNESSY	\$487,413.84	\$443,116.91	10%
4	CROWN ROYAL	2571	2445	5%	4	JOSE CUERVO	\$397,128.39	\$378,388.91	5%
5	PINNACLE VODKA	2570	2879	-11%	5	JIM BEAM	\$376,572.95	\$384,254.01	-2%
6	JIM BEAM	1914	1936	-1%	6	JACK DANIELS	\$371,865.39	\$382,820.69	-3%
7	BACARDI	1607	1631	-1%	7	LUNAZUL	\$362,730.71	\$65,968.44	450%
8	JOSE CUERVO	1471	1398	5%	8	SMIRNOFF	\$345,118.60	\$370,395.05	-7%
9	LUNAZUL	1342	257	422%	9	PINNACLE VODKA	\$279,113.50	\$302,832.60	-8%
10	JACK DANIELS	1288	1314	-2%	10	DON JULIO	\$272,628.73	\$143,490.66	90%
11	HENNESSY	986	798	24%	11	PATRON	\$259,793.66	\$224,878.31	16%
12	ABSOLUT	983	966	2%	12	HIGH NOON	\$238,513.02	\$163,173.93	46%
13	JOSE CUERVO RTD	779	853	-9%	13	BACARDI	\$219,735.29	\$223,461.41	-2%
14	SVEDKA	775	787	-2%	14	1800 TEQUILA	\$200,456.79	\$203,500.29	-1%
15	NEW AMSTERDAM VODKA	768	896	-14%	15	ABSOLUT	\$196,219.00	\$202,142.20	-3%
16	CAPTAIN MORGAN	730	782	-7%	16	WILD TURKEY	\$180,711.05	\$179,301.38	1%
17	FIREBALL	722	747	-3%	17	TEREMANA	\$172,503.99	\$152,495.74	13%
18	CANADIAN MIST	690	783	-12%	18	OLD FORESTER	\$157,778.98	\$137,397.31	15%
19	WILD TURKEY	662	635	4%	19	MAKERS MARK	\$157,041.06	\$148,540.10	6%
20	1800 TEQUILA	622	651	-4%	20	REMY MARTIN	\$150,379.93	\$155,282.39	-3%
21	1800 RTD	614	688	-11%	21	CIROC	\$133,260.62	\$124,135.22	7%
22	OLD FORESTER	608	543	12%	22	ELIJAH CRAIG	\$133,127.30	\$125,962.60	6%
23	SEAGRAM'S VODKA	600	573	5%	23	FIREBALL	\$121,961.52	\$127,074.44	-4%
24	MALIBU	563	705	-20%	24	CASAMIGOS	\$121,670.04	\$135,744.11	-10%
25	CANADIAN CLUB	504	465	8%	25	CAPTAIN MORGAN	\$120,991.21	\$128,691.00	-6%
26	MAKERS MARK	449	411	9%	26	GREY GOOSE	\$116,726.61	\$128,937.79	-9%
27	TEREMANA	439	377	16%	27	WOODFORD RESERVE	\$106,769.62	\$90,715.72	18%
28	GREY GOOSE	415	471	-12%	28	NEW AMSTERDAM VODKA	\$104,525.54	\$117,586.87	-11%
29	SKYY VODKA	389	412	-6%	29	MALIBU	\$104,229.98	\$126,678.07	-18%
30	CIROC	379	328	15%	30	HORNITOS	\$101,872.22	\$101,846.36	0%
31	KETEL ONE	374	339	10%	31	D'USSE	\$97,062.56	\$104,587.92	-7%
32	PATRON	371	323	15%	32	SVEDKA	\$94,191.47	\$96,149.62	-2%
33	HORNITOS	351	360	-3%	33	BUFFALO TRACE	\$88,829.89	\$91,135.05	-3%
34	RICH & RARE RSV	344	340	1%	34	JOSE CUERVO RTD	\$87,167.81	\$94,856.94	-8%
35	DEEP EDDY	331	292	13%	35	KETEL ONE	\$86,443.98	\$80,021.50	8%
36	DON JULIO	302	153	98%	36	OLE SMOKY MOONSHINE	\$80,672.96	\$106,816.99	-24%
37	ELIJAH CRAIG	286	281	2%	37	BLANTON	\$79,438.65	\$80,132.67	-1%
38	BUFFALO TRACE	259	282	-8%	38	JAMESON	\$78,699.13	\$77,409.51	2%
39	OLE SMOKY MOONSHINE	259	358	-28%	39	CANADIAN MIST	\$76,725.03	\$87,547.14	-12%
40	WOODFORD RESERVE	226	194	17%	40	BULLEIT	\$71,144.49	\$66,600.56	7%

P4 DISPLAY RANKINGS

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	3558	2923	22%	1	TITO'S	\$542,967.99	\$551,982.42	-2%
2	TITO'S	2717	2748	-1%	2	CROWN ROYAL	\$361,077.41	\$324,452.93	11%
3	PINNACLE VODKA	1557	1651	-6%	3	HIGH NOON	\$288,098.73	\$227,072.51	27%
4	SMIRNOFF	1374	1367	1%	4	JACK DANIELS	\$213,690.80	\$216,351.77	-1%
5	CROWN ROYAL	1097	955	15%	5	JIM BEAM	\$189,597.73	\$195,516.13	-3%
6	JIM BEAM	970	981	-1%	6	SMIRNOFF	\$176,449.39	\$175,379.12	1%
7	BACARDI	874	852	3%	7	PINNACLE VODKA	\$168,608.62	\$172,012.62	-2%
8	JACK DANIELS	735	736	0%	8	HENNESSY	\$163,728.78	\$151,642.01	8%
9	JOSE CUERVO	566	516	10%	9	MAKERS MARK	\$159,227.69	\$163,719.75	-3%
10	ABSOLUT	542	509	6%	10	JOSE CUERVO	\$152,713.86	\$140,083.67	9%
11	LUNAZUL	534	192	177%	11	DON JULIO	\$149,225.22	\$84,800.80	76%
12	OLD FORESTER	514	313	64%	12	LUNAZUL	\$143,101.34	\$48,094.27	198%
13	SVEDKA	473	484	-2%	13	OLD FORESTER	\$139,087.09	\$90,100.09	54%
14	MAKERS MARK	430	441	-2%	14	ELIJAH CRAIG	\$132,627.91	\$121,950.88	9%
15	1800 TEQUILA	396	383	3%	15	1800 TEQUILA	\$126,514.75	\$120,305.66	5%
16	WILD TURKEY	394	421	-6%	16	BACARDI	\$119,150.95	\$117,335.16	2%
17	JOSE CUERVO RTD	393	396	-1%	17	WOODFORD RESERVE	\$119,068.37	\$108,604.39	10%
18	CAPTAIN MORGAN	375	378	-1%	18	WILD TURKEY	\$113,480.25	\$124,143.87	-9%
19	KETEL ONE	364	311	17%	19	CASAMIGOS	\$110,996.73	\$138,649.62	-20%
20	FIREBALL	344	335	3%	20	TEREMANA	\$108,701.09	\$85,211.61	28%
21	HENNESSY	327	269	22%	21	ABSOLUT	\$106,250.84	\$105,530.45	1%
22	NEW AMSTERDAM VODKA	326	382	-14%	22	PATRON	\$105,791.40	\$97,222.75	9%
23	ELIJAH CRAIG	306	311	-1%	23	KETEL ONE	\$82,814.46	\$72,968.20	13%
24	SEAGRAM'S VODKA	291	261	11%	24	GREY GOOSE	\$79,868.35	\$84,985.81	-6%
25	GREY GOOSE	285	312	-9%	25	BULLEIT	\$79,687.95	\$67,785.59	18%
26	TEREMANA	280	212	33%	26	FOUR ROSES	\$79,062.35	\$71,332.19	11%
27	MALIBU	269	318	-15%	27	HORNITOS	\$71,726.83	\$62,817.77	14%
28	1800 RTD	268	296	-9%	28	CIROC	\$70,748.15	\$59,491.62	19%
29	SKYY VODKA	262	299	-12%	29	ESPOLON	\$64,884.97	\$51,024.56	27%
30	WOODFORD RESERVE	254	228	11%	30	BUFFALO TRACE	\$64,056.45	\$55,829.15	15%
31	HORNITOS	247	225	9%	31	CAPTAIN MORGAN	\$62,656.11	\$62,545.15	0%
32	CANADIAN MIST	240	277	-13%	32	FIREBALL	\$57,879.50	\$57,033.73	1%
33	DEEP EDDY	222	234	-5%	33	JAMESON	\$57,599.00	\$61,355.21	-6%
34	CANADIAN CLUB	221	214	3%	34	SVEDKA	\$56,872.23	\$58,596.50	-3%
35	BULLEIT	214	174	23%	35	BASIL HAYDEN	\$52,348.91	\$54,547.95	-4%
36	FOUR ROSES	210	201	4%	36	OLMECA ALTOS	\$51,857.08	\$63,746.94	-19%
37	ABSOLUT COCKTAILS	202	86	135%	37	KNOB CREEK	\$51,392.42	\$58,950.77	-13%
38	CIROC	201	159	27%	38	MALIBU	\$49,178.00	\$57,412.49	-14%
39	BUFFALO TRACE	188	174	8%	39	BLANTON	\$47,733.18	\$42,763.42	12%
40	ESPOLON	173	132	32%	40	REMY MARTIN	\$45,070.12	\$48,026.01	-6%

P4 DISPLAY RANKINGS

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	892	945	-6%	1	HENNESSY	\$259,249.62	\$263,799.04	-2%
2	PAUL MASSON	843	858	-2%	2	LUNAZUL	\$218,899.83	\$32,494.39	574%
3	LUNAZUL	805	124	547%	3	CROWN ROYAL	\$200,828.27	\$204,938.73	-2%
4	SEAGRAMS GIN	736	733	0%	4	JOSE CUERVO	\$156,303.42	\$166,465.48	-6%
5	TITO'S	665	680	-2%	5	DON JULIO	\$150,899.35	\$75,364.71	100%
6	CROWN ROYAL	602	607	-1%	6	TITO'S	\$137,921.22	\$143,623.74	-4%
7	JOSE CUERVO	572	607	-6%	7	SMIRNOFF	\$113,660.55	\$122,561.26	-7%
8	HENNESSY	530	474	12%	8	PAUL MASSON	\$111,475.67	\$113,594.29	-2%
9	ABSOLUT	385	403	-4%	9	PATRON	\$103,294.73	\$98,615.46	5%
10	NEW AMSTERDAM VODKA	383	376	2%	10	SEAGRAMS GIN	\$90,798.30	\$95,633.04	-5%
11	PINNACLE VODKA	374	475	-21%	11	REMY MARTIN	\$89,754.72	\$113,491.81	-21%
12	SEAGRAM'S VODKA	279	218	28%	12	ABSOLUT	\$77,620.27	\$85,291.81	-9%
13	JACK DANIELS	250	256	-3%	13	CIROC	\$74,559.79	\$69,505.29	7%
14	FRIS	218	204	7%	14	JACK DANIELS	\$73,523.56	\$75,222.82	-2%
15	PLATINUM	213	201	6%	15	TEREMANA	\$66,394.08	\$63,405.32	5%
16	CIROC	212	183	16%	16	D'USSE	\$59,424.22	\$58,811.38	1%
17	1800 RTD	205	209	-2%	17	1800 TEQUILA	\$55,141.81	\$58,944.81	-6%
18	SVEDKA	204	214	-5%	18	NEW AMSTERDAM VODKA	\$51,249.15	\$49,841.66	3%
19	BACARDI	203	235	-13%	19	GREY GOOSE	\$45,010.89	\$45,825.00	-2%
20	DON JULIO	172	86	101%	20	DELEON	\$44,209.69	\$68,318.44	-35%
21	TEREMANA	169	156	9%	21	PINNACLE VODKA	\$41,891.68	\$50,757.72	-17%
22	1800 TEQUILA	168	188	-10%	22	CASAMIGOS	\$37,534.08	\$49,742.19	-25%
23	JIM BEAM	162	166	-3%	23	JIM BEAM	\$32,431.52	\$33,802.94	-4%
24	GREY GOOSE	159	167	-5%	24	BACARDI	\$28,615.90	\$33,325.43	-14%
25	RAIN	148	150	-1%	25	COURVOISIER	\$28,507.34	\$28,041.79	2%
26	PATRON	146	140	5%	26	SEAGRAM'S VODKA	\$27,993.82	\$22,126.19	27%
27	JOSE CUERVO RTD	140	170	-18%	27	SVEDKA	\$24,941.27	\$26,619.67	-6%
28	HIGH NOON	134	151	-11%	28	BLANTON	\$24,216.54	\$19,172.05	26%
29	E & J BRANDY	131	129	1%	29	HORNITOS	\$22,519.98	\$25,784.59	-13%
30	REMY MARTIN	125	152	-18%	30	KETEL ONE	\$22,377.01	\$20,398.03	10%
31	CANADIAN MIST	122	125	-3%	31	1800 RTD	\$22,123.46	\$22,543.26	-2%
32	EVAN WILLIAMS	118	121	-2%	32	MAKERS MARK	\$21,741.43	\$18,433.98	18%
33	KETEL ONE	95	85	11%	33	PLATINUM	\$21,450.92	\$20,003.66	7%
34	BURNETT'S VODKA	94	88	6%	34	BUFFALO TRACE	\$21,145.66	\$17,711.70	19%
35	D'USSE	90	80	12%	35	EVAN WILLIAMS	\$20,485.43	\$20,567.52	0%
36	DELEON	86	138	-38%	36	E & J BRANDY	\$20,007.41	\$20,329.12	-2%
37	RICH & RARE	75	62	20%	37	FRIS	\$19,132.77	\$17,831.27	7%
38	HORNITOS	74	89	-16%	38	ESPOLON	\$17,088.72	\$13,775.43	24%
39	MALIBU	73	86	-16%	39	WILD TURKEY	\$15,824.13	\$16,908.99	-6%
40	SKYY VODKA	69	76	-10%	40	JOSE CUERVO RTD	\$15,769.89	\$19,312.81	-18%

P4 DISPLAY RANKINGS

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch	R12 Retail \$\$\$ % Chng	Retail Dollar Projection
1	TITO'S	\$439,342.44	\$413,865.27	6%	3%	\$453,997.95
2	CROWN ROYAL	\$415,499.67	\$440,901.42	-6%	0%	\$417,080.29
3	HENNESSY	\$250,731.29	\$230,264.11	9%	-1%	\$247,809.29
4	JACK DANIELS	\$258,024.92	\$254,980.30	1%	-5%	\$246,118.28
5	JIM BEAM	\$223,010.01	\$207,725.10	7%	6%	\$235,503.24
6	LUNAZUL	\$65,481.43	\$24,497.49	167%	230%	\$215,858.79
7	JOSE CUERVO	\$174,050.01	\$174,002.95	0%	-1%	\$172,259.56
8	SMIRNOFF	\$178,913.30	\$196,919.39	-9%	-8%	\$164,794.52
9	DON JULIO	\$119,822.42	\$101,264.09	18%	27%	\$152,326.59
10	PATRON	\$152,922.80	\$147,157.16	4%	-4%	\$146,838.37
11	PINNACLE VODKA	\$143,030.18	\$154,673.18	-8%	-9%	\$129,688.50
12	TEREMANA	\$112,145.87	\$89,021.64	26%	14%	\$128,337.14
13	HIGH NOON	\$103,742.64	\$90,108.59	15%	19%	\$123,557.00
14	OLD FORESTER	\$118,855.56	\$129,325.85	-8%	3%	\$122,350.43
15	MAKERS MARK	\$125,535.94	\$118,055.85	6%	-3%	\$121,732.73
16	1800 TEQUILA	\$110,853.40	\$98,396.25	13%	8%	\$119,941.61
17	WILD TURKEY	\$110,656.37	\$114,877.91	-4%	-4%	\$106,654.49
18	WOODFORD RESERVE	\$91,017.19	\$85,496.00	6%	17%	\$106,220.27
19	BACARDI	\$108,185.56	\$118,790.78	-9%	-7%	\$100,926.17
20	ELIJAH CRAIG	\$93,303.54	\$63,643.93	47%	8%	\$100,520.96
21	DELEON	\$63,299.67	\$32,671.83	94%	44%	\$90,929.93
22	CASAMIGOS	\$104,946.30	\$124,087.40	-15%	-20%	\$84,318.48
23	ABSOLUT	\$92,090.49	\$111,447.50	-17%	-13%	\$80,496.02
24	HORNITOS	\$65,061.84	\$45,786.31	42%	8%	\$70,432.02
25	REMY MARTIN	\$80,857.95	\$103,025.12	-22%	-14%	\$69,785.56
26	GREY GOOSE	\$71,897.57	\$77,444.61	-7%	-9%	\$65,631.85
27	KETEL ONE	\$61,154.70	\$58,547.81	4%	5%	\$64,136.02
28	FIREBALL	\$67,763.26	\$73,621.42	-8%	-6%	\$63,490.86
29	JOHNNIE WALKER	\$52,958.28	\$45,552.22	16%	11%	\$58,569.40
30	SVEDKA	\$55,035.90	\$52,271.64	5%	4%	\$57,317.15
31	CIROC	\$74,837.69	\$101,508.63	-26%	-24%	\$57,064.70
32	BULLEIT	\$62,958.49	\$62,261.98	1%	-10%	\$56,408.43
33	FOUR ROSES	\$59,995.88	\$64,415.10	-7%	-6%	\$56,233.94
34	JAMESON	\$59,832.59	\$62,132.67	-4%	-8%	\$55,180.10
35	CAPTAIN MORGAN	\$60,353.36	\$73,732.07	-18%	-9%	\$54,743.96
36	KNOB CREEK	\$49,101.83	\$40,485.93	21%	5%	\$51,390.58
37	MALIBU	\$51,395.75	\$52,195.39	-2%	-8%	\$47,059.96
38	NEW AMSTERDAM VODKA	\$52,575.94	\$61,685.19	-15%	-11%	\$47,002.87
39	D'USSE	\$56,981.68	\$68,580.84	-17%	-20%	\$45,593.98
40	BASIL HAYDEN	\$49,431.19	\$50,901.94	-3%	-12%	\$43,648.97

P5 DISPLAY RANKINGS

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	3601	3717	-3%	1	CROWN ROYAL	\$1,041,291.28	\$964,786.54	8%
2	CROWN ROYAL	3124	2826	11%	2	TITO'S	\$700,816.64	\$722,912.66	-3%
3	PINNACLE VODKA	2462	2741	-10%	3	HENNESSY	\$434,015.25	\$519,414.76	-16%
4	SMIRNOFF	2407	2744	-12%	4	JACK DANIELS	\$395,464.23	\$439,727.40	-10%
5	JIM BEAM	1923	1994	-4%	5	JIM BEAM	\$382,169.32	\$392,907.82	-3%
6	HIGH NOON	1893	1978	-4%	6	JOSE CUERVO	\$368,627.85	\$381,054.27	-3%
7	JOSE CUERVO	1546	1396	11%	7	LUNAZUL	\$341,475.62	\$86,475.81	295%
8	BACARDI	1502	1585	-5%	8	SMIRNOFF	\$328,408.61	\$374,987.13	-12%
9	JACK DANIELS	1358	1523	-11%	9	DON JULIO	\$322,436.59	\$165,758.08	95%
10	LUNAZUL	1274	322	295%	10	PINNACLE VODKA	\$267,848.58	\$296,668.06	-10%
11	ABSOLUT	889	918	-3%	11	PATRON	\$265,909.90	\$262,464.28	1%
12	HENNESSY	869	1007	-14%	12	BACARDI	\$203,325.53	\$215,458.47	-6%
13	SVEDKA	818	892	-8%	13	ABSOLUT	\$189,345.43	\$198,754.86	-5%
14	JOSE CUERVO RTD	735	880	-16%	14	MAKERS MARK	\$183,325.09	\$161,432.69	14%
15	NEW AMSTERDAM VODKA	734	898	-18%	15	WILD TURKEY	\$182,536.49	\$178,164.96	2%
16	FIREBALL	717	832	-14%	16	1800 TEQUILA	\$173,334.56	\$195,611.08	-11%
17	SEAGRAM'S VODKA	702	556	26%	17	HIGH NOON	\$171,338.27	\$162,965.76	5%
18	CAPTAIN MORGAN	685	748	-8%	18	TEREMANA	\$153,927.16	\$162,699.83	-5%
19	WILD TURKEY	658	613	7%	19	OLD FORESTER	\$152,582.33	\$173,332.39	-12%
20	CANADIAN MIST	654	746	-12%	20	REMY MARTIN	\$136,128.63	\$167,966.75	-19%
21	OLD FORESTER	569	671	-15%	21	D'USSE	\$131,873.62	\$108,701.20	21%
22	MAKERS MARK	523	445	17%	22	FIREBALL	\$119,005.89	\$137,881.04	-14%
23	1800 TEQUILA	519	598	-13%	23	GREY GOOSE	\$118,240.31	\$138,311.98	-15%
24	MALIBU	465	543	-14%	24	CAPTAIN MORGAN	\$117,662.47	\$130,157.81	-10%
25	GREY GOOSE	451	524	-14%	25	WOODFORD RESERVE	\$104,691.80	\$96,445.55	9%
26	CANADIAN CLUB	424	434	-2%	26	CIROC	\$100,849.82	\$128,175.20	-21%
27	PATRON	397	381	4%	27	CASAMIGOS	\$100,832.11	\$144,849.99	-30%
28	1800 RTD	394	527	-25%	28	NEW AMSTERDAM VODKA	\$100,583.96	\$120,412.51	-16%
29	TEREMANA	388	401	-3%	29	ELIJAH CRAIG	\$96,097.71	\$93,182.62	3%
30	DON JULIO	362	174	108%	30	SVEDKA	\$91,554.31	\$100,920.21	-9%
31	KETEL ONE	315	376	-16%	31	MALIBU	\$83,403.63	\$101,528.08	-18%
32	SKYY VODKA	310	344	-10%	32	JAMESON	\$81,847.54	\$87,039.50	-6%
33	RICH & RARE RSV	305	325	-6%	33	HORNITOS	\$80,602.76	\$102,974.00	-22%
34	HORNITOS	296	377	-21%	34	CANADIAN MIST	\$77,529.63	\$88,466.69	-12%
35	CIROC	267	340	-21%	35	JOSE CUERVO RTD	\$77,009.26	\$91,982.69	-16%
36	DEEP EDDY	255	250	2%	36	ESPOLON	\$72,780.70	\$53,665.61	36%
37	JAMESON	234	236	-1%	37	OLE SMOKY MOONSHINE	\$71,758.39	\$106,949.42	-33%
38	OLE SMOKY MOONSHINE	230	355	-35%	38	BULLEIT	\$70,831.99	\$76,450.89	-7%
39	ELIJAH CRAIG	226	232	-3%	39	KETEL ONE	\$70,085.45	\$83,057.56	-16%
40	WOODFORD RESERVE	226	210	8%	40	FOUR ROSES	\$63,491.68	\$61,238.16	4%

P5 DISPLAY RANKINGS

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	2924	3057	-4%	1	TITO'S	\$549,098.89	\$605,614.78	-\$0.09
2	TITO'S	2872	3165	-9%	2	CROWN ROYAL	\$442,418.27	\$396,008.55	\$0.12
3	PINNACLE VODKA	1383	1613	-14%	3	HIGH NOON	\$238,454.15	\$249,696.09	-\$0.05
4	CROWN ROYAL	1324	1148	15%	4	JACK DANIELS	\$222,863.45	\$245,745.31	-\$0.09
5	SMIRNOFF	1247	1409	-12%	5	JIM BEAM	\$192,265.81	\$202,035.14	-\$0.05
6	JIM BEAM	960	1027	-7%	6	MAKERS MARK	\$174,391.98	\$181,407.94	-\$0.04
7	BACARDI	769	828	-7%	7	SMIRNOFF	\$168,952.84	\$190,039.02	-\$0.11
8	JACK DANIELS	760	832	-9%	8	DON JULIO	\$155,884.32	\$94,575.11	\$0.65
9	JOSE CUERVO	551	517	7%	9	PINNACLE VODKA	\$150,005.80	\$174,038.02	-\$0.14
10	SVEDKA	516	566	-9%	10	HENNESSY	\$143,445.12	\$178,685.89	-\$0.20
11	MAKERS MARK	476	485	-2%	11	JOSE CUERVO	\$133,757.86	\$141,031.37	-\$0.05
12	LUNAZUL	459	198	132%	12	OLD FORESTER	\$126,892.73	\$137,569.68	-\$0.08
13	ABSOLUT	452	483	-6%	13	WOODFORD RESERVE	\$126,621.03	\$117,893.54	\$0.07
14	OLD FORESTER	435	505	-14%	14	LUNAZUL	\$123,611.05	\$51,769.97	\$1.39
15	WILD TURKEY	385	399	-3%	15	WILD TURKEY	\$109,780.49	\$119,267.01	-\$0.08
16	KETEL ONE	355	341	4%	16	ELIJAH CRAIG	\$106,712.73	\$109,743.20	-\$0.03
17	JOSE CUERVO RTD	354	425	-17%	17	BACARDI	\$103,597.17	\$112,386.58	-\$0.08
18	FIREBALL	343	383	-11%	18	1800 TEQUILA	\$102,317.99	\$116,143.22	-\$0.12
19	SEAGRAM'S VODKA	336	272	24%	19	CASAMIGOS	\$97,782.33	\$129,632.89	-\$0.25
20	CAPTAIN MORGAN	326	379	-14%	20	ABSOLUT	\$95,384.89	\$103,397.17	-\$0.08
21	GREY GOOSE	324	321	1%	21	PATRON	\$93,640.50	\$111,264.40	-\$0.16
22	1800 TEQUILA	304	356	-15%	22	TEREMANA	\$86,313.64	\$89,063.55	-\$0.03
23	HENNESSY	284	340	-17%	23	GREY GOOSE	\$84,254.47	\$84,002.19	\$0.00
24	NEW AMSTERDAM VODKA	279	367	-24%	24	BULLEIT	\$76,712.39	\$86,750.58	-\$0.12
25	WOODFORD RESERVE	273	253	8%	25	KETEL ONE	\$76,674.32	\$74,704.47	\$0.03
26	ELIJAH CRAIG	263	284	-8%	26	FOUR ROSES	\$74,021.76	\$79,672.42	-\$0.07
27	TEREMANA	218	220	-1%	27	JAMESON	\$61,589.40	\$73,581.96	-\$0.16
28	SKYY VODKA	213	256	-17%	28	BASIL HAYDEN	\$60,772.55	\$60,457.95	\$0.01
29	CANADIAN MIST	213	269	-21%	29	ESPOLON	\$59,685.41	\$57,878.54	\$0.03
30	MALIBU	209	258	-19%	30	FIREBALL	\$56,739.13	\$62,873.81	-\$0.10
31	FOUR ROSES	209	216	-3%	31	SVEDKA	\$56,693.75	\$63,391.16	-\$0.11
32	BULLEIT	208	232	-10%	32	CAPTAIN MORGAN	\$56,185.54	\$66,843.43	-\$0.16
33	HORNITOS	185	222	-17%	33	HORNITOS	\$50,875.89	\$60,837.86	-\$0.16
34	JAMESON	175	202	-13%	34	KNOB CREEK	\$49,957.45	\$52,672.84	-\$0.05
35	DON JULIO	172	99	74%	35	CIROC	\$49,660.15	\$56,417.38	-\$0.12
36	CANADIAN CLUB	171	199	-14%	36	OLMECA ALTOS	\$46,595.54	\$57,639.63	-\$0.19
37	DEEP EDDY	168	189	-12%	37	D'USSE	\$46,040.79	\$34,842.31	\$0.32
38	1800 RTD	164	210	-22%	38	JOHNNIE WALKER	\$45,992.34	\$48,867.93	-\$0.06
39	OLMECA ALTOS	163	187	-13%	39	DEWARS	\$40,847.30	\$43,119.65	-\$0.05
40	ESPOLON	159	149	7%	40	BOMBAY	\$39,229.56	\$35,216.36	\$0.11

P5 DISPLAY RANKINGS

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	855	985	-13%	1	HENNESSY	\$255,373.23	\$309,454.46	-17%
2	LUNAZUL	826	180	359%	2	CROWN ROYAL	\$235,521.86	\$239,835.29	-2%
3	PAUL MASSON	790	867	-9%	3	LUNAZUL	\$221,793.72	\$49,232.24	351%
4	TITO'S	744	729	2%	4	DON JULIO	\$180,570.17	\$109,266.41	65%
5	CROWN ROYAL	702	693	1%	5	JOSE CUERVO	\$159,965.33	\$184,033.64	-13%
6	SEAGRAMS GIN	683	746	-8%	6	TITO'S	\$149,306.17	\$147,279.40	1%
7	JOSE CUERVO	661	666	-1%	7	PATRON	\$123,160.58	\$122,023.24	1%
8	HENNESSY	516	614	-16%	8	SMIRNOFF	\$114,683.54	\$132,546.20	-13%
9	ABSOLUT	368	445	-17%	9	PAUL MASSON	\$107,270.25	\$118,451.16	-9%
10	PINNACLE VODKA	346	482	-28%	10	REMY MARTIN	\$89,800.21	\$113,757.62	-21%
11	NEW AMSTERDAM VODKA	311	413	-25%	11	SEAGRAMS GIN	\$87,001.20	\$99,939.52	-13%
12	PLATINUM	308	305	1%	12	D'USSE	\$80,783.84	\$68,342.84	18%
13	SEAGRAM'S VODKA	294	235	25%	13	ABSOLUT	\$78,832.98	\$96,518.45	-18%
14	JACK DANIELS	264	294	-10%	14	JACK DANIELS	\$77,058.98	\$85,084.01	-9%
15	DON JULIO	207	122	70%	15	TEREMANA	\$70,243.11	\$78,025.10	-10%
16	BACARDI	192	239	-20%	16	CIROC	\$62,538.32	\$71,526.71	-13%
17	SVEDKA	185	237	-22%	17	1800 TEQUILA	\$53,034.02	\$64,183.23	-17%
18	PATRON	183	176	4%	18	GREY GOOSE	\$43,365.17	\$50,870.79	-15%
19	TEREMANA	176	191	-8%	19	NEW AMSTERDAM VODKA	\$42,560.54	\$55,140.12	-23%
20	JIM BEAM	167	163	2%	20	PINNACLE VODKA	\$38,986.63	\$53,117.70	-27%
21	CIROC	165	188	-12%	21	DELEON	\$35,921.59	\$78,451.14	-54%
22	GREY GOOSE	163	190	-14%	22	JIM BEAM	\$33,811.77	\$33,625.62	1%
23	1800 TEQUILA	157	196	-20%	23	CASAMIGOS	\$30,720.10	\$59,287.81	-48%
24	FRIS	149	171	-13%	24	BACARDI	\$26,562.77	\$33,742.93	-21%
25	JOSE CUERVO RTD	148	205	-28%	25	SEAGRAM'S VODKA	\$26,075.10	\$23,647.86	10%
26	RAIN	136	180	-25%	26	PLATINUM	\$25,824.79	\$25,948.33	0%
27	D'USSE	135	93	45%	27	COURVOISIER	\$23,852.42	\$28,580.00	-17%
28	1800 RTD	133	183	-27%	28	MAKERS MARK	\$21,623.98	\$19,728.53	10%
29	REMY MARTIN	131	150	-13%	29	ESPOLON	\$21,081.23	\$21,105.51	0%
30	E & J BRANDY	128	152	-16%	30	SVEDKA	\$21,069.80	\$26,892.53	-22%
31	HIGH NOON	125	137	-9%	31	EVAN WILLIAMS	\$20,214.86	\$22,604.87	-11%
32	EVAN WILLIAMS	111	127	-12%	32	KETEL ONE	\$19,821.29	\$23,164.34	-14%
33	CANADIAN MIST	109	125	-12%	33	E & J BRANDY	\$19,536.78	\$23,683.02	-18%
34	KETEL ONE	85	102	-16%	34	HORNITOS	\$18,167.78	\$24,489.76	-26%
35	BURNETT'S VODKA	84	91	-8%	35	OLD FORESTER	\$16,910.39	\$18,248.61	-7%
36	DELEON	70	157	-55%	36	1800 RTD	\$15,794.13	\$21,610.60	-27%
37	OLD FORESTER	66	73	-10%	37	JOSE CUERVO RTD	\$15,716.78	\$21,778.92	-28%
38	PLATINUM	64	56	15%	38	WILD TURKEY	\$14,871.47	\$17,458.06	-15%
39	MAKERS MARK	64	56	13%	39	RAIN	\$14,820.91	\$18,919.21	-22%
40	RICH & RARE	63	73	-13%	40	FRIS	\$14,304.50	\$16,458.31	-13%

P5 DISPLAY RANKINGS

MASS

Rank	Brand	Retail Dollar Vol This Year	Retail Dollar Vol Last Year	Retail \$\$\$ % Ch
1	TITO'S	\$439,342.44	\$413,865.27	6%
2	CROWN ROYAL	\$415,499.67	\$440,901.42	-6%
3	JACK DANIELS	\$258,024.92	\$254,980.30	1%
4	HENNESSY	\$250,731.29	\$230,264.11	9%
5	JIM BEAM	\$223,010.01	\$207,725.10	7%
6	SMIRNOFF	\$178,913.30	\$196,919.39	-9%
7	JOSE CUERVO	\$174,050.01	\$174,002.95	0%
8	PATRON	\$152,922.80	\$147,157.16	4%
9	PINNACLE VODKA	\$143,030.18	\$154,673.18	-8%
10	MAKERS MARK	\$125,535.94	\$118,055.85	6%
11	DON JULIO	\$119,822.42	\$101,264.09	18%
12	OLD FORESTER	\$118,855.56	\$129,325.85	-8%
13	TEREMANA	\$112,145.87	\$89,021.64	26%
14	1800 TEQUILA	\$110,853.40	\$98,396.25	13%
15	WILD TURKEY	\$110,656.37	\$114,877.91	-4%
16	BACARDI	\$108,185.56	\$118,790.78	-9%
17	CASAMIGOS	\$104,946.30	\$124,087.40	-15%
18	HIGH NOON	\$103,742.64	\$90,108.59	15%
19	ELIJAH CRAIG	\$93,303.54	\$63,643.93	47%
20	ABSOLUT	\$92,090.49	\$111,447.50	-17%
21	WOODFORD RESERVE	\$91,017.19	\$85,496.00	6%
22	REMY MARTIN	\$80,857.95	\$103,025.12	-22%
23	CIROC	\$74,837.69	\$101,508.63	-26%
24	GREY GOOSE	\$71,897.57	\$77,444.61	-7%
25	FIREBALL	\$67,763.26	\$73,621.42	-8%
26	LUNAZUL	\$65,481.43	\$24,497.49	167%
27	HORNITOS	\$65,061.84	\$45,786.31	42%
28	DELEON DIAMANTE	\$63,299.67	\$32,671.83	94%
29	BULLEIT	\$62,958.49	\$62,261.98	1%
30	KETEL ONE	\$61,154.70	\$58,547.81	4%
31	CAPTAIN MORGAN	\$60,353.36	\$73,732.07	-18%
32	FOUR ROSES	\$59,995.88	\$64,415.10	-7%
33	JAMESON	\$59,832.59	\$62,132.67	-4%
34	D'USSE	\$56,981.68	\$68,580.84	-17%
35	SVEDKA	\$55,035.90	\$52,271.64	5%
36	JOHNNIE WALKER	\$52,958.28	\$45,552.22	16%
37	NEW AMSTERDAM VODKA	\$52,575.94	\$61,685.19	-15%
38	MALIBU	\$51,395.75	\$52,195.39	-2%
39	BASIL HAYDEN	\$49,431.19	\$50,901.94	-3%
40	KNOB CREEK	\$49,101.83	\$40,485.93	21%