

MAINSTREAM		UPSCALE		BEACH		MULTICULTURAL		SPECIALTY	
1	Tito's	1	Crown	1	Tito's	1	Smirnoff	1	Crown
2	Crown	2	Makers	2	Crown	2	Cuervo	2	Tito's
3	Jack	3	Tito's	3	Smirnoff	3	Jack	3	Makers
4	Absolut	4	Jack	4	Jack	4	Crown	4	Jack
5	Beam	5	Absolut	5	Makers	5	paul/Plat	5	Absolut
6	Makers	6	Cuervo	6	Cuervo	6	Ciroc	6	1800
7	Ciroc	7	Fireball	7	Fireball	7	Absolut	7	Beam
8	Fireball	8	1800	8	Bulleit	8	Fireball	8	Wild Turkey
9	Cuervo	9	Captain	9	VAP	9	VAP	9	Skyy
10	Wild Turkey	10	Hornitos	10	VAP	10	VAP	10	Ciroc
11	VAP	11	VAP					11	VAP
12	VAP	12	VAP					12	VAP

ADD ON		No. of Stores	
Uncle Nearest	8	4, 58, 77, 84, 102, 151, 175, 177	
Aviation Gin	5	58, 72, 80, 153, 234	
Tequila Rose	5	15, 31, 53, 76, 176	
Lunazul	5	4, 45, 72, 125, 146	

POD Selections:		Strategy:
Side	1 Murder Creek Dreamcicle, Coconut Cream Yellow Hound Gin/Founders Reserve	
Side	2 John Emerald whiskey, Gin Vodka	
Side	3 Sweet Home Limoncello SH Cinnamon Whiskey & Whiskey	
Side	4 Black Patch Pecan Pie Dettling Judge Roy Bean	