

MAINSTREAM		UPSCALE		BEACH		MULTICULTURAL		SPECIALTY	
1	Jack	1	Tito's	1	Crown	1	Patron	1	Tito's
2	Crown	2	Crown	2	Tito's	2	Crown	2	Crown
3	Tito's	3	Jack	3	Cuervo	3	Tito's	3	Jack
4	Cuervo	4	Absolut	4	Jack	4	Jack	4	Jameson
5	Jameson	5	Woodford	5	1800	5	1800	5	Woodford
6	Bacardi	6	Jameson	6	Malibu	6	Absolut	6	Cuervo
7	Absolut	7	Old Forester	7	Baileys	7	Ciroc	7	Old Forester
8	High Noon	8	Ciroc	8	Bushmills	8	Bacardi	8	Bacardi
9	Wild Turkey	9	Malibu	9	Bulleit	9	Cuervo	9	Patron
10	Ciroc	10	1800	10	Proper	10	Malibu	10	Wild Turkey
11	Malibu	11	Wild Turkey					11	Ciroc
12	Patron	12	Cuervo					12	Elijah Craig

<u>ADD ON</u>	No. of Stores	
Empress Gin	7	4, 39, 67, 84, 125, 177, 238
Belvedere	6	15, 20, 45, 58, 76, 80
Bulleit Old Fashioned	7	15, 31, 49, 72, 89, 146, 151
Ketel One Espresso	5	53, 80, 151, 175, 177
Botanist	7	31, 76, 185, 143, 102, 80, 176
Redmont	10	58, 70, 72, 77, 84, 102, 153, 175, 176, 239
Rebel 100	8	9, 13, 15, 44, 76, 104, 176, 185

	<u>POD Selections:</u>	<u>Strategy:</u>
Side	1 Carolans	
Side	2 St. Brendan's Quiet Man	
Side	3 Bushmills Proper 12	
Side	4 Tullamore Dew Slane	