

MAINSTREAM		UPSCALE		BEACH		MULTICULTURAL		SPECIALTY	
1	Tito's	1	Crown	1	Highnoon	1	Crown	1	Tito's
2	Crown	2	Malibu	2	Tito's	2	Smirnoff	2	Highnoon
3	Cuervo	3	Tito's	3	Crown	3	Tito's	3	Crown
4	Beam	4	Makers	4	Smirnoff	4	Malibu	4	Jack
5	Smirnoff	5	Bacardi	5	Malibu	5	Hennessy	5	Beam
6	Patron	6	Jack	6	Cuervo	6	Jack	6	Makers
7	Jack	7	Beam	7	Bacardi	7	Absolut	7	Cuervo
8	Makers	8	Absolut	8	Beam	8	Hornitos	8	Bacardi
9	Absolut	9	Fireball	9	Captain	9	Bacardi	9	Patron
10	Wild Turkey	10	Cuervo	10	Fireball	10	Cuervo	10	Bulleit
11	Highnoon	11	Don Julio					11	Captain
12	Fireball	12	Hornitos					12	Elijah Craig

ADD ON		No. of Stores	
Deep Eddy	10	15, 31, 45, 49, 53, 72, 77, 84, 126, 177	...
Cannon Butterfly	8	4, 55, 58, 62, 102, 151, 175, 239	
Whistle Pig	5	4, 55, 58, 72, 80	
Paul & Plat	5	17, 18, 20, 24, 140	
Komos	2	55, 58	
Deleon	23	1, 2, 3, 8, 17, 18, 20, 24, 32, 33,62, 70,86, 89,93, 96, 102, 111, 143, 156, 179, 182, 226	

POD Selections:		Strategy:
Side	1 Dulce Vida (A001990) Dulce Vida Lime (A1992)	
Side	2 Corozon Blanco(A1522) & Repo (A7014) Gran Gala (A1174)	
Side	3 Gran Coramino (A7831) El Mayor (A7369), Ghost (A7995	
Side	4 Tequila Ocho Blanco & Repo Hpnotiq (A001637)	