

# GuestMetrics

## Whiskey Dominance by State



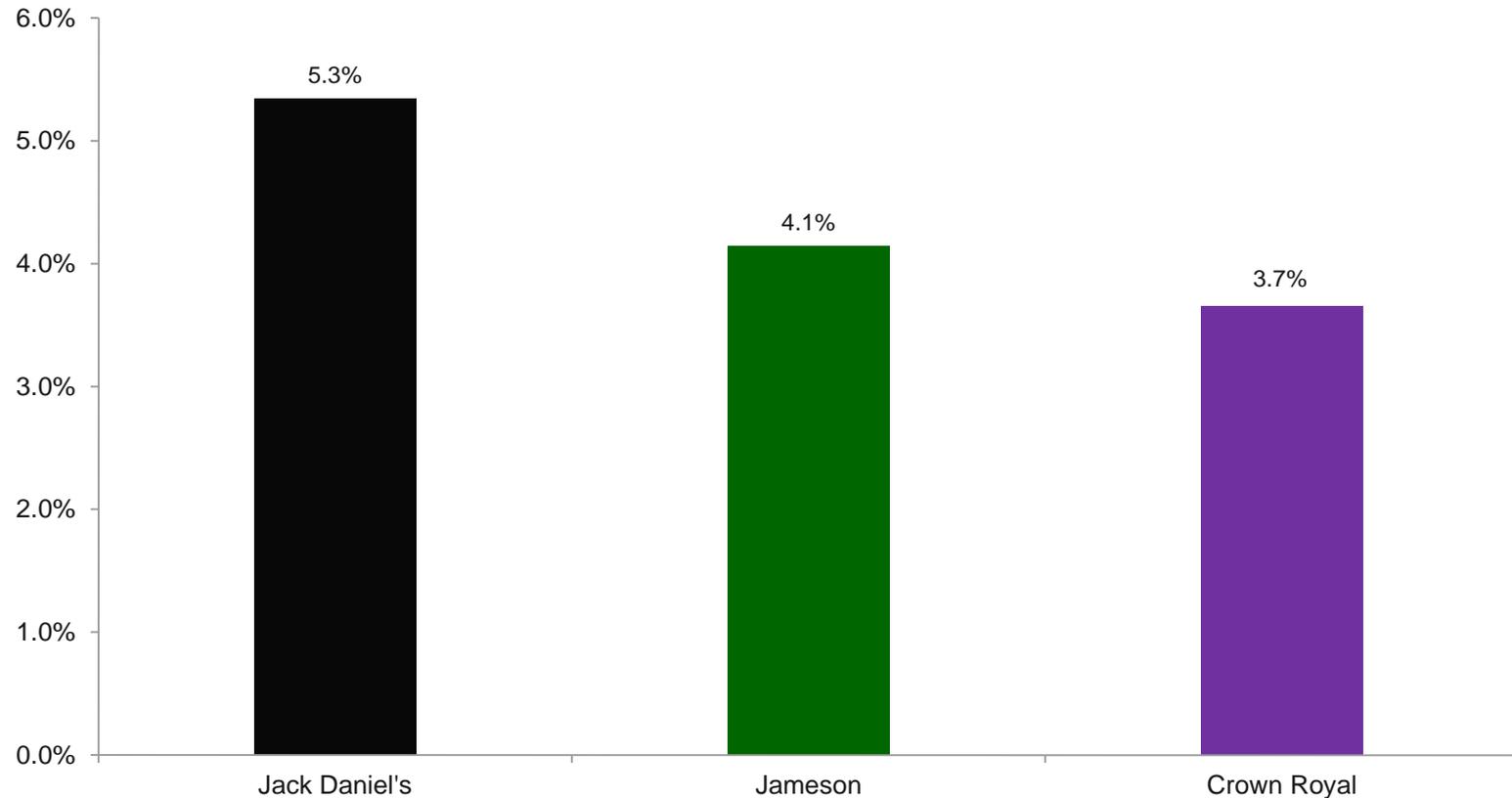
February 2015



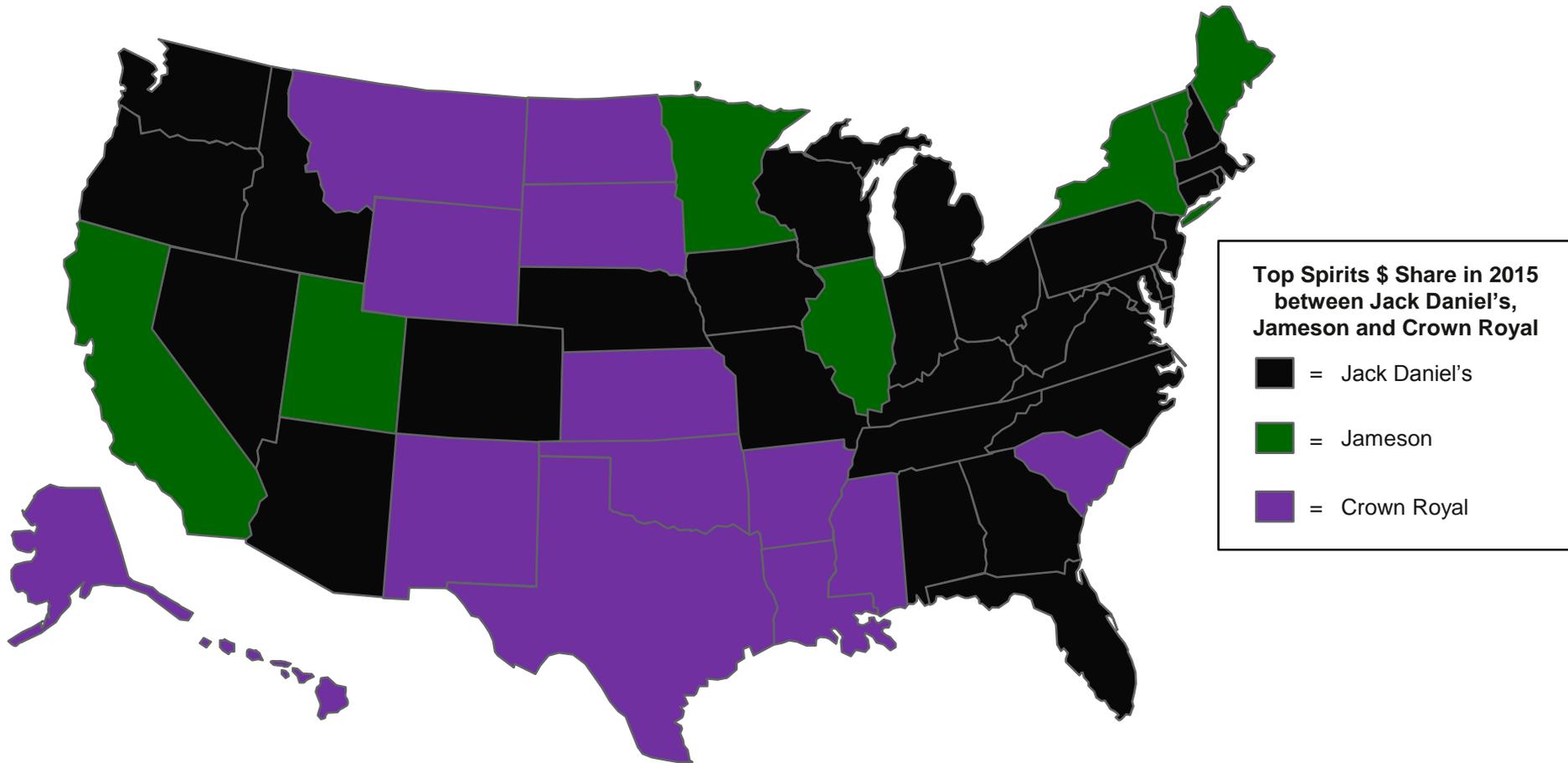
guest | METRICS

# The top three whiskey brands make up over 13% of called spirits sales in the US On-Premise but Jack Daniel's holds a dominant position over the two closest rivals

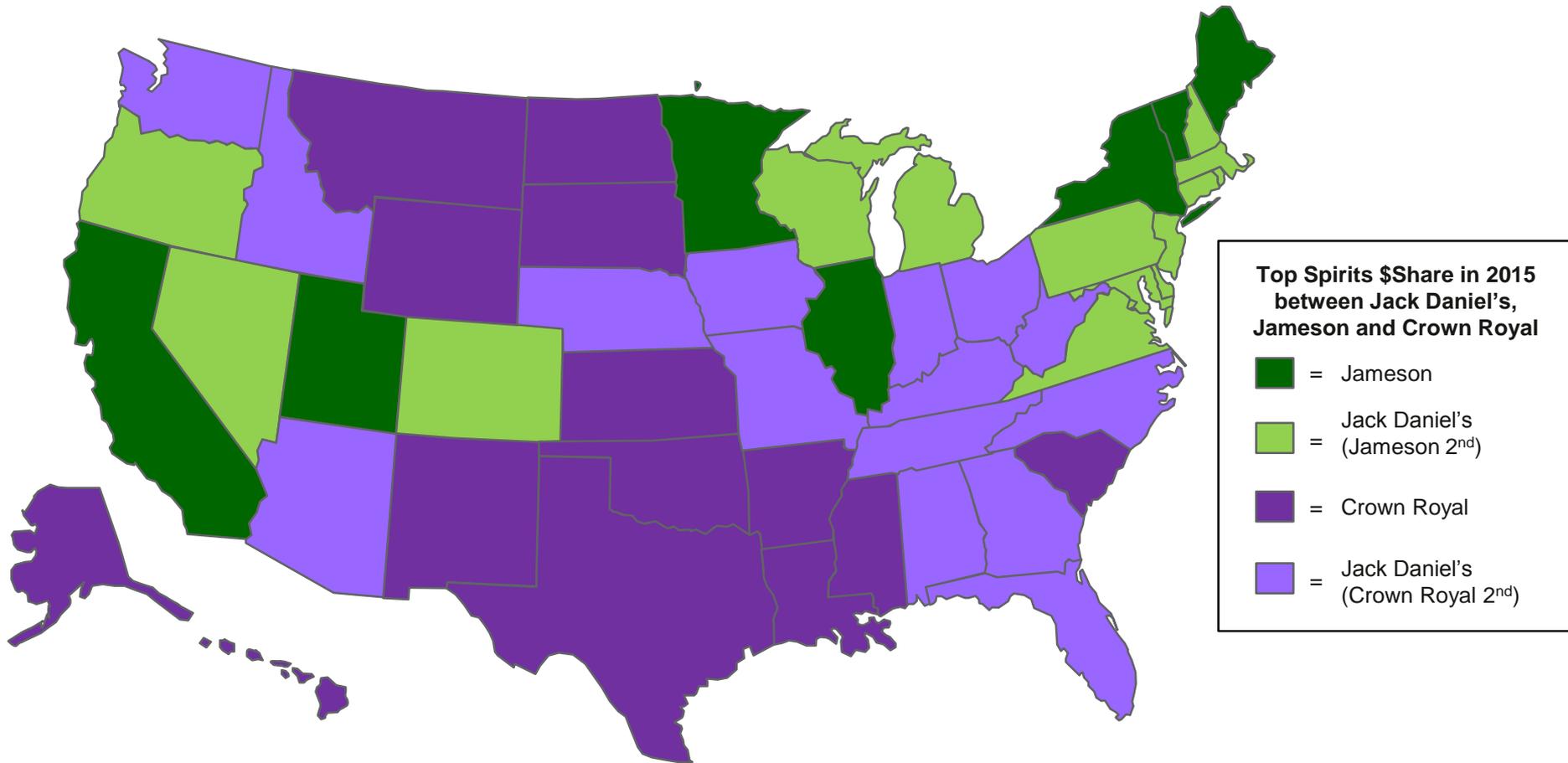
## Brand Family Share of National Called Spirits \$ Sales (2015)



# This dominance is largely reflected at a state level where Jack Daniel's is the #1 whiskey in 29 states plus DC in 2015

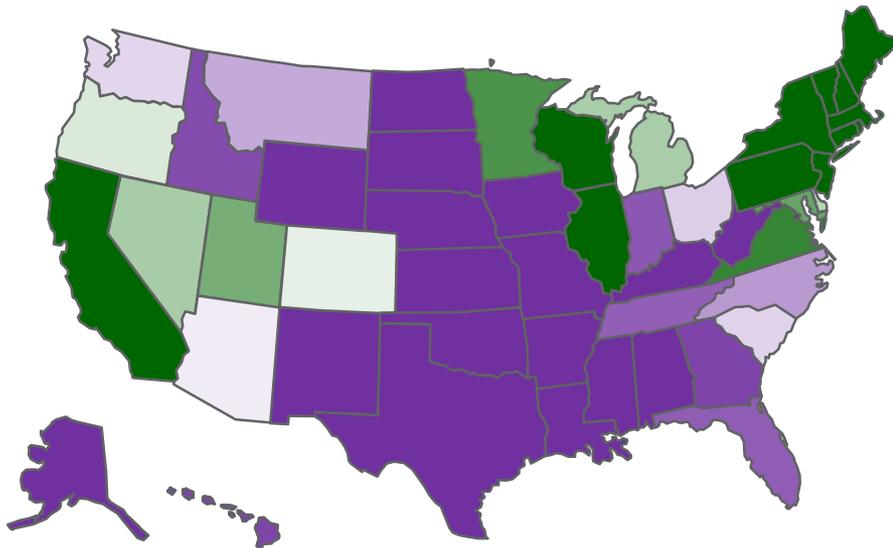
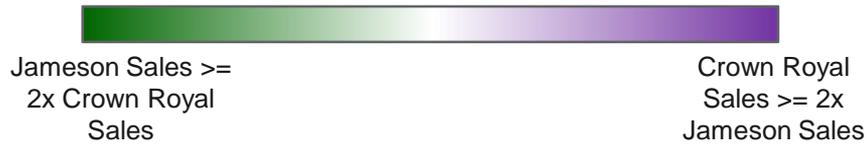


# However, when Jack Daniel's is removed, the divide between Jameson and Crown Royal forms along familiar lines

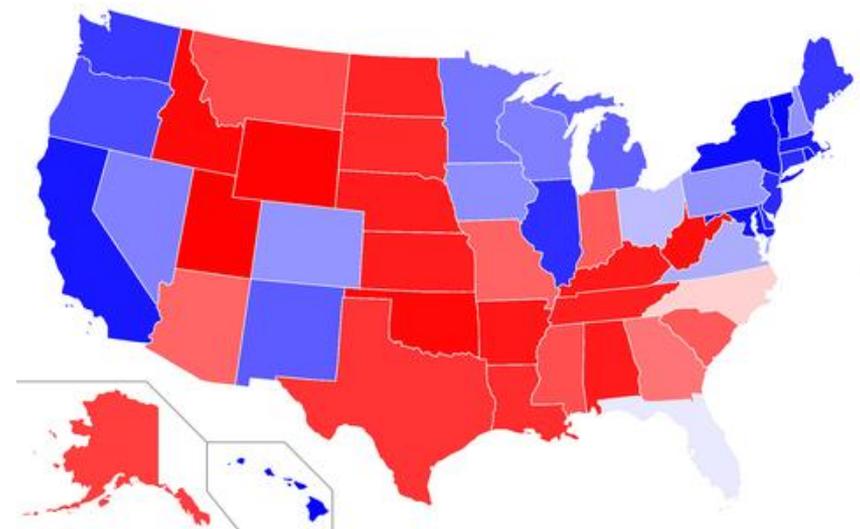


# Jameson dominates in Democrat-leaning States while Crown Royal mostly leads in Republican States

Jameson vs. Crown Royal Sales

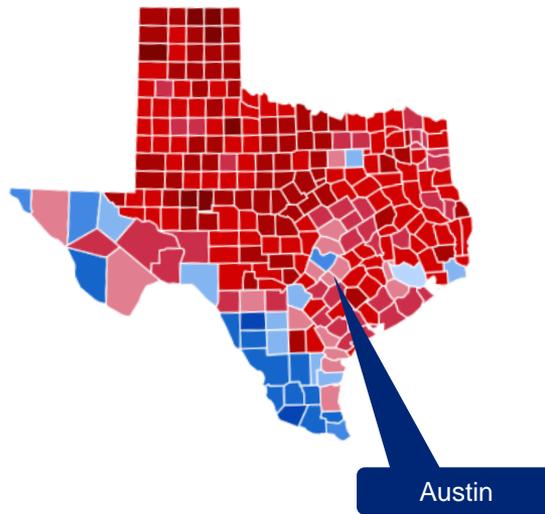
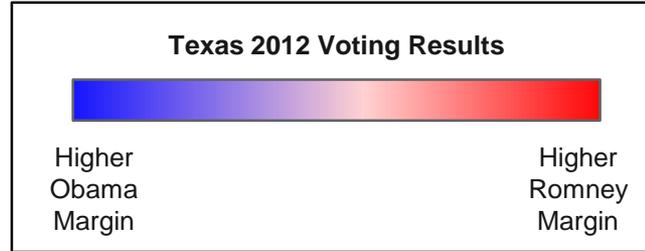
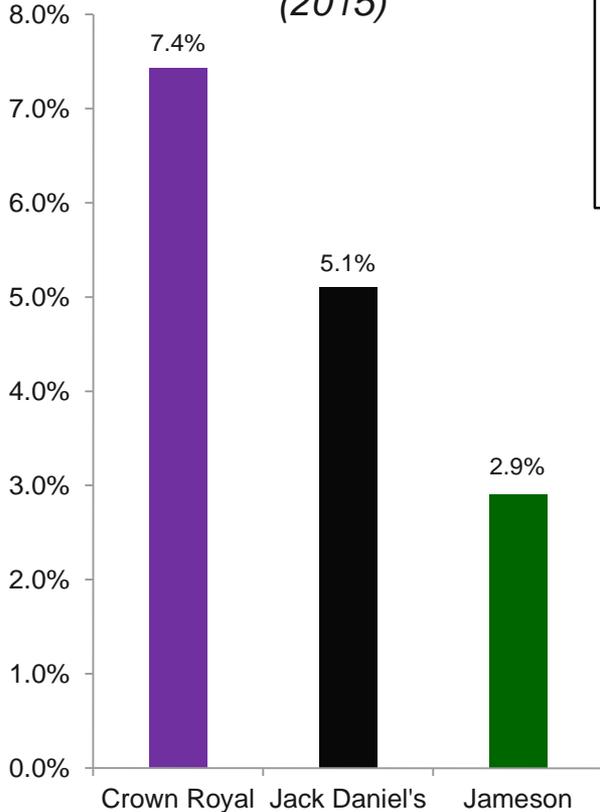


2012 Electoral College Results

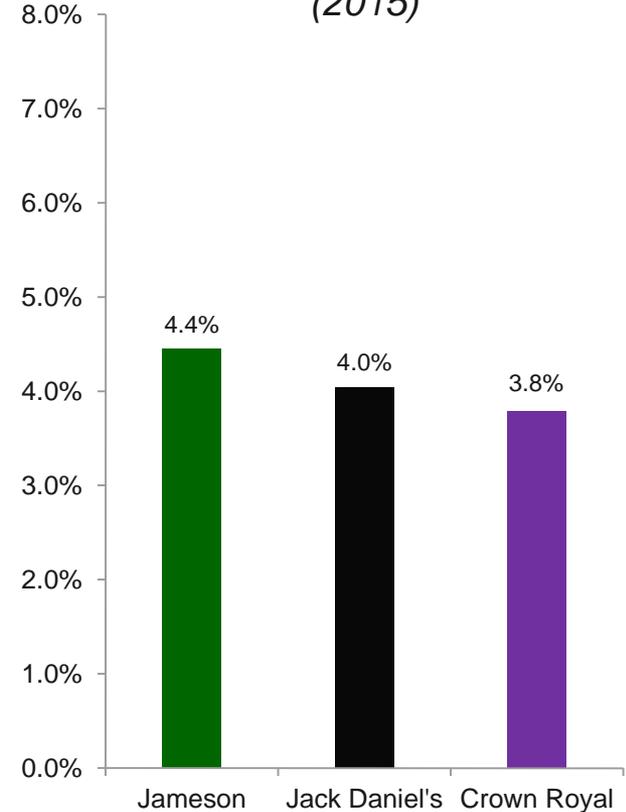


# This tendency holds at a DMA level; within ruby red/deep purple Texas, the notably more left-leaning Austin designated marketing area prefers Jameson to Crown Royal

**Brand Family Share of Spirits \$ Sales: State of Texas (2015)**



**Brand Family Share of Spirits \$ Sales : Austin, TX DMA (2015)**



# Questions?



## FOR MORE INFORMATION

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## ABOUT GUESTMETRICS

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Despite the dawn of the Digital Age more than three decades ago, the hospitality industry essentially functions the same way it did centuries before. GuestMetrics has cracked the code, turning billions of raw POS transactions into intelligible data that is fundamentally transforming business operations of everyone from the independently-owned bar / restaurant on the corner, to multi-national chains, to the food and beverage companies that supply them.

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