

Market Visit Pre-Read - Florida – March 19

BSI Trends – Total WMT MO



LEVEL SELECT	DOLLAR PERFORMANCE											
	LW DOLLARS	LW ABS \$ CHG	LW % CHG	L4 DOLLARS	L4 ABS \$ CHG	L4 % CHG	L13 DOLLARS	L13 ABS \$ CHG	L13 % CHG	YTD DOLLARS	YTD ABS \$ CHG	YTD % CHG
Grand Total (Sorted by LW Dollar Volume)	\$1,469,801	\$164,445	12.6%	\$5,935,658	\$710,748	13.6%	\$22,064,235	\$2,812,828	14.6%	\$8,877,651	\$1,003,717	12.7%
Jim Beam Brn	\$536,699	\$58,202	12.2%	\$2,192,184	\$270,403	14.1%	\$8,409,770	\$1,200,756	16.7%	\$3,285,675	\$369,576	12.7%
Pinnacle	\$172,762	\$25,840	17.6%	\$697,726	\$114,489	19.6%	\$2,457,046	\$436,090	21.6%	\$1,041,266	\$163,985	18.7%
Maker's Mark	\$121,687	\$16,517	15.7%	\$496,537	\$62,673	14.4%	\$2,117,848	\$242,608	12.9%	\$744,201	\$92,494	14.2%
Sauza	\$97,333	\$563	0.6%	\$397,759	\$7,581	1.9%	\$1,327,041	\$42,512	3.3%	\$590,254	\$4,131	0.7%
DeKuyper Cordial	\$85,537	\$15,659	22.4%	\$334,530	\$62,870	23.1%	\$1,350,875	\$253,781	23.1%	\$491,232	\$84,835	20.9%
Canadian Club	\$82,827	\$9,832	13.5%	\$321,629	\$25,019	8.4%	\$1,054,998	\$20,911	2.0%	\$485,642	\$38,310	8.6%
Hornitos	\$64,243	\$8,348	14.9%	\$263,294	\$41,780	18.9%	\$1,010,996	\$189,249	23.0%	\$400,624	\$72,304	22.0%
Windsor Canadian	\$59,829	\$5,291	9.7%	\$236,756	\$20,071	9.3%	\$766,393	\$38,207	5.2%	\$353,331	\$27,347	8.4%
Kessler	\$55,647	\$981	1.8%	\$225,345	\$6,995	3.2%	\$756,988	\$7,200	1.0%	\$339,299	\$10,944	3.3%
Kamchatka Vodka	\$31,237	(\$1,227)	(3.8%)	\$125,978	(\$5,995)	(4.5%)	\$427,434	(\$20,491)	(4.6%)	\$188,404	(\$11,463)	(5.7%)
Knob Creek	\$31,097	\$3,497	12.7%	\$127,955	\$16,704	15.0%	\$551,386	\$75,048	15.8%	\$189,592	\$23,621	14.2%
Courvoisier	\$28,339	\$2,792	10.9%	\$113,253	\$14,333	14.5%	\$431,594	\$88,354	25.7%	\$168,965	\$23,593	16.2%
Old Crow	\$16,092	(\$1,521)	(8.6%)	\$66,979	(\$2,053)	(3.0%)	\$224,557	(\$8,593)	(3.7%)	\$100,695	(\$5,344)	(5.0%)
Ronrico Rum	\$15,366	(\$1,268)	(7.6%)	\$62,118	(\$3,217)	(4.9%)	\$208,206	(\$8,041)	(3.7%)	\$93,105	(\$3,768)	(3.9%)
Cruzan	\$11,543	\$10,665	1,214.4%	\$41,437	\$37,924	1,079.6%	\$138,510	\$125,043	928.5%	\$60,477	\$55,344	1,078.3%
Basil Hayden's	\$10,425	\$2,372	29.5%	\$43,277	\$9,520	28.2%	\$178,767	\$35,818	25.1%	\$65,453	\$14,916	29.5%

Nielsen L13wk – 2.23.19

ACCOUNT	BEAM SUNTORY					
	[\$]	[\$ CYA]	[% CHG]	GAP	[\$ SHARE]	[\$ SHARE CHG]
Walmart Total US TA	\$2,237,641	\$3,067,280	15.9%	7.3%	10.75	0.68
Walmart Total Florida	\$4,453,496	\$1,033,414	30.2%	7.7%	10.34	0.41
Walmart Total Arizona	\$2,313,374	\$491,983	27.0%	12.4%	10.91	1.07
Walmart Total Missouri	\$2,277,658	\$413,557	22.2%	14.9%	12.63	1.34
Walmart Total Indiana	\$1,958,708	\$271,190	16.1%	8.5%	16.71	1.22
Walmart Total Illinois	\$1,732,199	\$172,733	11.1%	8.8%	10.91	0.87
Walmart Total California	\$1,612,643	\$83,050	5.4%	4.4%	8.16	0.34
Walmart Total Louisiana	\$1,328,421	(\$53,555)	(3.9%)	(0.9%)	10.08	(0.10)
Walmart Total Michigan	\$916,121	\$33,553	3.8%	(1.4%)	10.05	(0.13)
Walmart Total Wisconsin	\$871,967	\$130,959	17.7%	10.4%	10.61	0.94
Walmart Total - Nebraska - CB	\$836,164	\$77,193	10.2%	2.3%	14.60	0.31
Walmart Total - New Mexico - CB	\$799,979	\$81,889	11.4%	5.0%	12.66	0.37
Walmart Total - Washington - CB	\$783,516	\$39,791	5.4%	5.1%	8.53	0.42
Walmart Total - Nevada - CB	\$625,622	\$27,309	4.6%	3.7%	9.08	0.32
Walmart Total Iowa	\$556,950	\$93,373	20.1%	13.8%	8.28	0.55

BVR - NOV

Wal-Mart YTD Florida	Florida Cases (9.0)				Net Sales (Florida)			
	YTD (DEC)	vs.	vs.	vs.	YTD (DEC)	vs.	vs.	vs.
	18 Act	Plan	LY	LY%	18 Act	Plan	LY	LY%
All financial figures in 000's								
Jim Beam Flavors	7,035	1,110	1,610	29.7%	\$662	\$98	\$144	27.8%
Jim Beam Family	31,542	1,711	5,423	20.8%	\$2,750	\$235	\$541	24.5%
Makers Mark Family	3,783	293	652	20.8%	\$619	\$39	\$90	17.1%
Knob Creek Family	866	44	198	29.6%	\$170	\$10	\$38	29.1%
Basil Hayden's Family	419	28	87	26.3%	\$105	\$12	\$25	31.5%
Canadian Club Family	8,928	1,398	1,053	13.4%	\$482	\$72	\$52	12.1%
Courvoisier	2,830	454	852	43.1%	\$442	\$43	\$103	30.4%
Pinnacle Vodka Family	31,281	1,922	3,343	12.0%	1,593	159	204	14.7%
EFFEN Vodka Family	961	454	607	+100%	122	62	80	+100%
Vodka and Gin	33,269	2,849	3,674	12.4%	1,754	239	273	18.4%
Hornitos Family	1,913	158	909	90.6%	\$208	(\$17)	\$95	84.2%
Sauza Family	3,363	1,265	1,575	88.1%	\$194	\$23	\$48	32.8%
DeKuyper Family	7,591	3,478	3,883	+100%	\$410	\$184	\$208	+100%
Cruzan Rum Family	-	-	-	0.0%	\$0	\$0	\$0	0.0%
BEAM SUNTORY PORTFOLIO	113,577	13,383	21,256	23.0%	\$8,092	\$871	\$1,690	26.4%

Store #818 Modular Items/Pricing Initiatives

STORE NUMBER 818							
OVERALL PERFORMANCE		L13 POS \$	\$112,825.43	L13 ABS CHG	\$27,515.71	L13 % CHG	24.4%
10270 FRONT BEACH RD							
BASE STR Supercenter							
8 FOOT							
10 Digit UPC	ITEM DESCRIPTION	L13 WK POS Sales	L13 WK ABS \$ Chg	L13 WK % Chg	On Modular	Micromanaged Retail	Store Specific Retail
8068692945	PINNACLE REG VODKA 80 PROOF 1.75L	\$12,890.21	\$4,574.91	55.0%	YES	\$15.97	\$15.97
8068600110	JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 1.75L	\$9,615.98	\$17.98	0.2%	YES	\$23.97	\$23.98
8068696104	COURVOISIER VS COGNAC 80 PROOF 750ML	\$4,139.96	\$1,751.01	73.3%	YES	\$23.97	\$24.97
8068600143	JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 750ML	\$4,370.70	\$827.01	23.3%	NO	\$13.97	\$12.97
8068682112	CNDN CLUB 6 YR CNDN WHISKEY 80 PROOF 1.75L	\$7,026.27	\$664.89	10.5%	YES	\$17.97	\$17.97
8524613943	MAKER'S MARK REG BOURBON WSKY 90 PROOF 750ML	\$3,895.32	\$499.40	14.7%	YES	\$24.97	\$24.97
8524613941	MAKER'S MARK REG BOURBON WSKY 90 PROOF 1.75L	\$3,397.96	\$649.61	23.6%	YES	\$49.97	\$49.97
8068636302	DEKUYPER TRIPLE SEC CORDIALS 43-69 PROOF 750ML	\$1,844.45	\$837.48	83.2%	YES	--	\$9.97
8068636504	DEKUYPER PEACHTREE SCHNAPPS <43 PROOF 750ML	\$1,196.40	\$309.07	34.8%	YES	--	\$9.97
8068603410	JIM BEAM BLACK LABEL BRBN WSKY 86 PROOF 1.75L	\$1,960.45	\$231.10	13.4%	YES	\$33.97	\$33.97
8068692657	PINNACLE WHP CRM VODKA 70 PROOF 1.75L	\$1,257.69	-\$49.00	-3.7%	YES	\$15.97	\$15.97
8068600655	JIM BEAM APPLE BOURBON WHISKEY 70 PROOF 750ML	\$1,662.54	\$291.78	21.3%	YES	\$13.97	\$12.97
8068650012	WINDSOR REG CANADIAN WHISKEY 80 PROOF 1.75L	\$3,190.74	\$391.35	14.0%	YES	\$14.97	\$14.98
8068692940	PINNACLE REG VODKA 80 PROOF 750ML	\$1,188.96	-\$540.15	-31.2%	YES	\$10.97	\$10.97
8068603440	JIM BEAM BLACK LABEL BRBN WSKY 86 PROOF 750ML	\$1,924.88	\$666.77	53.0%	YES	\$17.97	\$17.97
8068600659	JIM BEAM APPLE BOURBON WHISKEY 70 PROOF 1.75L	\$1,390.84	\$476.98	52.2%	YES	\$23.97	\$23.98
8068614112	RONRICO SILVER RUM 80 PROOF 1.75L	\$1,372.38	-\$1,156.50	-45.7%	YES	--	\$15.42
8068683532	HORNITOS PLATA TEQUILA 80 PROOF 750ML	\$828.83	\$69.50	9.2%	YES	\$22.97	\$21.97
8068631603	DEKUYPER BLUE CURACAO CORDIALS 43-69 PROOF 750ML	\$538.38	\$29.91	5.9%	YES	--	\$9.97
8068692651	PINNACLE WHP CRM VODKA 43-69 PROOF 750ML	\$876.85	\$254.41	40.9%	YES	\$10.97	\$10.97
8068600628	JIM BEAM HONEY BOURBON WHISKEY 70 PROOF 1.75L	\$1,007.16	-\$264.25	-20.8%	YES	\$23.97	\$23.98
8068600685	JIM BEAM VNLA BOURBON WHISKEY 80 PROOF 750ML	\$1,099.68	-\$418.75	-27.6%	YES	\$13.97	\$12.97
8068600160	JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 375ML	\$1,524.16	\$453.76	42.4%	YES	\$8.97	\$8.97
8068600102	JIM BEAM RD STG BLK CH BRB WSK 80 PROOF 750ML	\$1,504.82	\$733.70	95.1%	YES	\$13.97	\$12.97
8068601640	NOB CREEK REG BOURBON WHISKEY 100 PROOF 750ML	\$1,067.91	\$108.87	11.4%	YES	\$29.97	\$26.97
8068601240	BASIL HAYDEN'S BOURBON WHISKEY 80 PROOF 750ML	\$1,169.10	\$376.70	47.5%	YES	\$38.97	\$38.97
8068692943	PINNACLE REG VODKA 80 PROOF 375ML	\$1,441.72	\$852.04	144.5%	YES	\$5.42	\$5.42
8068612212	GILBEY'S REG GIN 80 PROOF 1.75L	\$1,133.56	-\$150.03	-11.7%	YES	--	\$16.67
8068604212	KESSLER REG DOM WSKY 80 PROOF 1.75L	\$1,990.09	\$344.74	21.0%	YES	--	\$15.67
8068600661	JIM BEAM HONEY BOURBON WHISKEY 70 PROOF 750ML	\$993.94	\$281.47	39.5%	NO	\$13.97	\$12.97
8068683502	HORNITOS RPSDO TEQUILA 80 PROOF 750ML	\$695.01	\$149.85	27.5%	YES	\$22.97	\$21.97
8068697073	CRUZAN CCNT RUM <43 PROOF 750ML	\$588.23	\$588.23	0.0%	YES	\$9.97	\$9.97
8068600190	JIM BEAM WHITE LABEL BRBN WSKY 80 PROOF 50ML	\$1,004.01	\$158.76	18.8%	YES	--	\$1.47
8068625012	KAMORA ORIGINAL CORDIALS <43 PROOF 1.75L	\$1,394.40	\$498.00	55.6%	YES	--	\$19.92
8068631903	DEKUYPER BUTTERSHOTS SCHNAPPS <43 PROOF 750ML	\$827.51	\$139.51	20.3%	YES	--	\$9.97
8068600609	JIM BEAM HONEY BOURBON WHISKEY 70 PROOF 50ML	\$801.15	\$36.75	4.8%	YES	--	\$1.47
8068683505	HORNITOS RPSDO TEQUILA 80 PROOF 1.75L	\$501.59	-\$301.57	-37.5%	YES	\$34.97	\$33.97
8068696108	COURVOISIER VS COGNAC 80 PROOF 375ML	\$810.81	\$557.76	220.4%	YES	\$12.87	\$12.87
8068600501	JIM BEAM DEVILS CUT BRBN WSKY 90 PROOF 750ML	\$726.83	\$247.55	51.7%	YES	\$17.97	\$17.97
8068683201	SAUZA SILVER TEQUILA 80 PROOF 750ML	\$334.31	\$54.91	19.7%	YES	\$14.97	\$14.97
8524650010	MAKER'S 46 BOURBON WHISKEY 94 PROOF 750ML	\$953.15	\$465.26	95.4%	YES	\$33.77	\$33.77
8068683534	HORNITOS PLATA TEQUILA 80 PROOF 1.75L	\$399.68	\$399.68	0.0%	YES	\$34.97	\$33.97
8068601610	NOB CREEK REG BOURBON WHISKEY 100 PROOF 1.75L	\$414.76	\$414.76	0.0%	YES	\$54.97	--
8068682105	CNDN CLUB 6 YR CNDN WHISKEY 80 PROOF 750ML	\$1,107.97	-\$727.23	-39.6%	YES	\$10.97	\$10.97
8068625040	KAMORA ORIGINAL CORDIALS <43 PROOF 750ML	\$878.14	\$370.30	72.9%	YES	--	\$10.58
8068683212	SAUZA SILVER TEQUILA 80 PROOF 1.75L	\$366.55	-\$292.55	-44.4%	YES	\$24.97	\$24.97
8885700330	MIDORI MELON CORDIALS <43 PROOF 750ML	\$68.34	-\$68.34	-50.0%	YES	--	\$22.78
8068683548	HORNITOS LIME SHOT TEQUILA 70 PROOF 750ML	\$267.24	\$86.98	48.3%	YES	\$22.97	\$21.97
8068692687	PINNACLE PEACH VODKA 70 PROOF 750ML	\$414.96	\$197.56	90.9%	YES	\$10.97	\$10.97
8068696204	COURVOISIER VSOP COGNAC 80 PROOF 750ML	\$751.41	\$457.38	155.6%	YES	--	\$32.67

Key Pricing Callouts

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Key In-Store Takeaways

Department Location (Aisle, Tenant Space, etc..)

Notes:

Spirits Signage? (Exterior signage/Interior signage)

BSI Displays (Brands, Location, etc..)

Competitive Displays Total Adult Beverage

Security Solutions (Lock up set, Security Caps, Products at Registers)

Additional Notes