

Delaware Best Practices

MID-ATLANTIC TEAM MEETING 2022

Beam SUNTORY

Get to know the Delaware **market**

967,679

Total Population



7M

Annual Tourists



\$16.7M

2021 NSV



**Premium
AMW**

BSI Top
CatSeg



70,655

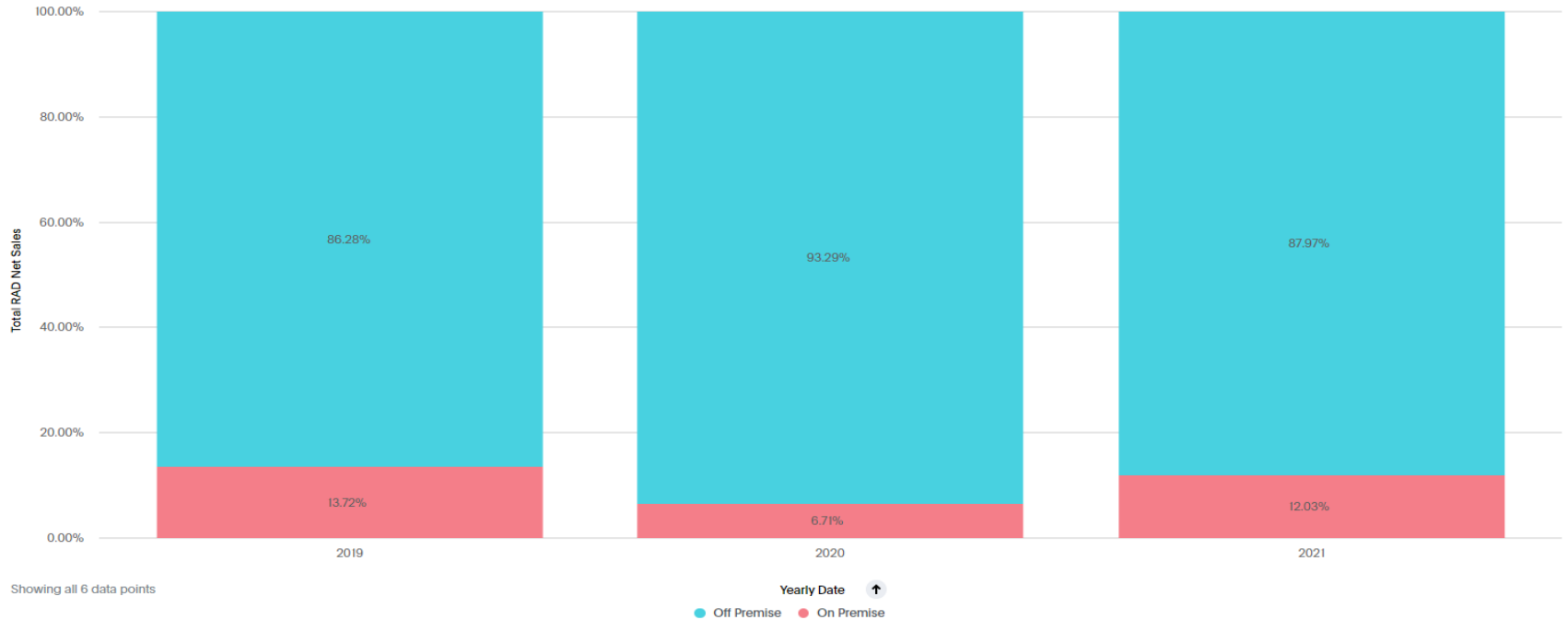
Wilmington is
Delaware's
Largest City



Premise breakdown in Delaware for BSI

NSV by premise over time

% total market NSV



**Off-Premise
(\$USD)**

\$11.8M

\$15.4M

\$11.8M

**On-Premise
(\$USD)**

\$1.9M

\$1.1M

\$1.6M

Source: The Bar Retail- RAD Net Sales- data for 2019 through YTD 2021

Best Practice: Off-Premise



Total Wine & More:

- TWM does roughly 13% of overall BSI NSV Volume in DE
- Local team has secured 3 display opportunities in #1 Location
 - Cinco de Mayo (Hornitos & Hornitos RTDs)
 - BMW Championship (August JB Black)
 - Black Friday – NYE (Maker's Mark)
- Activations scheduled for 2022 to inspire brand connections
 - Maker's Valentine's Day Flower Shop
 - Maker's Studio
 - Engraving Events to support Father's Day & Holiday Gifting
 - In-Store Samplings to drive Innovations (OTR, Truly & RTDs)

Best Practice: Off-Premise

		Dol	Dol Cya	Dol Percent Chg	Dol Share of Spirits	Dol Share of Spirits Chg	Cumulative Dol Share of Spirits	Dol Share of Category	Dol Share of Category Chg
Grand Total		7,325,702	-1,448,402	-16.5%	100.0	0.00	100.0	100.0	0.00
DIAGEO	1	1,410,853	-349,558	-19.9%	19.3	-0.80	19.3	21.5	-1.43
ALL OTHER COMPANIES	2	778,429	-89,638	-10.3%	10.6	0.73	29.9	10.6	0.73
PERNOD RICARD	3	724,461	-66,019	-8.4%	9.9	0.88	39.8	10.5	0.94
BEAM SUNTORY	4	636,258	-73,052	-10.3%	8.7	0.60	48.5	8.9	0.60
BACARDI	5	612,962	-118,051	-16.1%	8.4	0.04	56.8	9.0	0.03
FIFTH GENERATION	6	385,074	-40,497	-9.5%	5.3	0.41	62.1	29.2	1.78
BROWN-FORMAN	7	346,320	-62,973	-15.4%	4.7	0.06	66.8	5.7	-0.09
SAZERAC	8	319,698	-55,620	-14.8%	4.4	0.09	71.2	4.6	-0.03
E&J GALLO	9	313,222	-19,482	-5.9%	4.3	0.48	75.5	6.2	0.56
PROXIMO	10	279,873	-50,654	-15.3%	3.8	0.05	79.3	4.6	-0.09

Latest 13Wks – W/E 05/21/22

Total Wine & More:

- Despite overwhelming challenges in General Market; TWM is +2.7% 9L YTD LME May
- In-Store Activations, IRCs & Key Floor Programming helping drive positive shift in Nielsen Trends
- Maker's Mark Original continues to be #1 Volume Driver
 - Enhanced focus on Full Year Calendar of support in 2022
 - February Activations helped drive 317% growth
- Cinco de Mayo Display Activation has helped lead to 130.9% Hornitos Family Growth YTD
 - Driven predominately by RTDs (11,227.9%)
 - Mango & Lime up Quadruple Digits YTD and secured new placements for Passion Fruit, Pineapple & Variety Packs

Best Practices: On-Premise



[Derby Run Sizzle](#)

The Return of Activation:

- 2021 COVID restrictions did not allow for a lot of activations to occur in DE and in 2022 we are capitalizing on being able to activate again!
- In April SGWS & BSI hosted a Knob Creek Fryeday Happy Hour at our #1 Knob Creek Rye Account: Torbert Street Social (+97.8% YTD TTL, +187.5% Knob Creek Rye)
- In May our #2 account; The Starboard, hosted the return of their Annual Derby Run to celebrate the Kentucky Derby. Despite the Nor'Easter conditions customers were thrilled to be out enjoying Makers Mark Mint Juleps! (+11.2\$ YTD TTL, +43.7% Makers Mark)

Best Practices: On-Premise

		NSV TY Actual	NSV LY Actual	NSV Actual vs LY	NSV Actual vs LY%
Grand Total		\$319,578.51	\$233,013.25	\$86,565.26	37.2%
DELAWARE	Total	\$319,578.51	\$233,013.25	\$86,565.26	37.2%
	BASIL HAYDEN FAMILY	\$21,937.39	\$18,786.00	\$3,151.39	16.8%
	COURVOISIER FAMILY	\$6,201.87	\$5,750.53	\$451.33	7.8%
	EL TESORO FAMILY	\$1,943.83	\$1,004.42	\$939.42	93.5%
	HAKU FAMILY	\$737.96	\$93.05	\$644.91	693.1%
	HORNITOS FAMILY	\$47,187.65	\$45,690.73	\$1,496.92	3.3%
	JIM BEAM FAMILY	\$69,535.88	\$57,688.36	\$11,847.51	20.5%
	KNOB CREEK FAMILY	\$34,814.21	\$21,116.98	\$13,697.23	64.9%
	LEGENT FAMILY	\$732.28	\$0.00	\$732.28	0.0%
	MAKERS MARK FAMILY	\$127,689.90	\$77,392.48	\$50,297.42	65.0%
	ROKU FAMILY	\$2,001.06	\$666.10	\$1,334.96	200.4%
	SIPSMITH FAMILY	\$412.89	\$721.94	(\$309.05)	-42.8%
	TOKI FAMILY	\$2,057.06	\$1,450.12	\$606.94	41.9%
	TRES GEN FAMILY	\$4,326.52	\$2,652.54	\$1,673.98	63.1%

Road to Premiumization....

- 2022 On Premise focus is to drive the right brands in the right accounts
- Success driven by H1 Local Premium Volume Incentive targeting On Premise Scorecard Brands
- Lapping 95.3% Growth H1 2021
- YTD LME May +11.9% 9L TTL Portfolio; Focus Brands +31.3%