

Year

2018 2019 2020 2021 2022



A donut chart illustrating the distribution of total sales across four quarters. The total sales amount is \$4.5bn, displayed in the center. The chart is divided into four segments: Qtr 1 (teal, 21.11%), Qtr 2 (dark grey, 25.15%), Qtr 3 (red, 25.41%), and Qtr 4 (yellow, 28.32%).

Quarter	Percentage
Qtr 1	21.11%
Qtr 2	25.15%
Qtr 3	25.41%
Qtr 4	28.32%

The chart displays the annual revenue of the top 100 U.S. film studios from 2018 to 2023. The y-axis represents revenue in millions of dollars (\$M), ranging from \$60M to \$120M. The x-axis represents the year. The data is shown as a teal line with circular markers at each data point. Key revenue values are labeled above the markers for specific years. A shaded gray area represents the forecast for 2024, showing a recovery from the 2023 low point.

Year	Revenue (\$M)
2018	\$52M
2019	\$83M
2020	\$82M
2021	\$97M
2022	\$97M
2023	\$100M
2024 (Forecast)	\$90M

Sales Breakdown by Category

Category	Sales Amount	Total Profit
AMERICAN VODKA	\$556,615,155	\$186,722,800
CANADIAN WHISKIES	\$503,127,305	\$169,936,286
STRAIGHT BOURBON WHISKIES	\$378,794,382	\$126,121,357
IMPORTED BRANDIES	\$305,428,844	\$103,022,690
100% AGAVE TEQUILA	\$283,800,576	\$94,072,650
Total	\$4,493,496,357	\$1,508,923,596

51

No. of Categories

244

Average Items per Category

Year

2018

2019

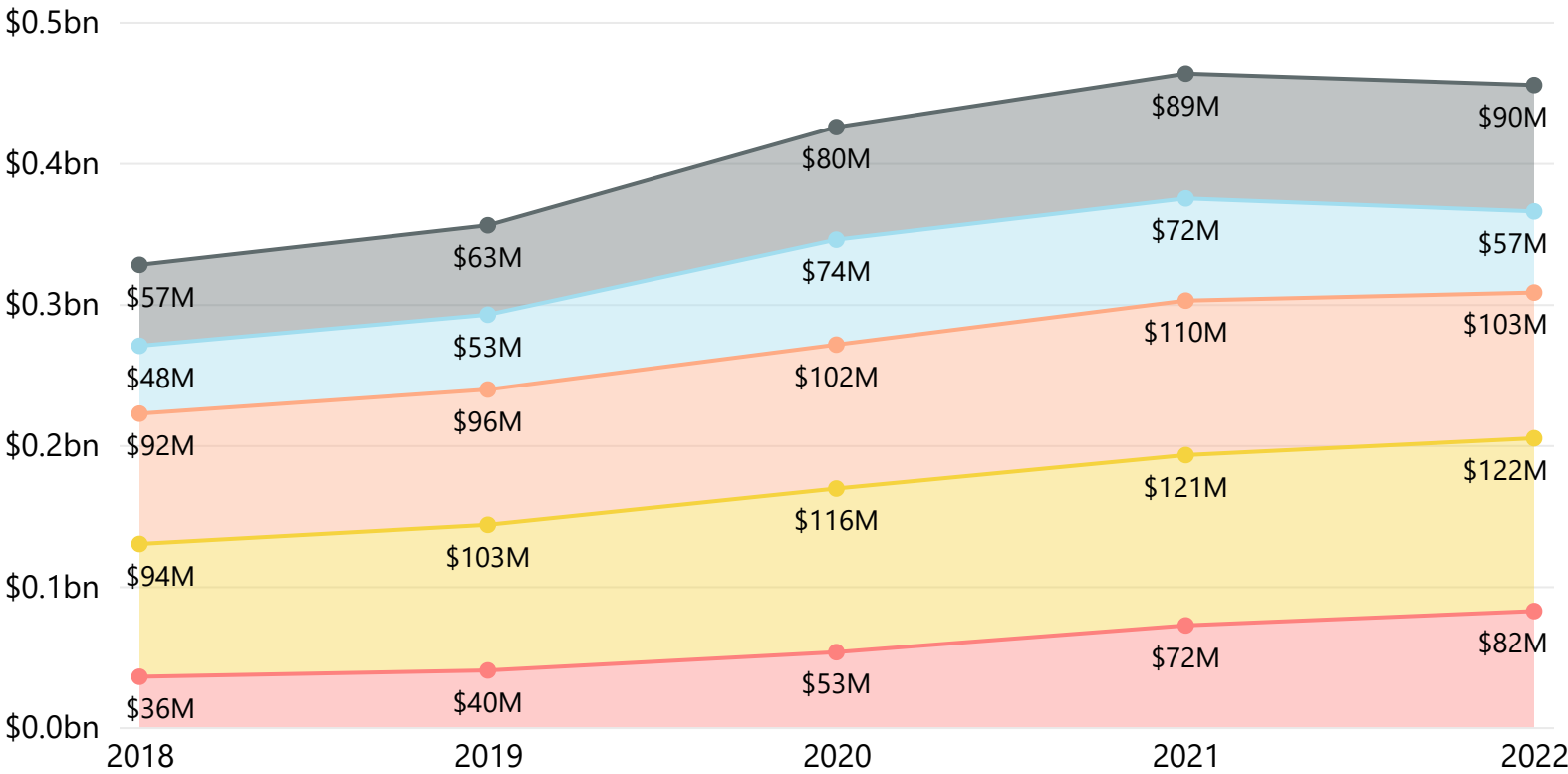
2020

2021

2022

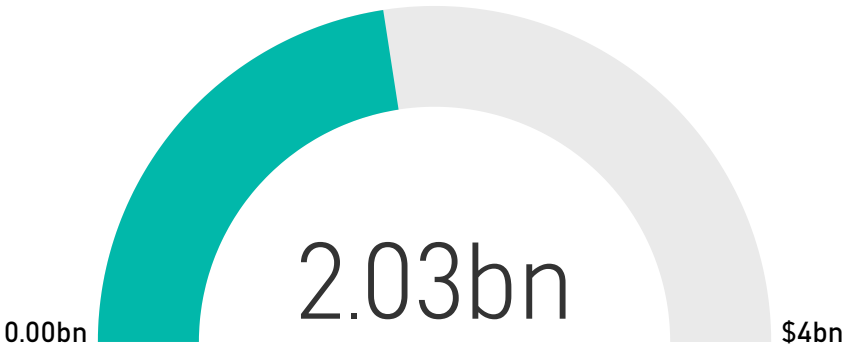
- 100% Agave Tequila had the most interesting recent trend and started trending up on 2018, **rising by 128% (\$46M)** in 5 years
- All categories showed a constant growth between 2018-2022 except Imported Brandies & Canadian Whiskies which experienced a slight decline in sales in 2022

Top 5 Category Sales Trend

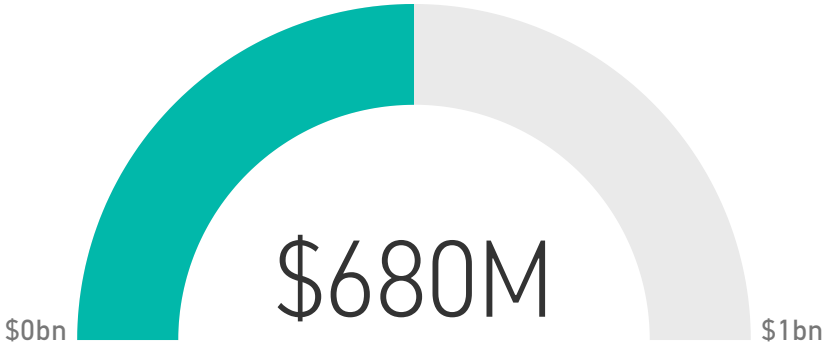


Category ● 100% AGAVE TEQUILA ● AMERICAN VODKA ● CANADIAN WHISKIES ● IMPORTED BRANDIES ● STRAIGHT BOURBON WHISKIES

Proportion of Top 5 Categories in Total Sales



Proportion of Top 5 Categories in Total Profit



Sales Breakdown by Vendor

Vendor	Sales Amount	Bottle Sales Quantity
DIAGEO AMERICAS	\$885,391,807	41,267,924
SAZERAC COMPANY INC	\$552,192,121	58,375,636
PERNOD RICARD USA	\$436,352,010	22,274,052
JIM BEAM BRANDS	\$314,742,035	19,779,555
HEAVEN HILL BRANDS	\$227,354,361	19,110,706
Total	\$4,493,657,993	305,672,726

233

No. of Vendor (2018)

233

No. of Vendor (2022)

Year

2018

2019

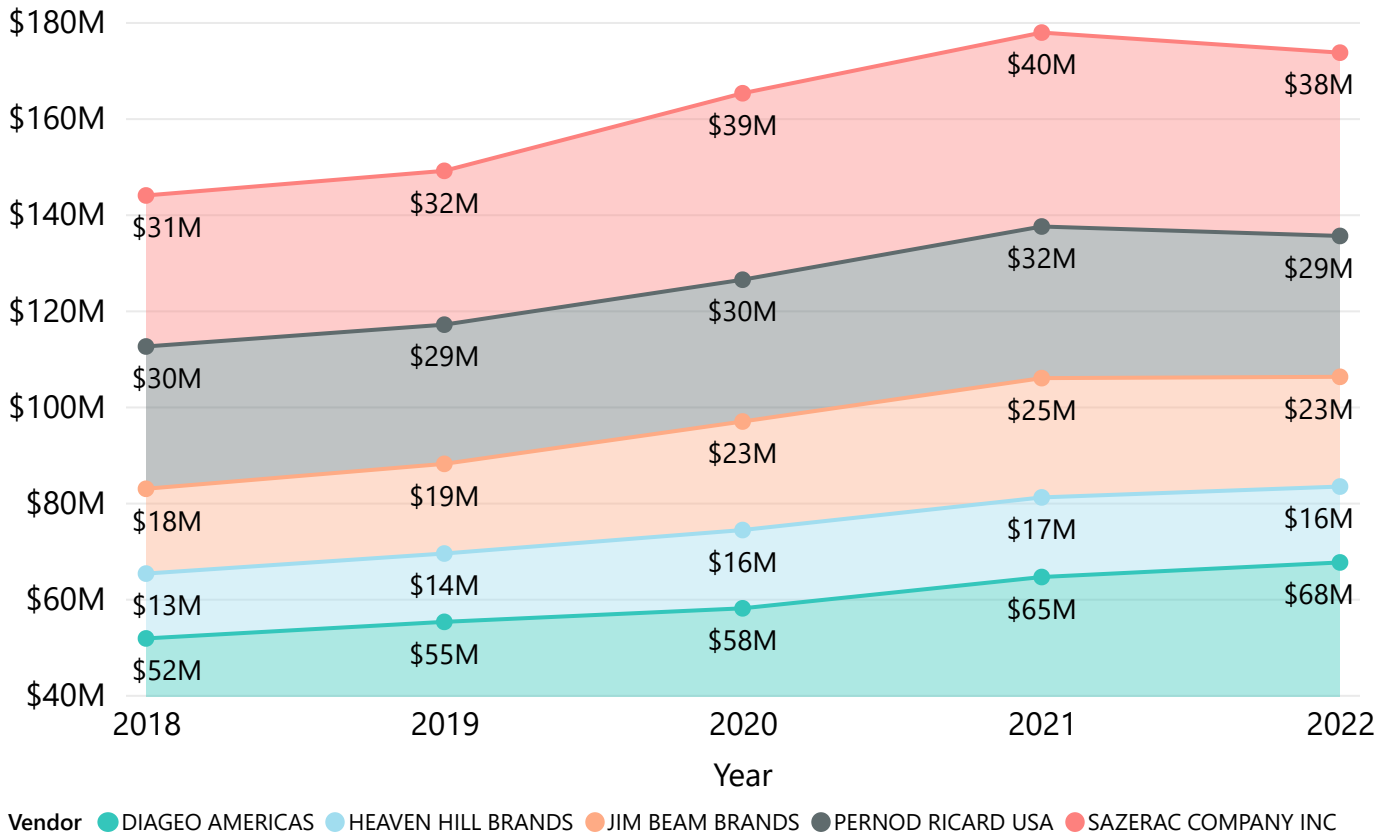
2020

2021

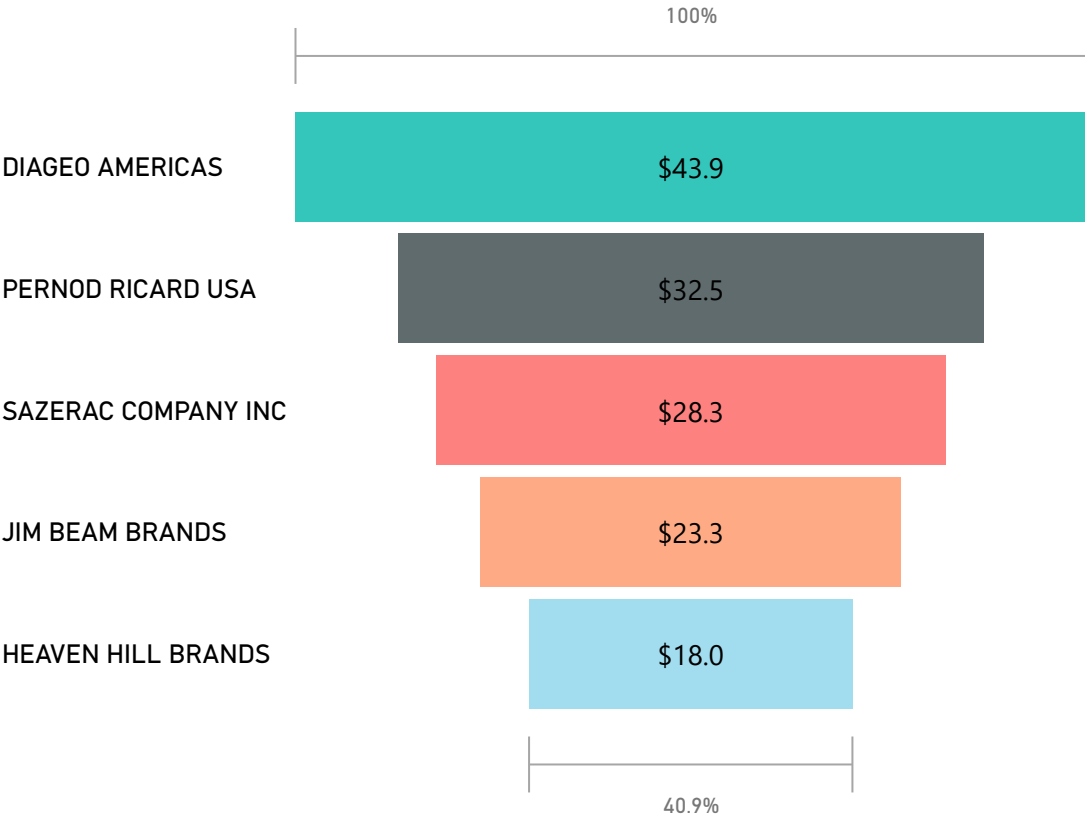
2022

- Diageo Americas, Sazerac Company Inc, Pernod Ricard USA & Jim Beam Brands have **maintained the top 4 positions** in terms of sales **for 5 consecutive years**
- Sazerac Company Inc's average retail was **\$15.6 lower** than Diageo Americas leading to second highest overall sales despite having sold more bottles

Top 5 Vendor Profit (2018-2022)



Average Retail for Top 5 Vendors



Year

▼

All

▼

Year

▼

2018

▼

Category <div>▼</div>	DIAGEO AMERICAS	HEAVEN HILL BRANDS	JIM BEAM BRANDS	PERNOD RICARD USA	SAZERAC COMPANY INC	Total Category Sales
STRAIGHT BOURBON WHISKIES	\$4,598,629	\$6,332,973	\$29,162,703	\$277,580	\$6,760,654	\$47,132,539
IMPORTED BRANDIES			\$1,790,802	\$17,798		\$1,808,600
CANADIAN WHISKIES	\$55,463,661	\$18,763,870	\$1,335,855		\$11,249,782	\$86,813,168
AMERICAN VODKA	\$7,539,709	\$1,510,132	\$65,152	\$76,530	\$16,123,629	\$25,315,152
100% AGAVE TEQUILA	\$6,635,898	\$411,126	\$2,879,297	\$4,265,128	\$2,697,362	\$16,888,812
Total Vendor Sales	\$74,237,896	\$27,018,102	\$35,233,810	\$4,637,036	\$36,831,427	\$177,958,272

Sales Breakdown by Product

Product	category	Sales Amount
TITOS HANDMADE VODKA	AMERICAN VODKA	\$169,473,052
CROWN ROYAL	CANADIAN WHISKIES	\$159,600,061
HENNESSY VS	IMPORTED BRANDIES	\$158,369,237
JAMESON	IRISH WHISKIES	\$138,970,427
CROWN ROYAL REGAL	CANADIAN WHISKIES	\$116,172,393
APPLE		
Total		\$4,493,657,993



Year

2018

2019

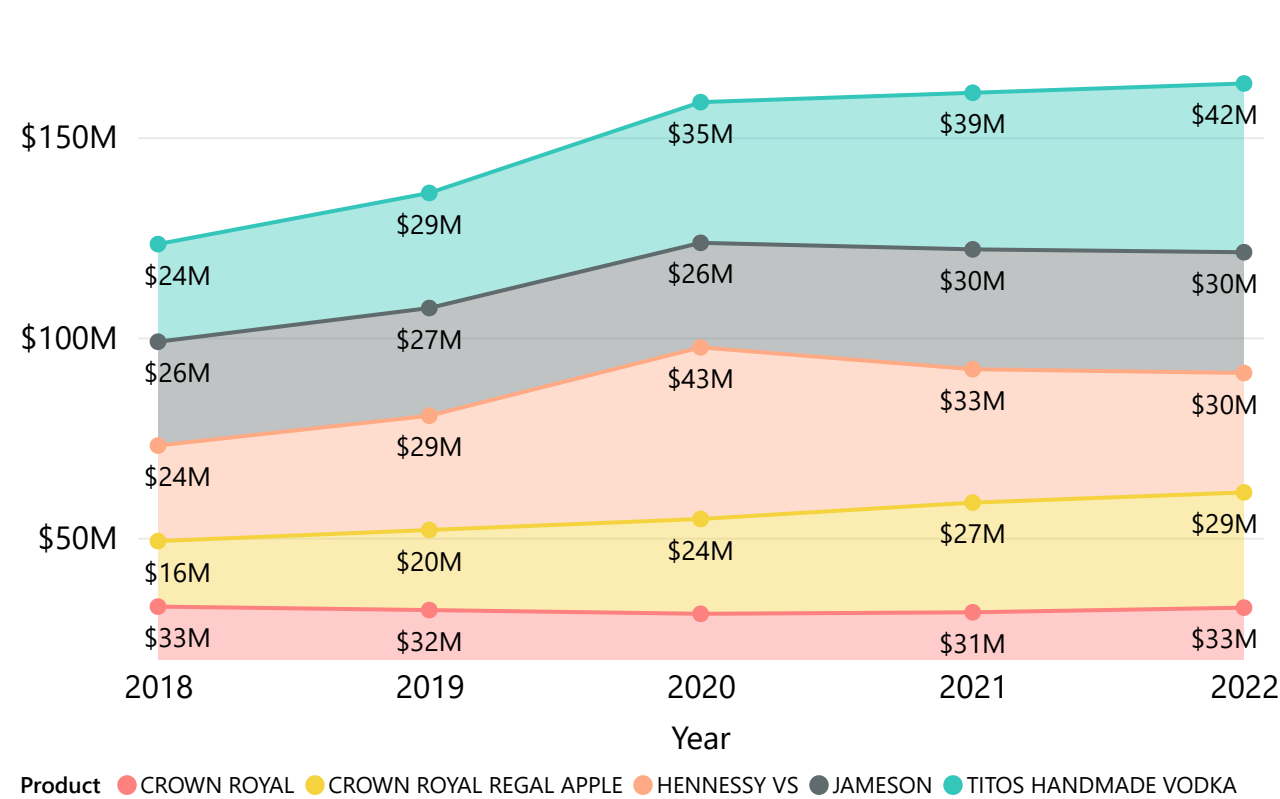
2020

2021

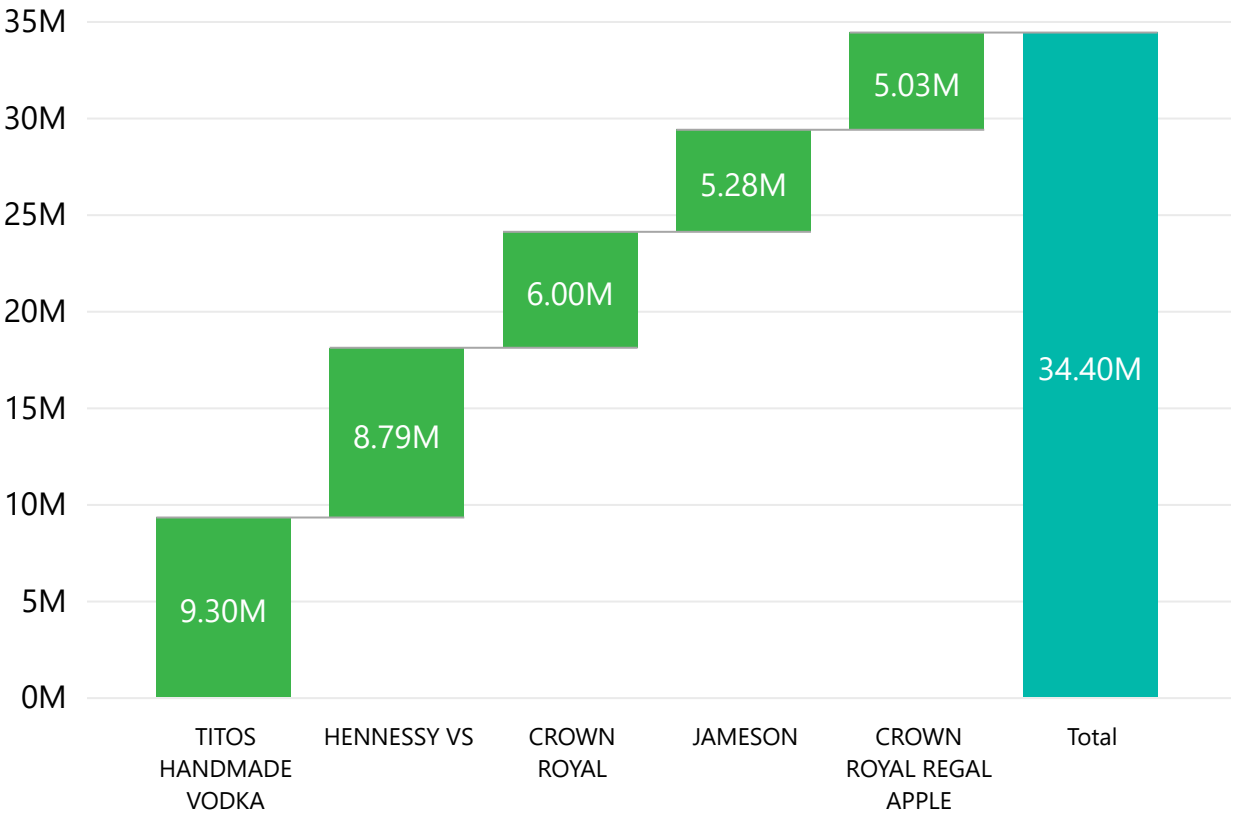
2022

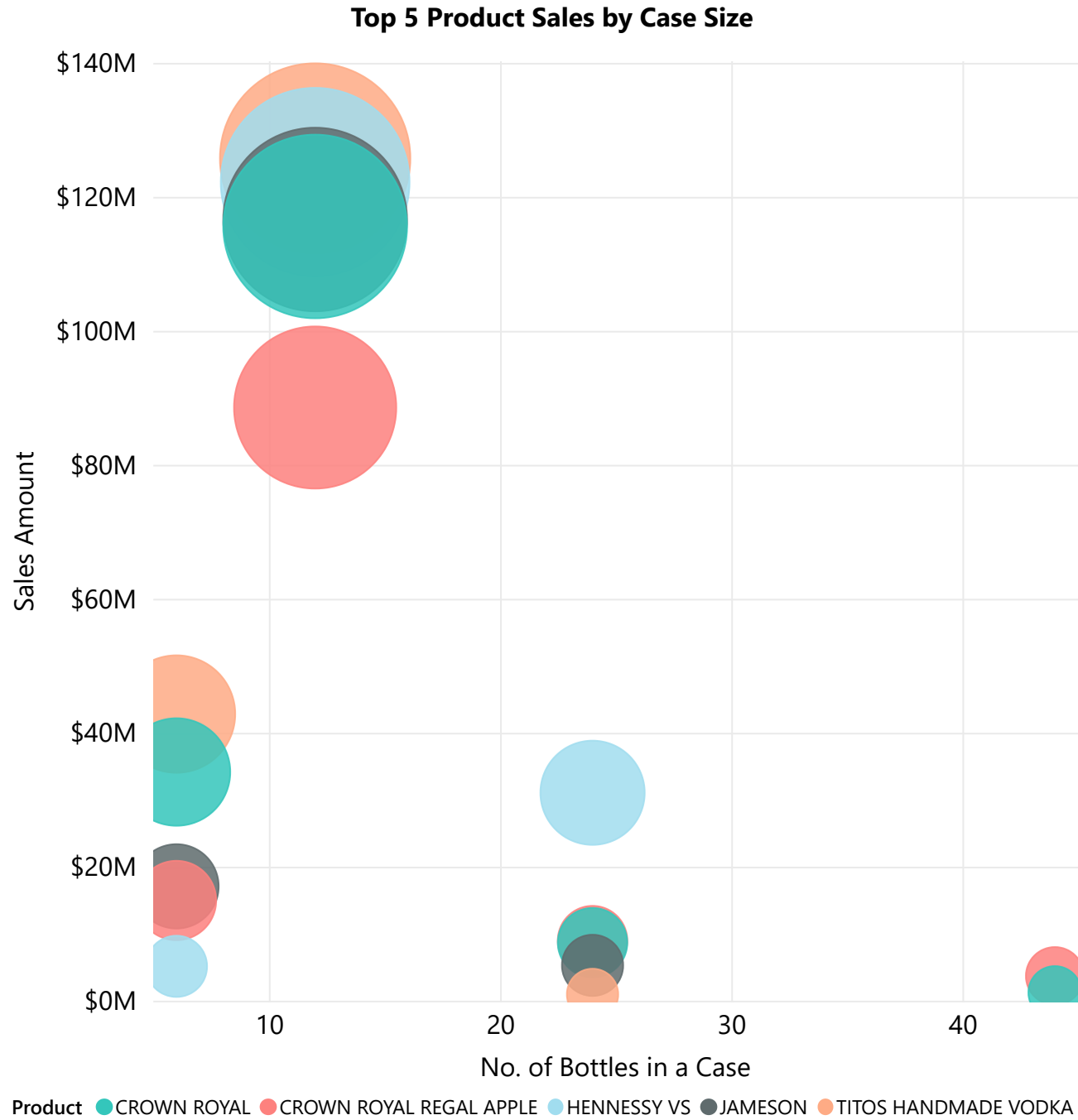
- Number of Products offered by the vendors **increased by 21%**, from 3,954 in 2018 to 4,786 in 2022
- Between 2018 and 2022, **TITOS HANDMADE VODKA** had the **largest increase (72.88%)** in sales while **CROWN ROYAL** had the **largest decrease (0.79%)**

Trend of Bottles Sold for Top 5 Products (2018-2022)



Bottles Sold for Top 5 Products





\$251M

Total Profit for  
Top 5 Products

Year

2018

2019

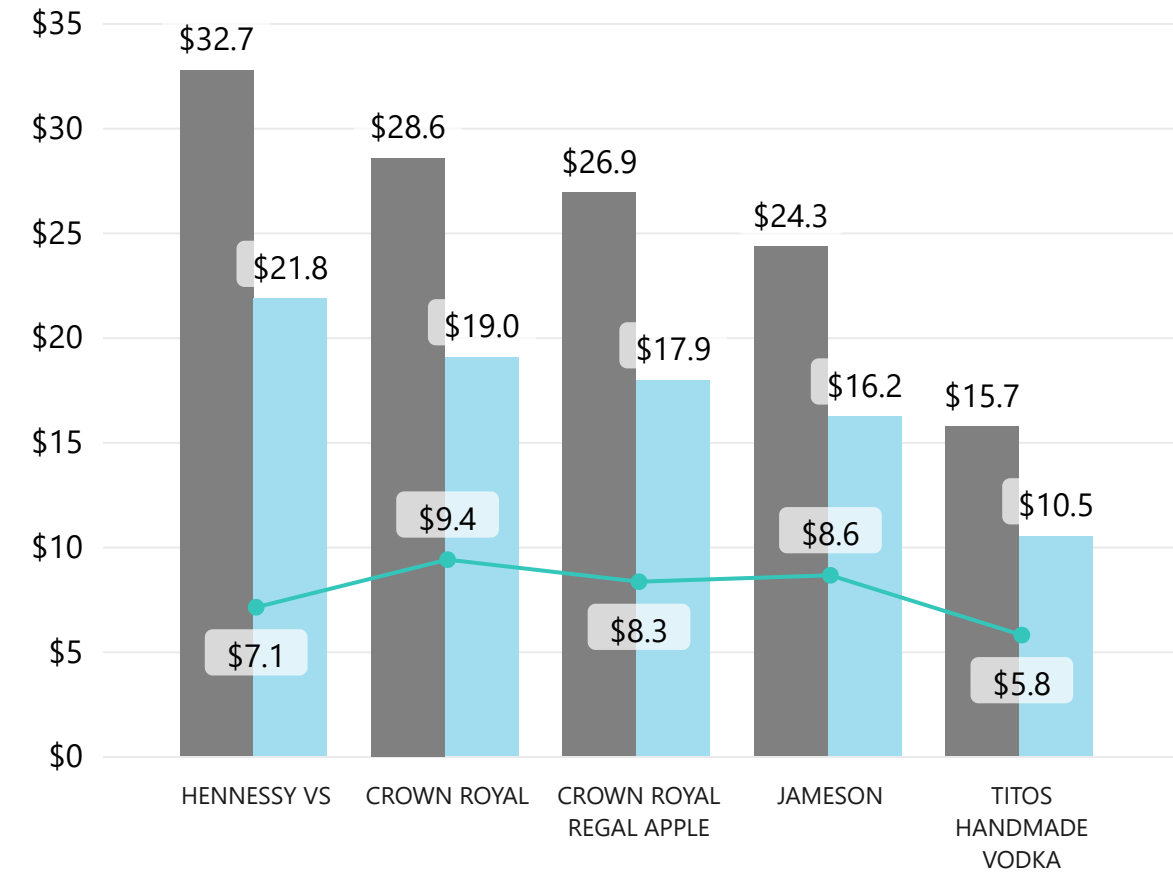
2020

2021

2022

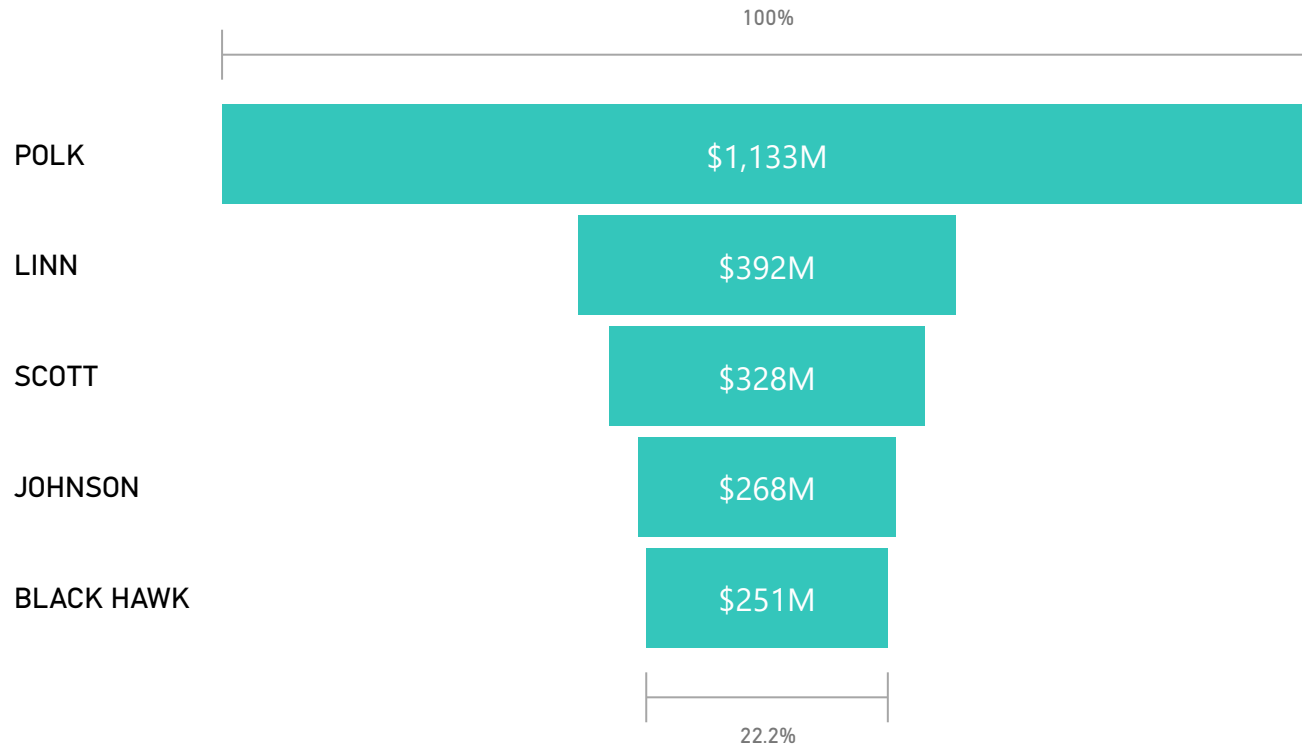
• Hennessy VS had the **highest average retail per bottle** at \$32.7 and was **108% higher** than Titos Handmade Vodka which had the lowest average retail per bottle at \$15.7

Average Profit per Bottle for Top 5 Products

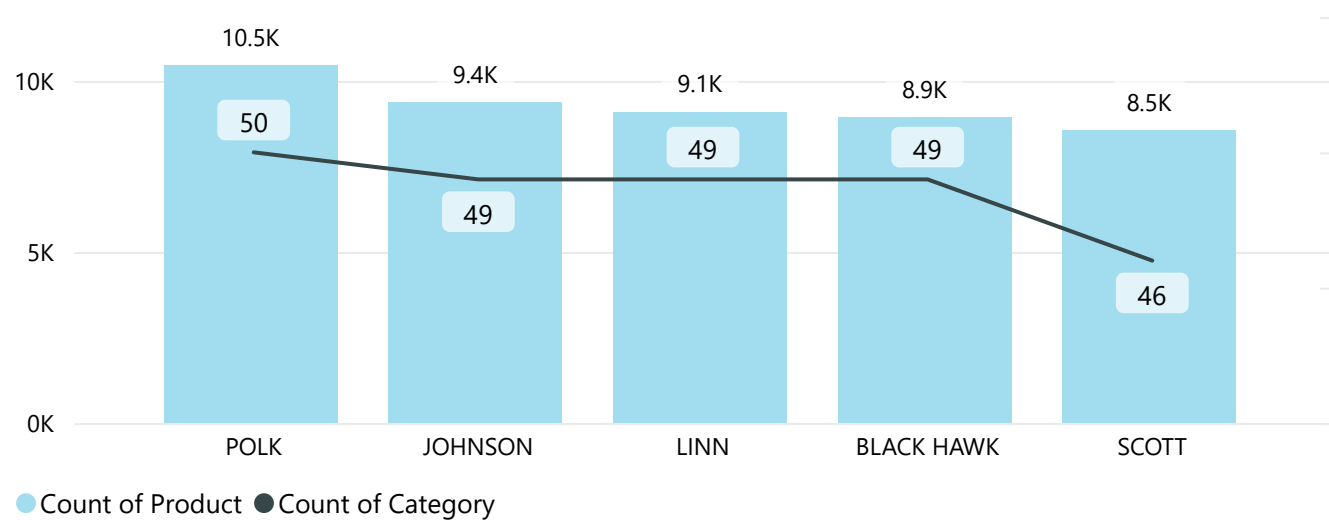


● Average Retail per Bottle ● Average Cost per Bottle ● Average Profit per Bottle

Top 5 County with Highest Sales



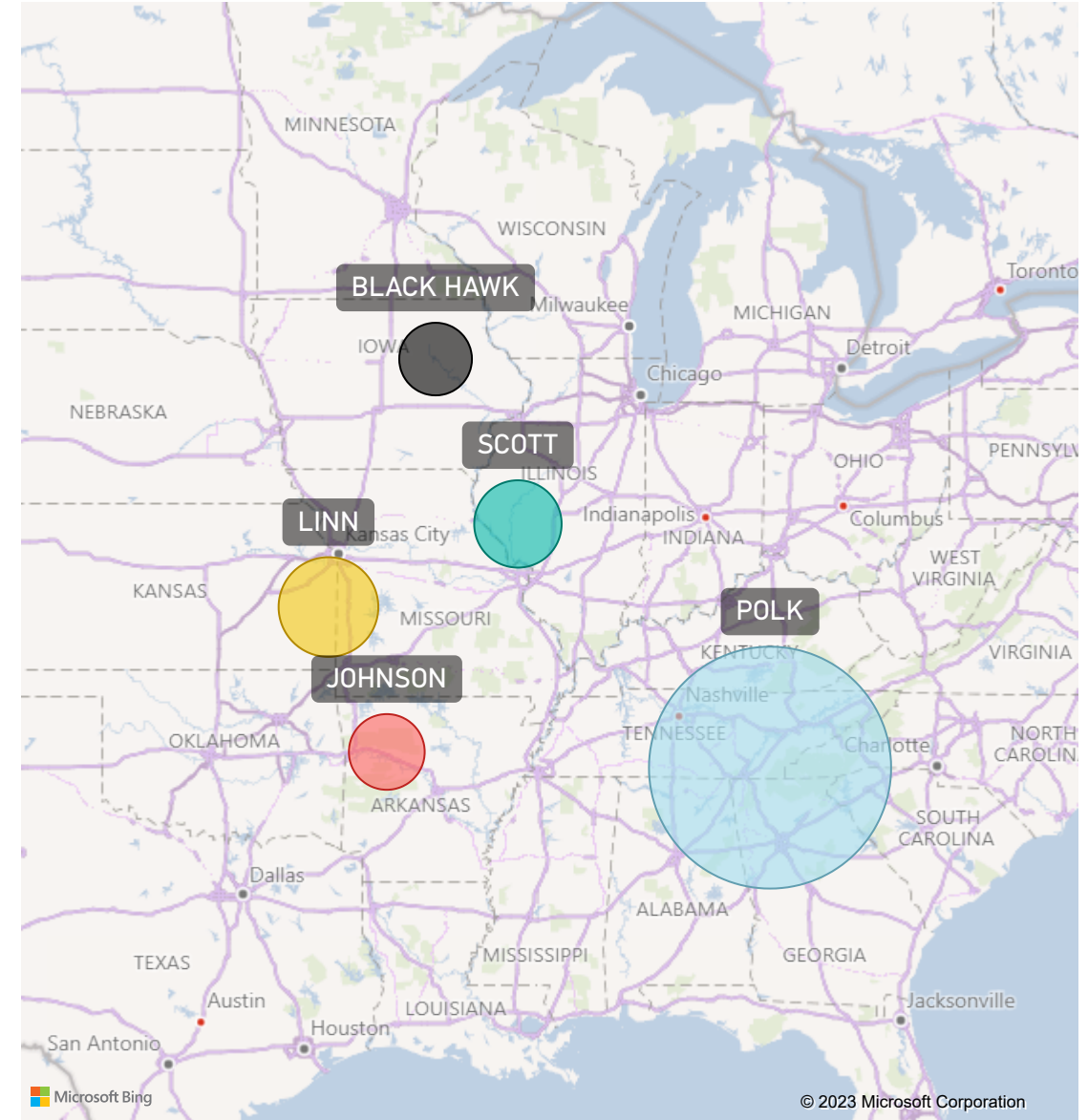
Count of Categories & Products in Top 5 County



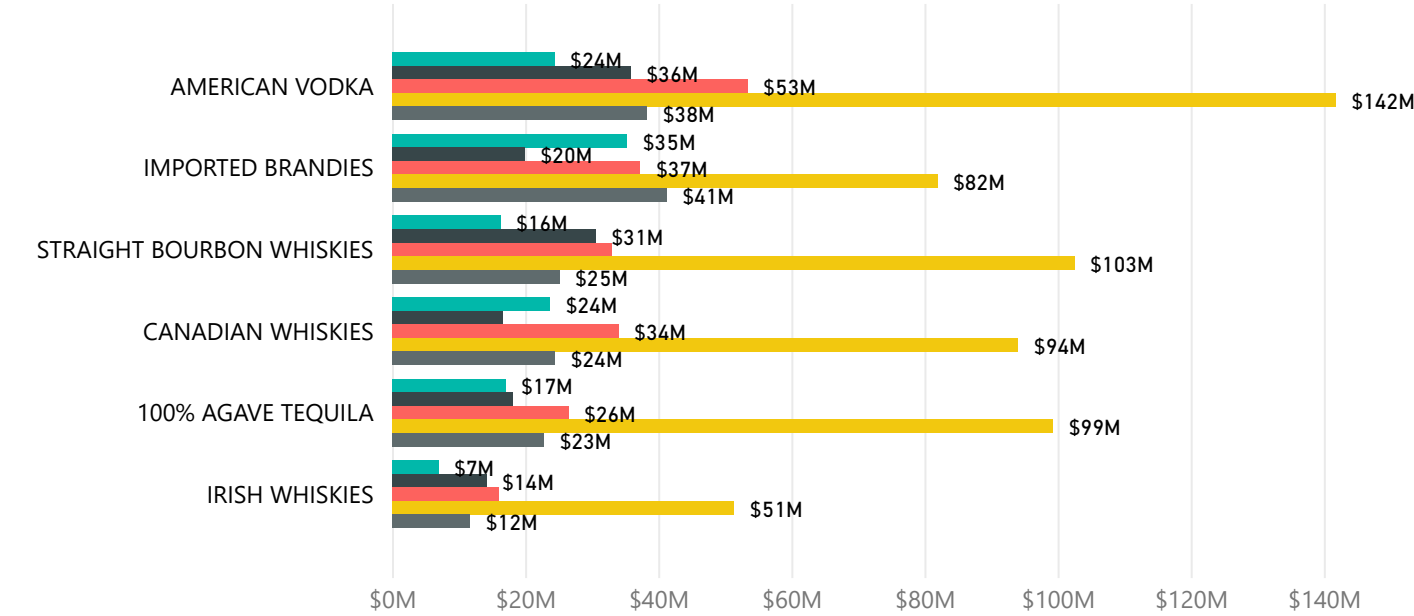
Year



Top 5 County with Highest Sales



Top 5 County with Highest Sales by Category



County ● BLACK HAWK ● JOHNSON ● LINN ● POLK ● SCOTT

Statistics on County with Highest Sales by Category

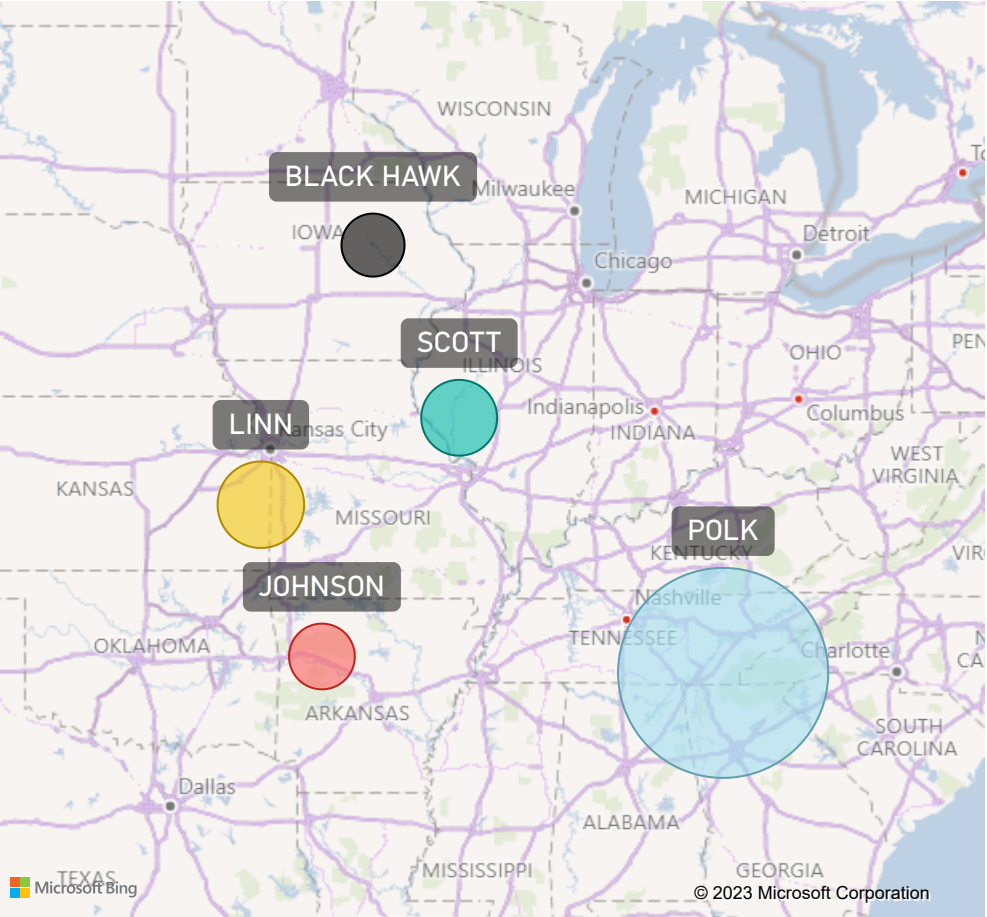
Category	BLACK HAWK	JOHNSON	LINN	POLK	SCOTT	Total
AMERICAN VODKA						
Sales Per Category	\$24,383,026	\$35,844,884	\$53,340,407	\$141,752,319	\$38,301,278	\$293,621,914
Sales %	0.54%	0.80%	1.19%	3.15%	0.85%	6.53%
IMPORTED BRANDIES						
Sales Per Category	\$35,289,613	\$19,923,337	\$37,258,543	\$81,915,734	\$41,227,679	\$215,614,905
Sales %	0.79%	0.44%	0.83%	1.82%	0.92%	4.80%
STRAIGHT BOURBON WHISKIES						
Sales Per Category	\$16,226,612	\$30,586,803	\$32,924,424	\$102,504,347	\$25,129,616	\$207,371,801
Sales %	0.36%	0.68%	0.73%	2.28%	0.56%	4.61%
CANADIAN WHISKIES						
Sales Per Category	\$23,709,664	\$16,529,511	\$33,997,926	\$94,044,814	\$24,472,102	\$192,754,017
Sales %	0.53%	0.37%	0.76%	2.09%	0.54%	4.29%
100% AGAVE TEQUILA						
Sales Per Category	\$116,607,894	\$121,040,803	\$183,987,587	\$519,515,050	\$151,941,089	\$1,093,092,423
Sales %	2.59%	2.69%	4.09%	11.56%	3.38%	24.33%
IRISH WHISKIES						

Year

2018	2019	2020	2021	2022
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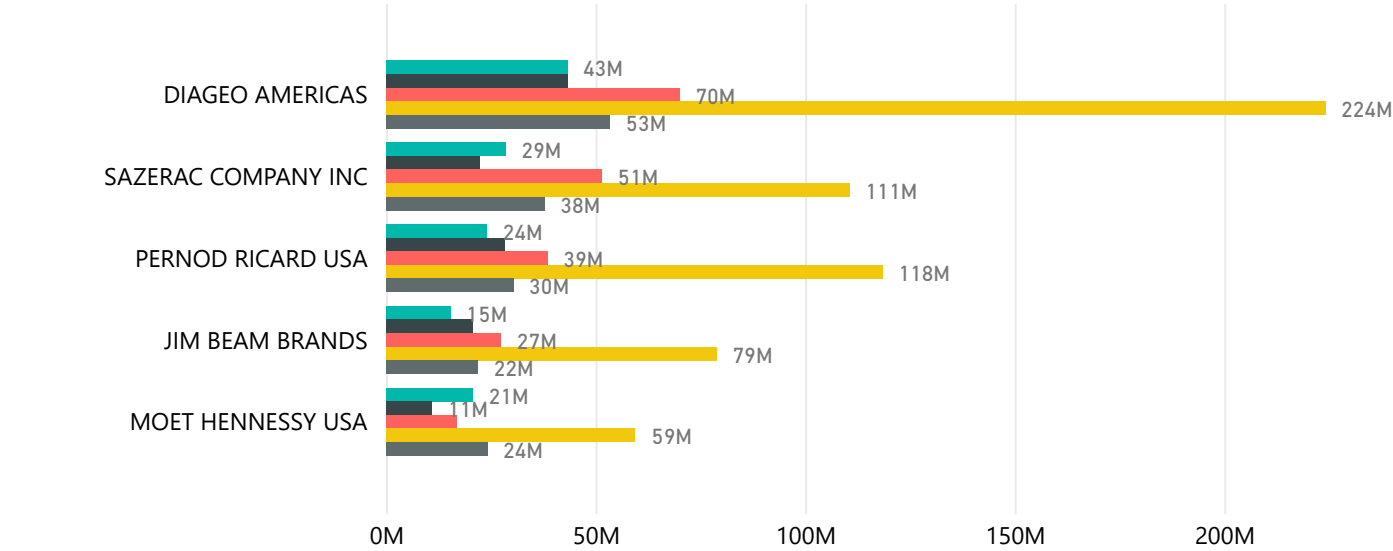
- 24.33% of the Total Sales for the Top 5 Categories were sold in the Top 5 Counties
- American Vodka contributes to the 6.53% of the Total Sales per Category with more than half of it coming from a single county **Polk** amounting to ~142M

Top 5 County with Highest Sales





Top 5 County with Highest Sales by Vendor



County ● BLACK HAWK ● JOHNSON ● LINN ● POLK ● SCOTT

Statistics on County with Highest Sales by Vendor

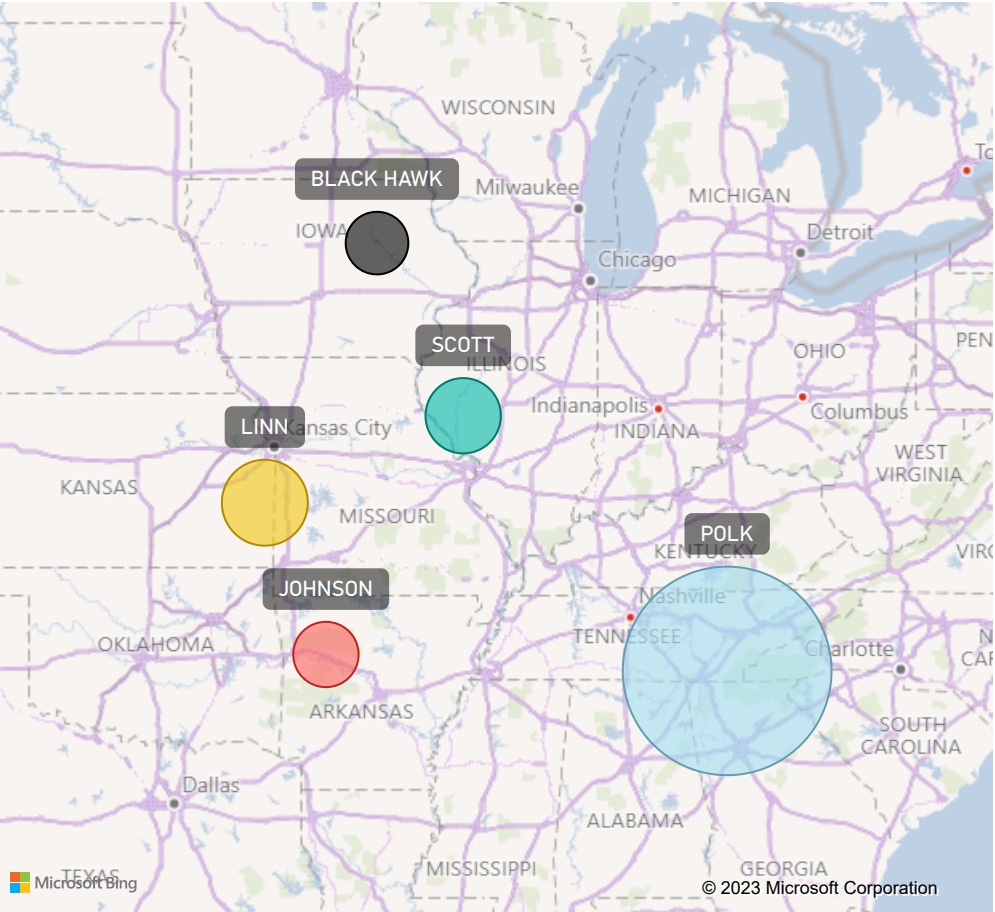
Vendor	BLACK HAWK	JOHNSON	LINN	POLK	SCOTT	Total
DIAGEO AMERICAS						
Sales Per Vendor	\$43,241,494	\$43,251,820	\$70,003,463	\$224,074,744	\$53,243,394	\$433,814,915
Sales %	0.96%	0.96%	1.56%	4.99%	1.18%	9.65%
SAZERAC COMPANY INC						
Sales Per Vendor	\$28,511,114	\$22,204,942	\$51,322,752	\$110,610,178	\$37,835,751	\$250,484,737
Sales %	0.63%	0.49%	1.14%	2.46%	0.84%	5.57%
PERNOD RICARD USA						
Sales Per Vendor	\$24,030,811	\$28,181,405	\$38,537,509	\$118,461,581	\$30,367,318	\$239,578,625
Sales %	0.53%	0.63%	0.86%	2.64%	0.68%	5.33%
JIM BEAM BRANDS						
Sales Per Vendor	\$15,296,356	\$20,689,161	\$27,426,060	\$78,880,622	\$21,886,504	\$164,178,703
Sales %	0.34%	0.46%	0.61%	1.76%	0.49%	3.65%
MOET HENNESSY USA						
Sales Per Vendor	\$20,725,985	\$10,974,336	\$16,761,042	\$59,370,721	\$24,134,253	\$131,966,337
Sales %	0.46%	0.24%	0.37%	1.32%	0.54%	2.94%
Sales Per Vendor	\$131,805,760	\$125,301,664	\$204,050,825	\$591,397,847	\$167,467,220	\$1,220,023,316
Sales %	2.93%	2.79%	4.54%	13.16%	3.73%	27.15%

Year

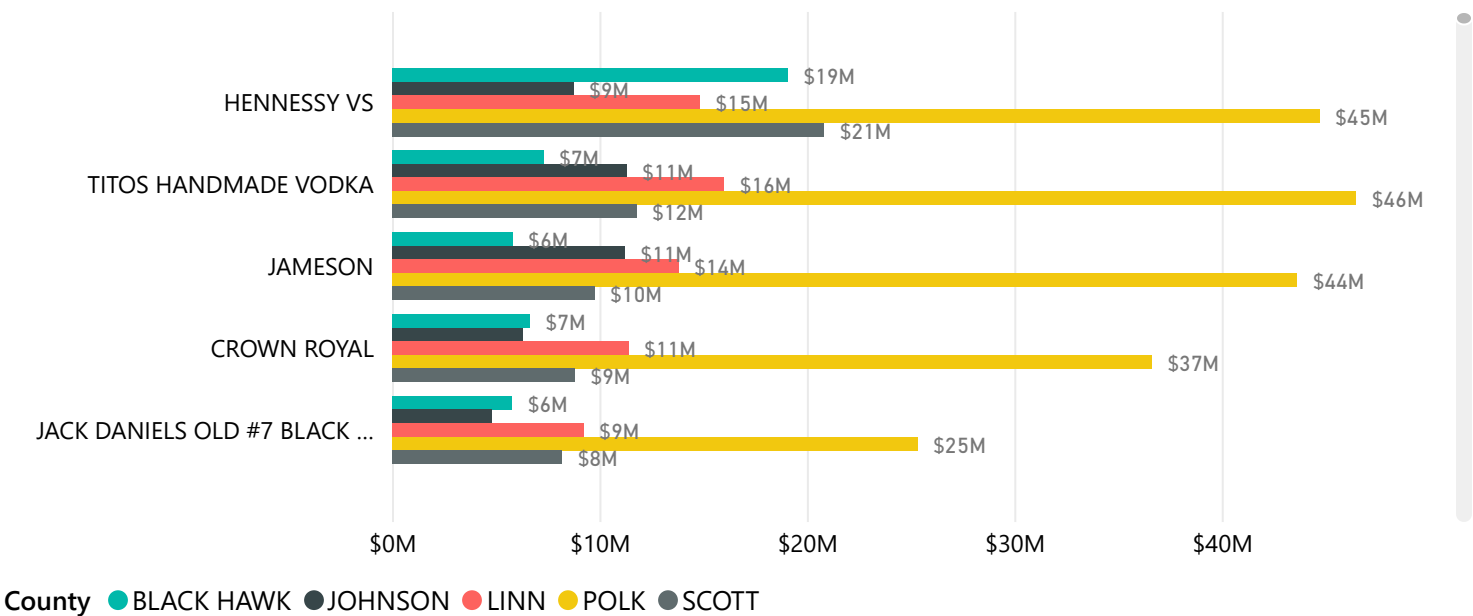
2018	2019	2020	2021	2022
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- **27.15%** of the Total Sales for the Top 5 Vendors were sold in the Top 5 Counties
- Diageo Americas contributes to the **9.65%** of the Total Sales per Vendor with more than half of it coming from a single county **Polk** amounting to **~224M**

Top 5 County with Highest Sales



Top 5 County with Highest Sales by Product



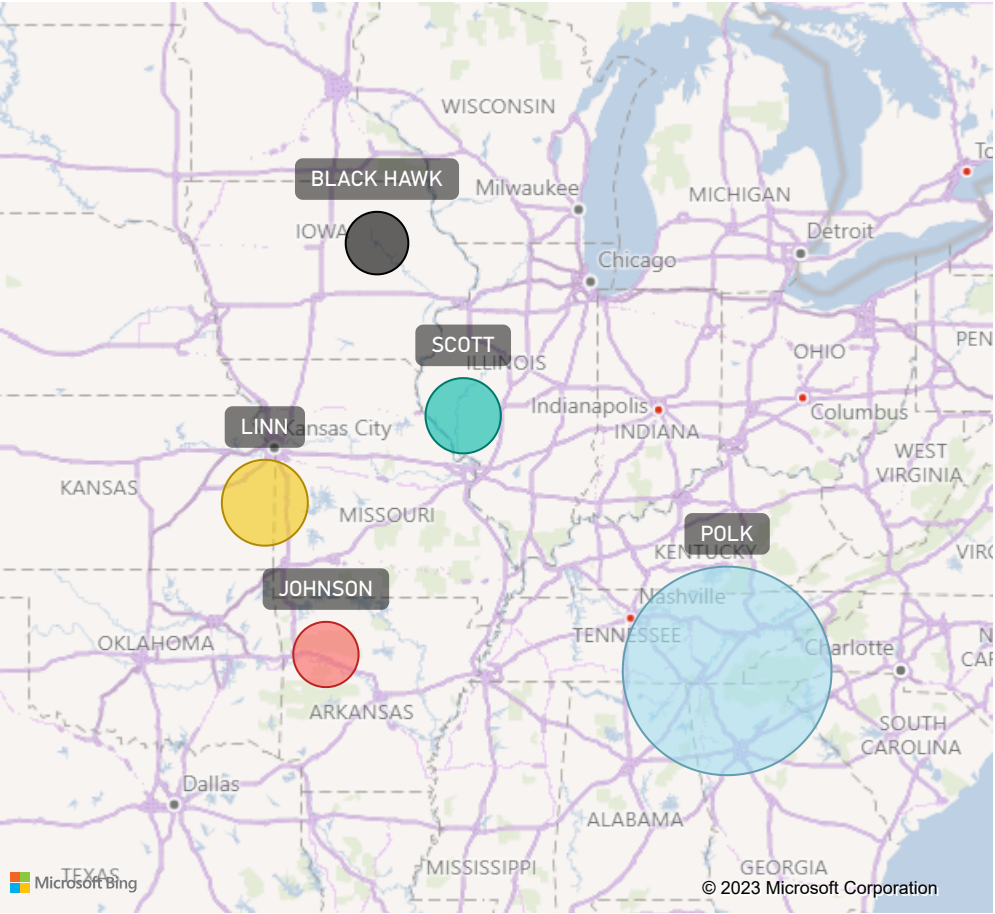
Statistics on County with Highest Sales by Product

Product Name	BLACK HAWK	JOHNSON	LINN	POLK	SCOTT	Total
HENNESSY VS						
Sales Per Product	\$19,060,643	\$8,729,970	\$14,817,005	\$44,696,424	\$20,811,752	\$108,115,794
Sales %	0.42%	0.19%	0.33%	0.99%	0.46%	2.41%
TITOS HANDMADE VODKA						
Sales Per Product	\$7,282,233	\$11,289,259	\$15,994,380	\$46,467,767	\$11,770,286	\$92,803,926
Sales %	0.16%	0.25%	0.36%	1.03%	0.26%	2.07%
JAMESON						
Sales Per Product	\$5,799,574	\$11,207,911	\$13,795,358	\$43,613,972	\$9,750,878	\$84,167,694
Sales %	0.13%	0.25%	0.31%	0.97%	0.22%	1.87%
CROWN ROYAL						
Sales Per Product	\$6,632,891	\$6,293,148	\$11,386,765	\$36,609,329	\$8,794,317	\$69,716,450
Sales %	0.15%	0.14%	0.25%	0.81%	0.20%	1.55%
JACK DANIELS OLD #7 BLACK LABEL						
Sales Per Product	\$5,775,714	\$4,795,704	\$9,222,315	\$25,320,069	\$8,184,757	\$53,298,559
Sales %	0.13%	0.11%	0.21%	0.56%	0.18%	1.19%
Sales Per Product	\$44,551,056	\$42,315,992	\$65,215,824	\$196,707,561	\$59,311,991	\$408,102,423
Sales %	0.99%	0.94%	1.45%	4.38%	1.32%	9.08%

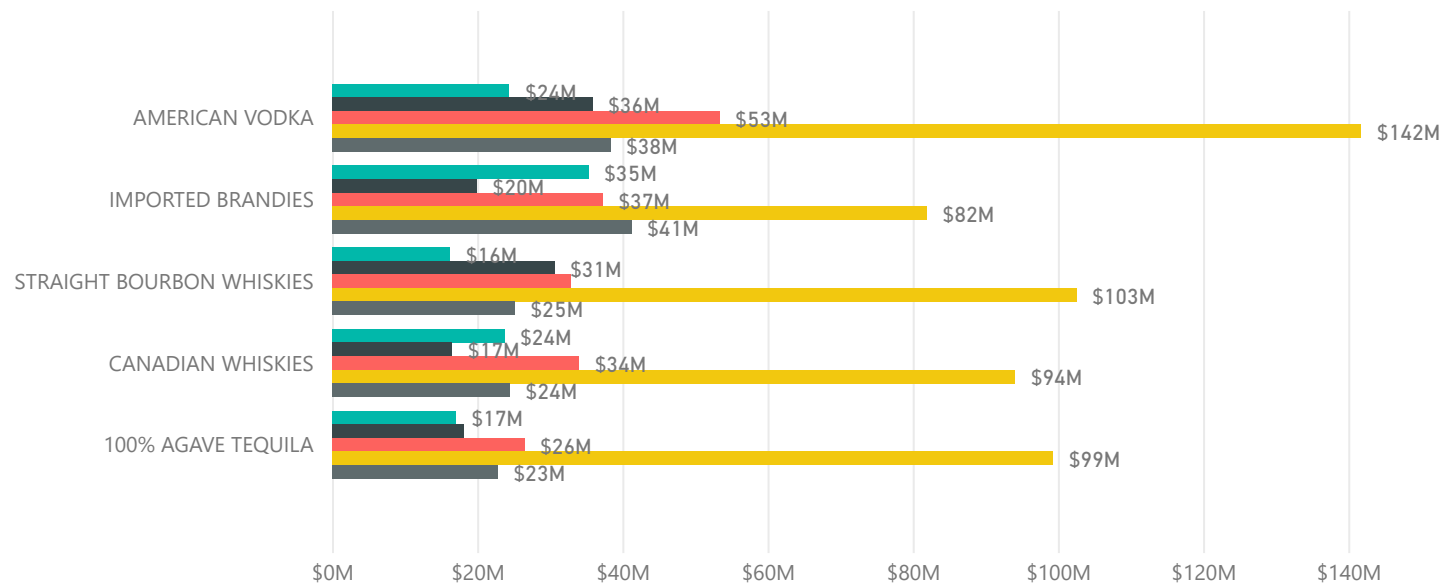
Year	2018	2019	2020	2021	2022
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- **9.08%** of the Total Sales for the Top 5 Products were sold in the Top 5 Counties
- **Hennessy VS (~2.41%)** and **Titos Handmade Vodka (~2.07%)** contributes to the **4.48%** of the Total Sales per Product with **2.02%** of it coming from single County **Polk** amounting to **~\$91M**

Top 5 County with Highest Sales

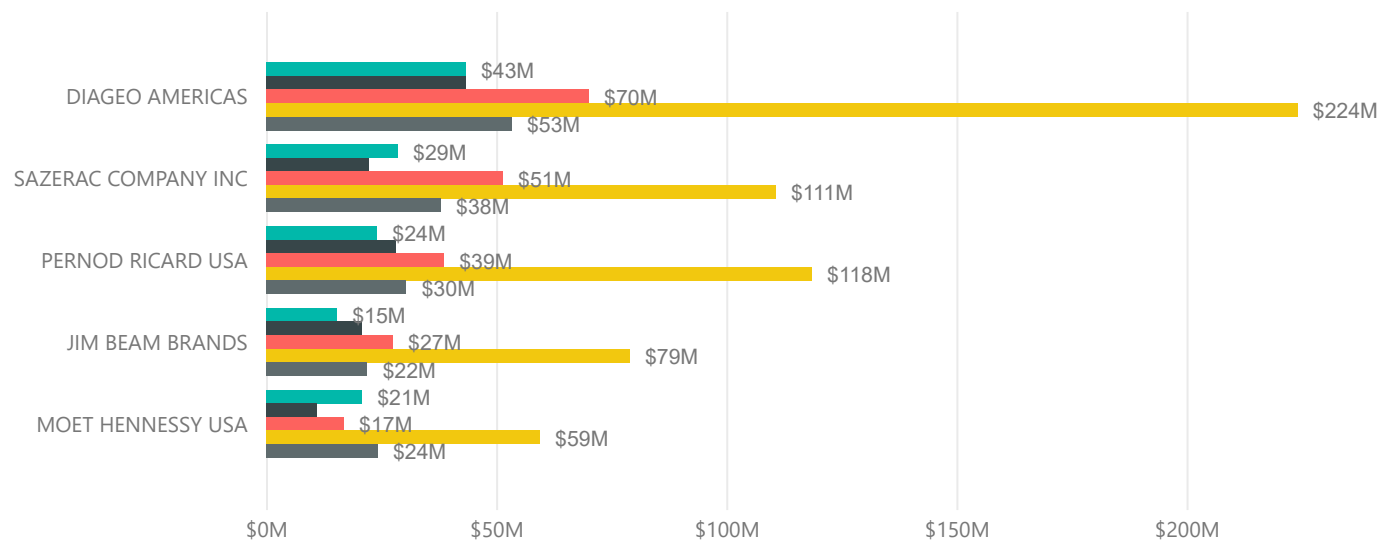


## Top 5 County with Highest Sales by Category



County ● BLACK HAWK ● JOHNSON ● LINN ● POLK ● SCOTT

## Top 5 County with Highest Sales by Vendor



County ● BLACK HAWK ● JOHNSON ● LINN ● POLK ● SCOTT

Year

2018

2019

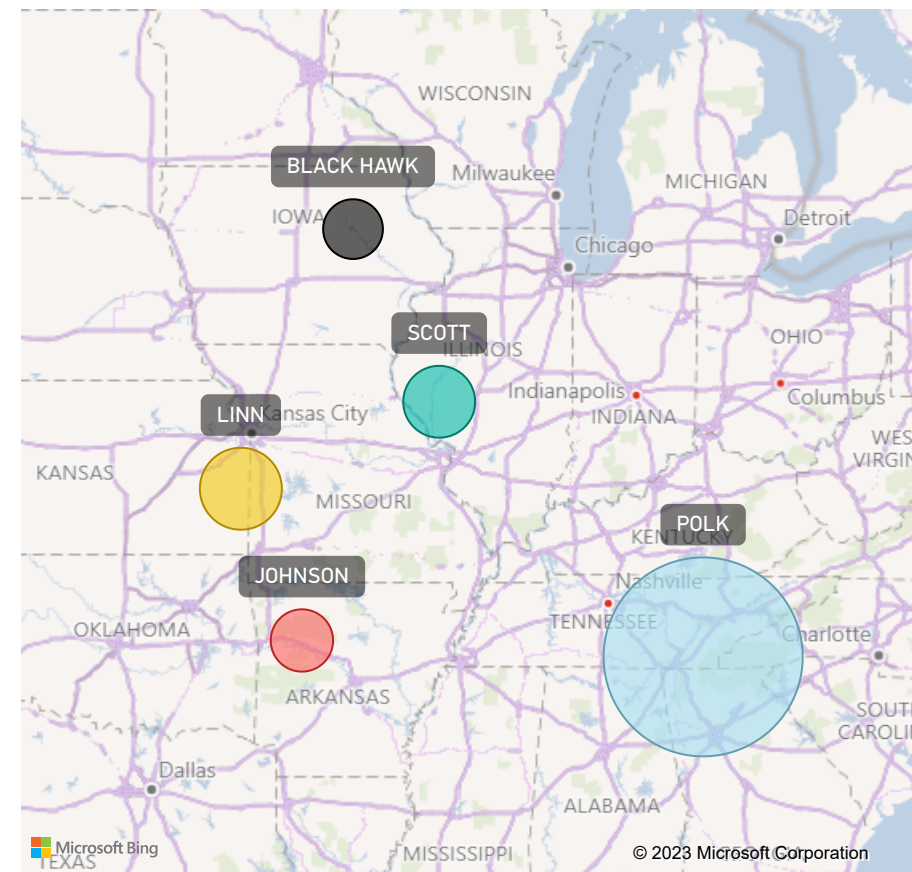
2020

2021

2022

- Top 5 Sales by Category and Vendor originated from the same counties: **Polk, Linn, Scott, Black Hawk and Johnson**
- The leading 3 counties remained constant, while Black Hawk secured the 4th position for Vendors and Johnson claimed the 4th spot for Categories

## Top 5 County with Highest Sales



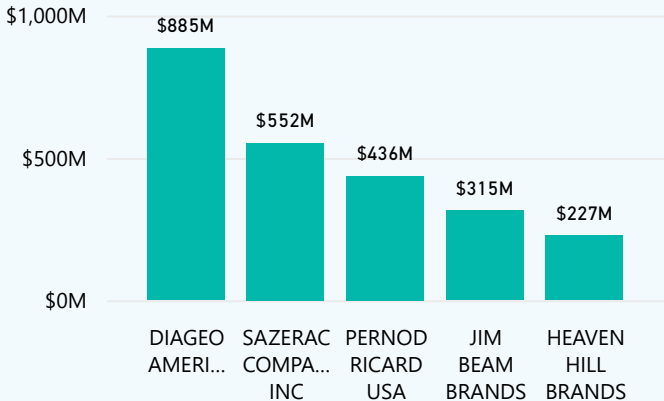
Microsoft Bing

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## Top Selling Categories in County



## Vendors with Highest Sales in County



## Vendors with Highest Sales in County

