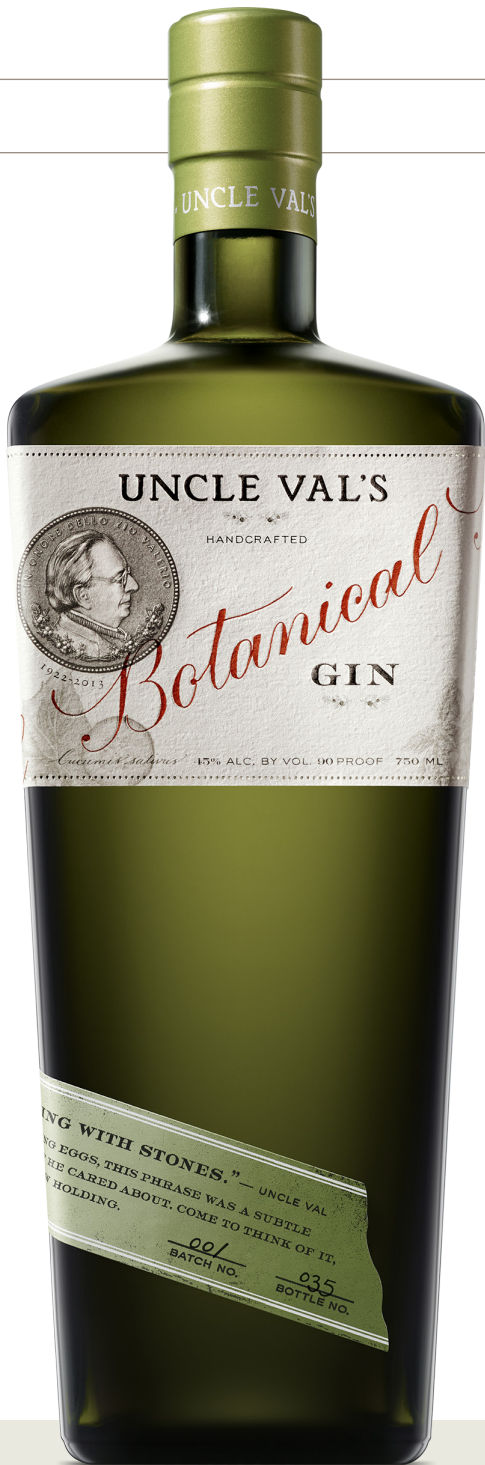


MarketWatch

JUNE 2019



UNCLE VAL'S GIN

6TH LEADING GIN BRAND IN THE U.S.

PRICED ABOVE \$25

LEADING GIN BRANDS IN THE U.S. PRICED ABOVE \$25 A 750-ML.
(thousands of 9-liter cases)

| Brand | Importer | 2010 | 2015 | 2016 | 2017 | 2018 | Percent Change ¹ 2017-2018 |
|--|---------------------------|------------|------------|------------|------------|------------|---------------------------------------|
| Hendrick's | William Grant & Sons USA | 110 | 294 | 341 | 370 | 440 | 18.9% |
| Boodles | Proximo Spirits | 13 | 44 | 53 | 58 | 59 | 3.0 |
| Martin Miller's | Blue Ridge Wine & Spirits | 9 | 30 | 30 | 35 | 37 | 5.0 |
| Plymouth | Pernod Ricard USA | 24 | 30 | 32 | 35 | 36 | 3.3 |
| Tanqueray No. Ten | Diageo North America | 30 | 33 | 35 | 35 | 35 | -0.2 |
| Uncle Val's | 3 Badge Beverage Corp. | - | 11 | 13 | 26 | 27 | 5.5 |
| Total Leading Over \$25² | | 186 | 442 | 504 | 559 | 635 | 13.6% |

¹ Based on unrounded data
² Addition of columns may not agree due to rounding.

Source: IMPACT DATABANK ©2019

OF LEADING GIN BRANDS, UNCLE VAL'S SHOWS THE SECOND HIGHEST GROWTH RATE WITH A 5.5% CHANGE FROM 2017-2018.

