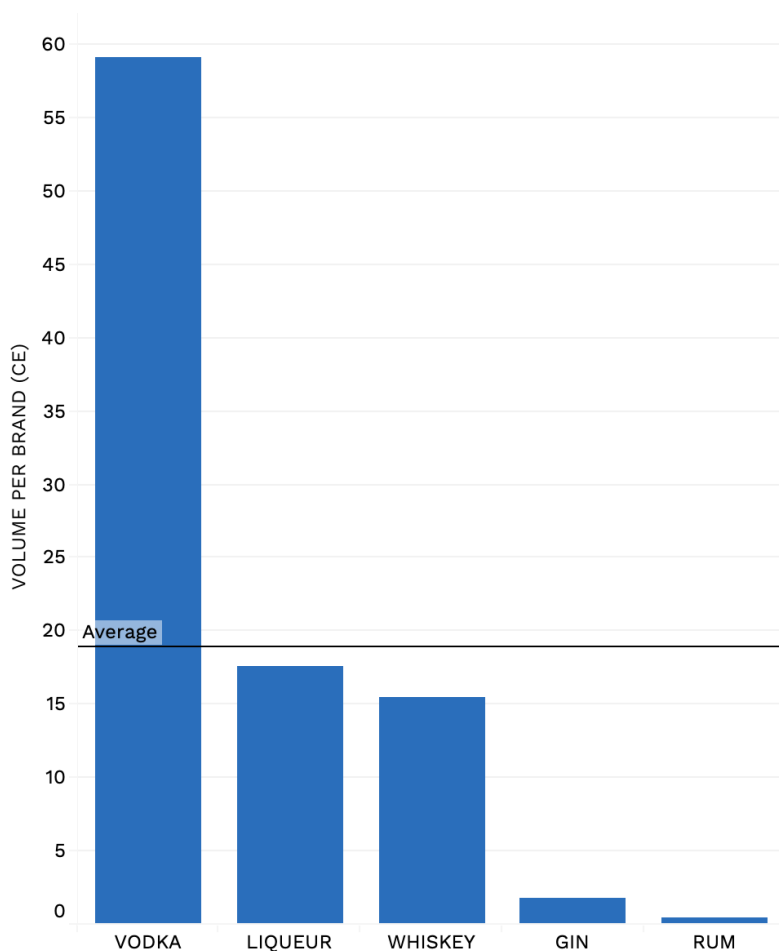


1.0

SUBCATEGORY PERFORMANCE DISCUS CRAFT BRANDS

3x3

VOLUME PER BRAND



DOLLAR SALES PER BRAND

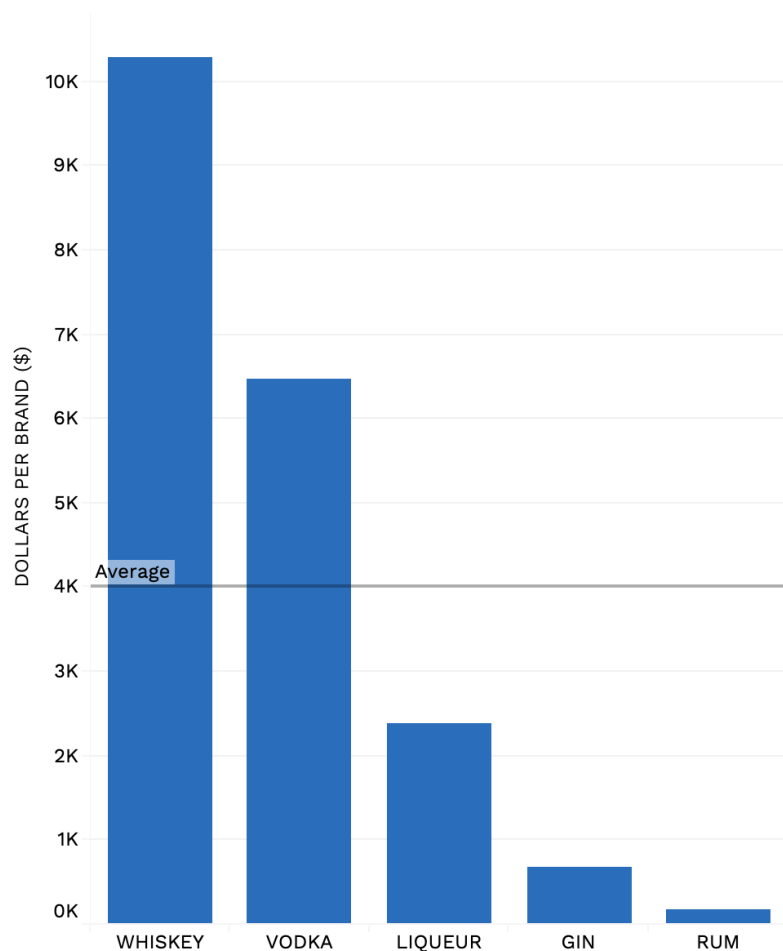


FIGURE 1 Vodka, liqueur, whiskey and gin accounted for the most dollar sales and volume sold per brand in Q1 2020. Vodka led the group in volume sold, but whiskey led by dollar sales. Both vodka and liqueur dropped in rank relative to whiskey when evaluated by dollar sales per brand vs volume per brand, indicating that DISCUS craft whiskey was more value-dependent than the other two subcategories.

1.1

WHISKEY YoY GROWTH PER BRAND DISCUS CRAFT BRANDS VS WHISKEY SUBCATEGORY

3x3

KEY

DISCUS MEMBER
ALL SUBCATEGORY

DOLLAR SALES PER BRAND

VOLUME PER BRAND

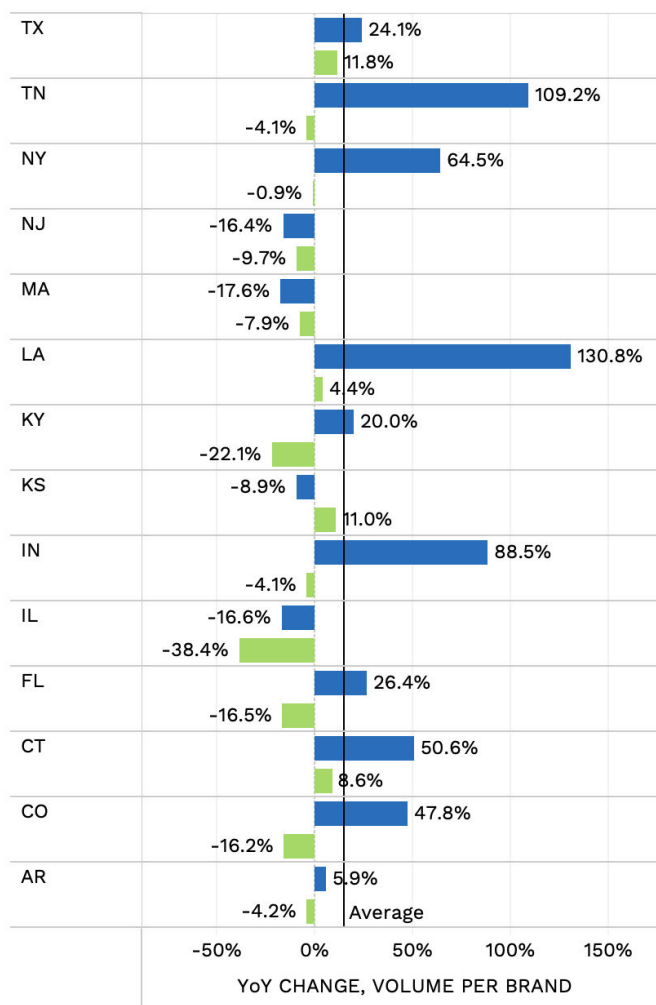
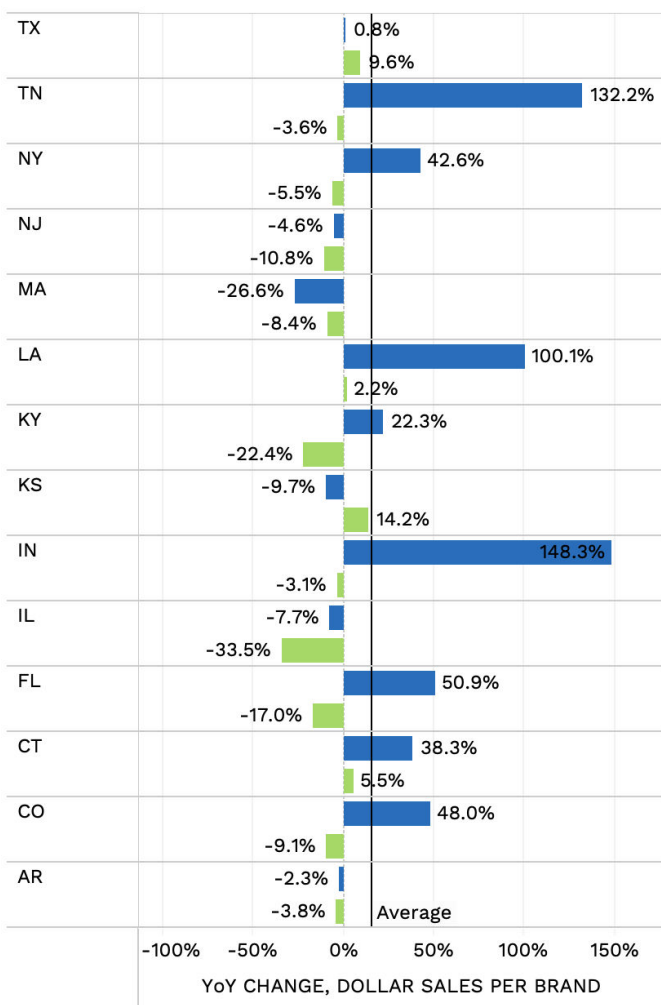


FIGURE 1.1 DISCUS Craft whiskies grew at a higher reate on average than other whiskey YoY per brand according to both dollar sales and volume in Q1 2020. This craft outperformance was especially apparent in TN, LA and IN.

1.2

WHISKEY AVERAGE PRICE DISCUS CRAFT WHISKEY BRANDS VS WHISKEY SUBCATEGORY

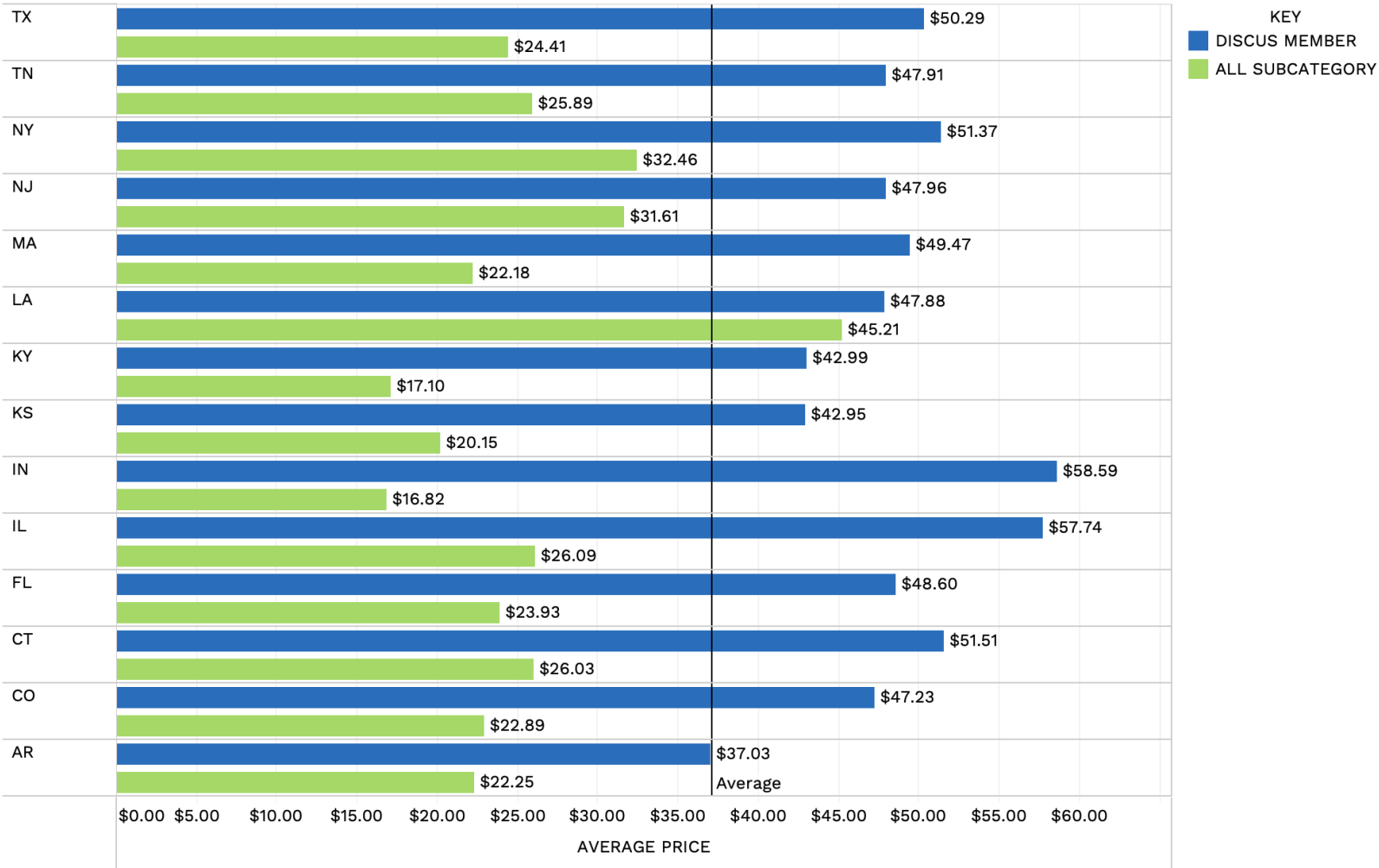


FIGURE 1.2 DISCUS craft whiskey average price was markedly higher than that of the rest of the subcategory in most states within 3x3's retailer network in Q1 2020.

1.3

VODKA YoY GROWTH PER BRAND DISCUS CRAFT VODKA BRANDS VS VODKA SUBCATEGORY

3x3

DOLLAR SALES PER BRAND

VOLUME PER BRAND

KEY

DISCUS MEMBER
ALL SUBCATEGORY

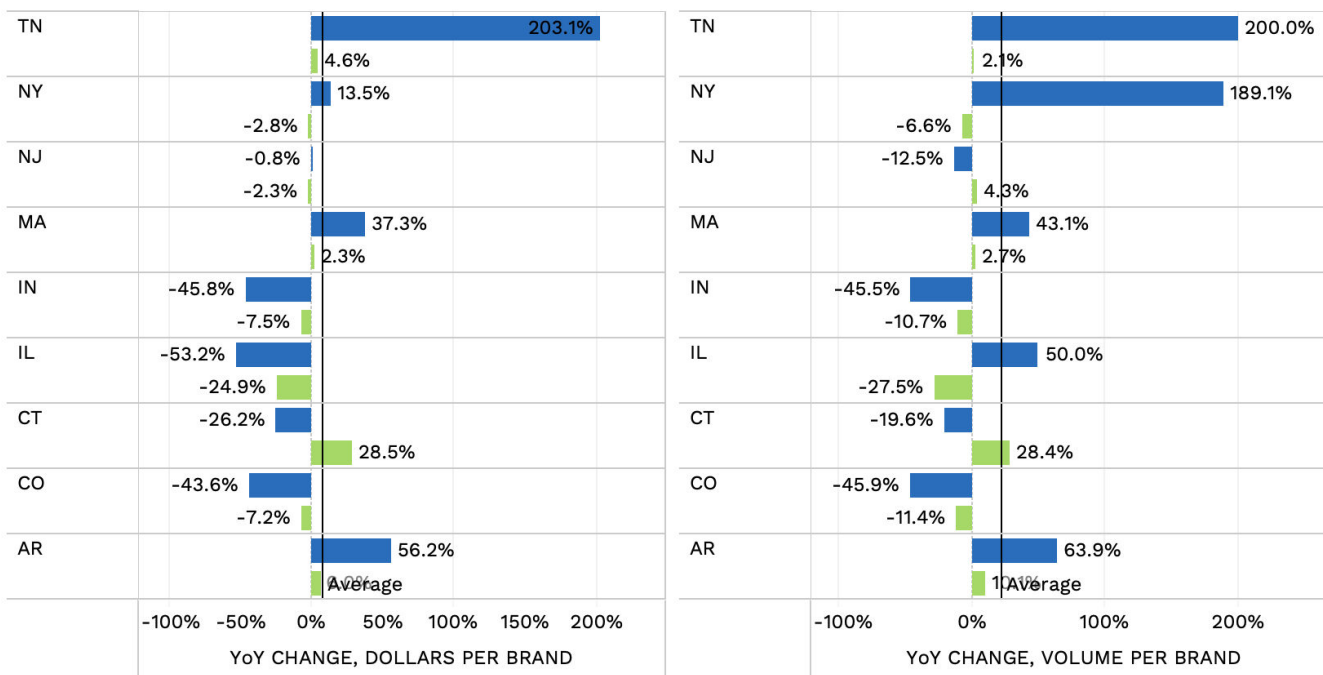


FIGURE 1.3 DISCUS craft vodka brands reflected mixed performance in YoY per brand growth across the states analyzed in Q1 2020. TN, NY, MA and AR reflected positive YoY growth in both dollar sales and volume sold per brand. In IL, however, DISCUS craft vodka brands showed a decline in dollar sales per brand, but growth in volume sold per brand.

1.4

VODKA AVERAGE PRICE

DISCUS CRAFT VODKA BRANDS VS VODKA SUBCATEGORY



FIGURE 1.4 DISCUS craft vodka was generally sold at a higher price point than other vodkas with the exception of IL in Q1 2020. This lower average price point was likely responsible for the discrepancy between DISCUS craft vodka brands' value and volume performance in the time period evaluated.

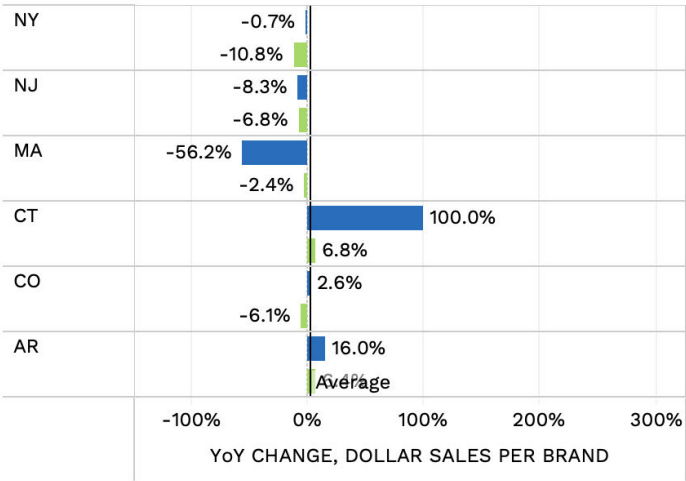
1.5

LIQUEUR YoY GROWTH PER BRAND

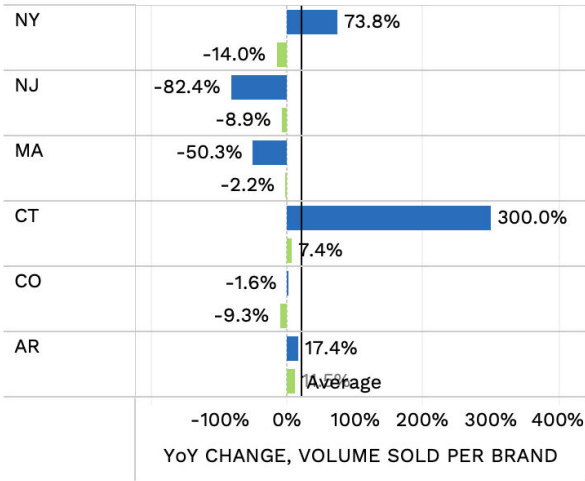
DISCUS CRAFT LIQUEUR BRANDS VS LIQUEUR SUBCATEGORY



DOLLAR SALES PER BRAND



VOLUME PER BRAND



KEY
DISCUS MEMBER
ALL SUBCATEGORY

FIGURE 1.5 DISCUS Craft Liqueurs grew at a higher rate YoY by dollar sales than other liqueurs in CT and AR in Q1 2020. In NY, DISCUS craft brands declined in dollar sales per brand, but increased at a higher rate than the remainder of the subcategory by volume.

1.6

LIQUEUR AVERAGE PRICE

DISCUS CRAFT LIQUEUR BRANDS VS LIQUEUR SUBCATEGORY

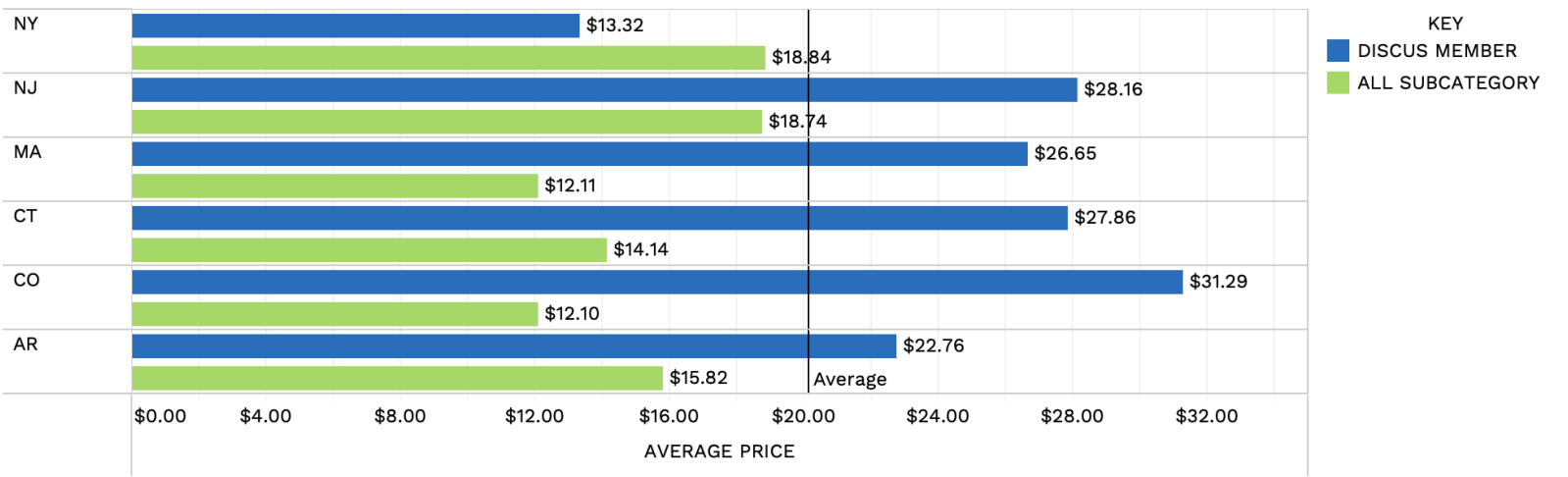


FIGURE 1.6 DISCUS craft liqueur average price was markedly higher than that of the rest of the subcategory in most states within 3x3's retailer network, with the exception of NY. The average difference in price between DISCUS craft brands and the remainder of the subcategory was roughly 66% less in the states that reflected positive YoY growth in volume, dollar sales or both vs the states that showed negative YoY growth, suggesting price has a strong influence on growth in dollar sales and volume sold per brand.

1.7

GIN YoY GROWTH PER BRAND DISCUS CRAFT GIN BRANDS VS GIN SUBCATEGORY

3x3

KEY

DISCUS MEMBER
ALL SUBCATEGORY

DOLLAR SALES PER BRAND

VOLUME PER BRAND

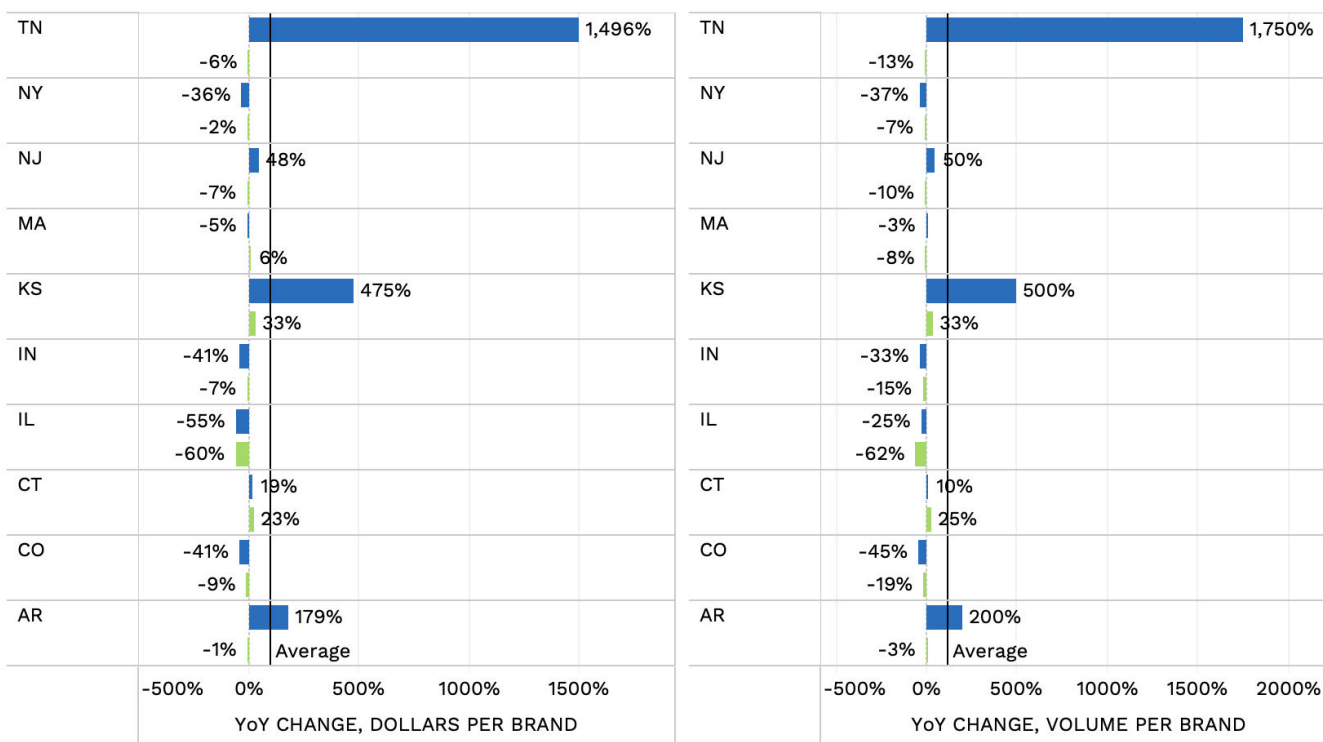


FIGURE 1.7 DISCUS Craft Gin's YoY Growth, like vodka, was relatively mixed across states according to both dollar sales and volume sold per brand. TN, KS and AR showed the highest YoY growth per brand for DISCUS craft brands vs the rest of the gin subcategory in Q1 2020.

1.8

GIN AVERAGE PRICE
DISCUS CRAFT GIN BRANDS VS GIN SUBCATEGORY



FIGURE 1.8 DISCUS Craft gin's price point was consistently higher than that of other gins across all states analyzed in Q1 2020.

2.0

DISCUS CRAFT SUPPLIER PERFORMANCE BY ORIGIN STATE

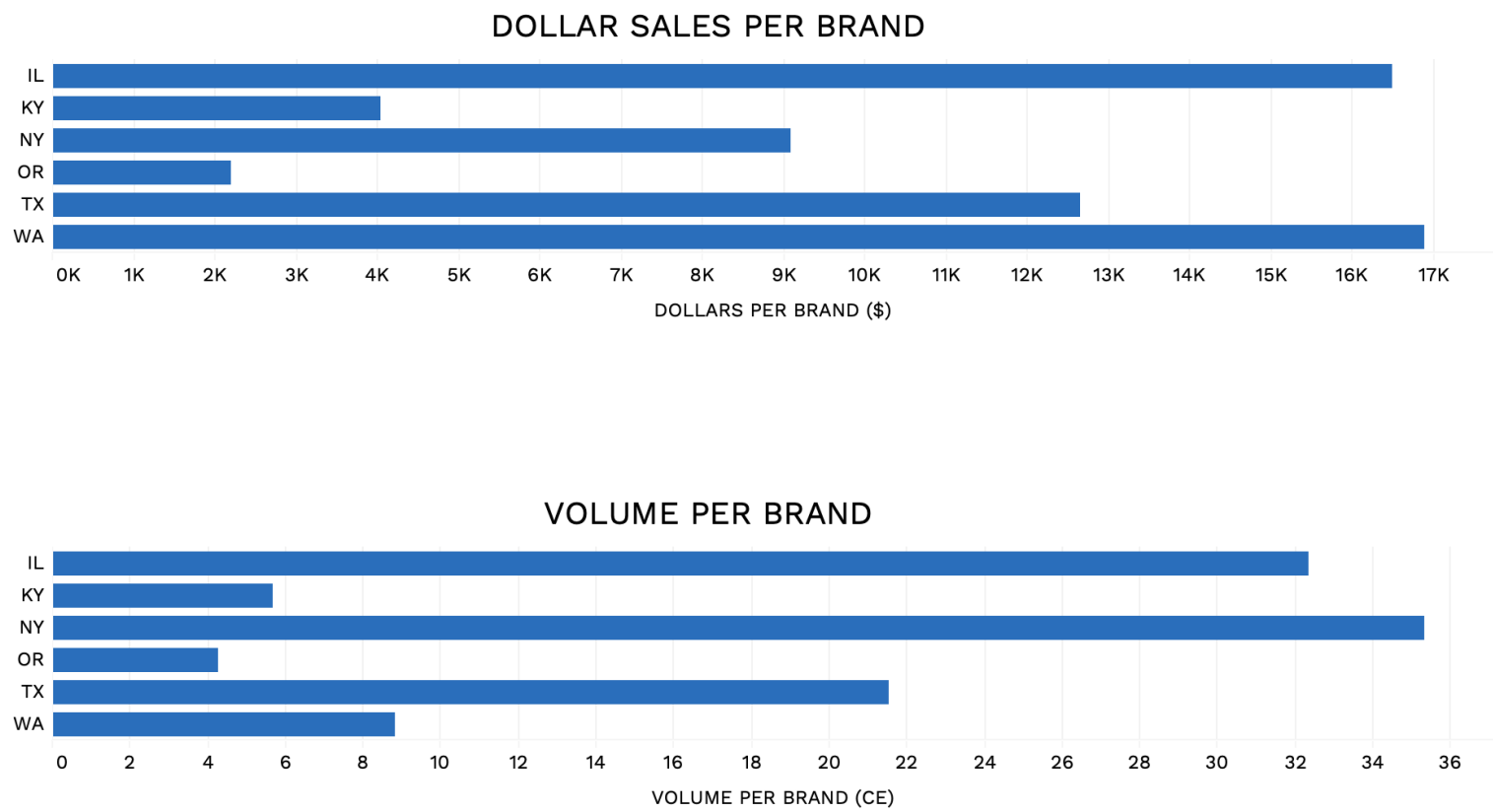


FIGURE 2.0 DISCUS Craft suppliers from WA reflected the best performance per brand by dollar sales in Q1 2020, followed by those from IL, TX and NY, respectively. When evaluated from a volume perspective, NY was the top performer, followed by those from IL, TX then WA.

2.1

DISCUS WASHINGTON SUPPLIERS
DOLLAR SALES PERFORMANCE PER RETAILER

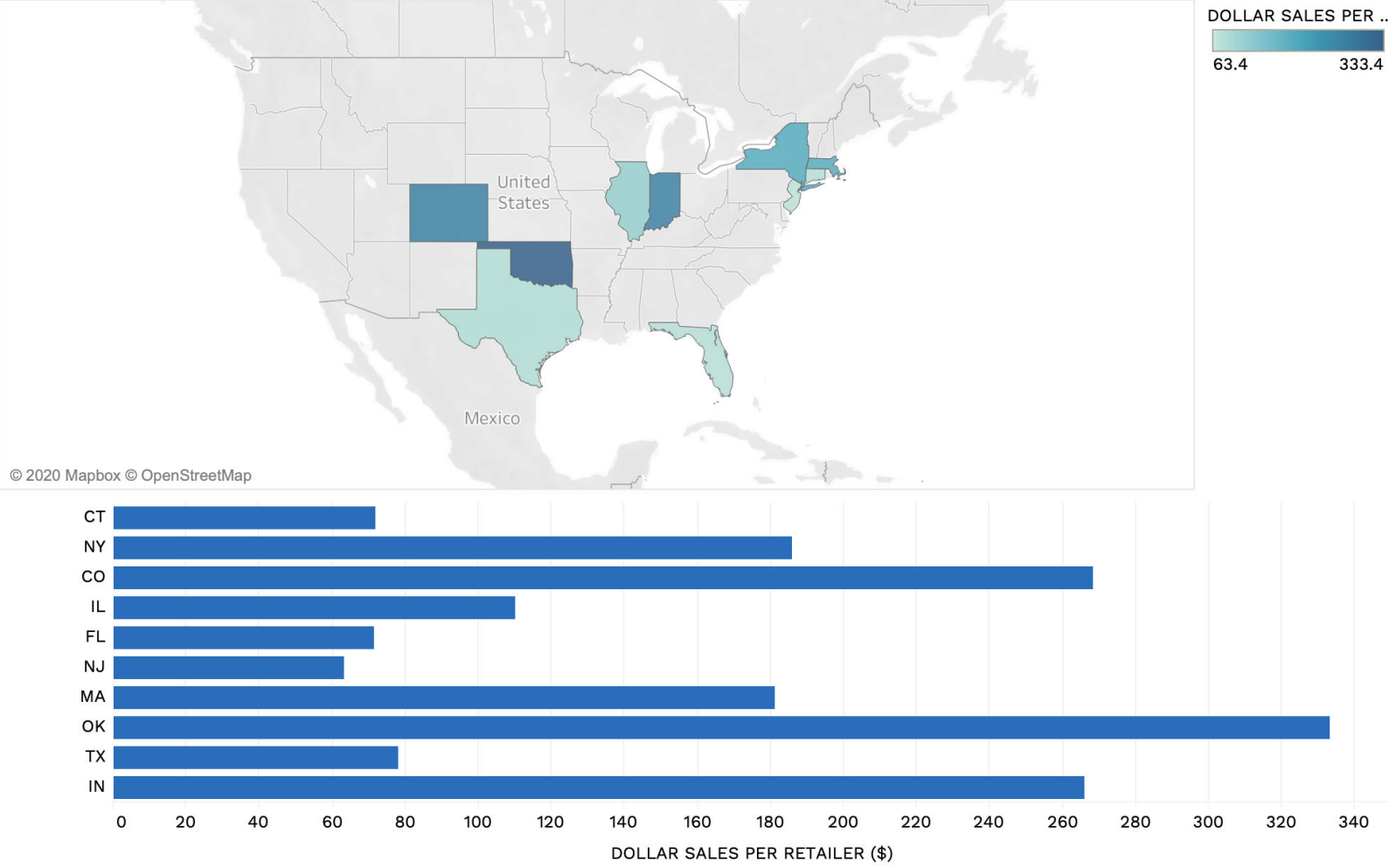


FIGURE 2.1 DISCUS Craft suppliers from WA reflected higher performance per retailer by dollar sales in OK, CO and IN, indicating overall higher performance in Western and Midwestern states in Q1 2020. This trend is possibly due to heavier distribution in regions geographically closer to the suppliers.

2.2

WASHINGTON CRAFT SUPPLIERS VOLUME PERFORMANCE PER RETAILER

3x3

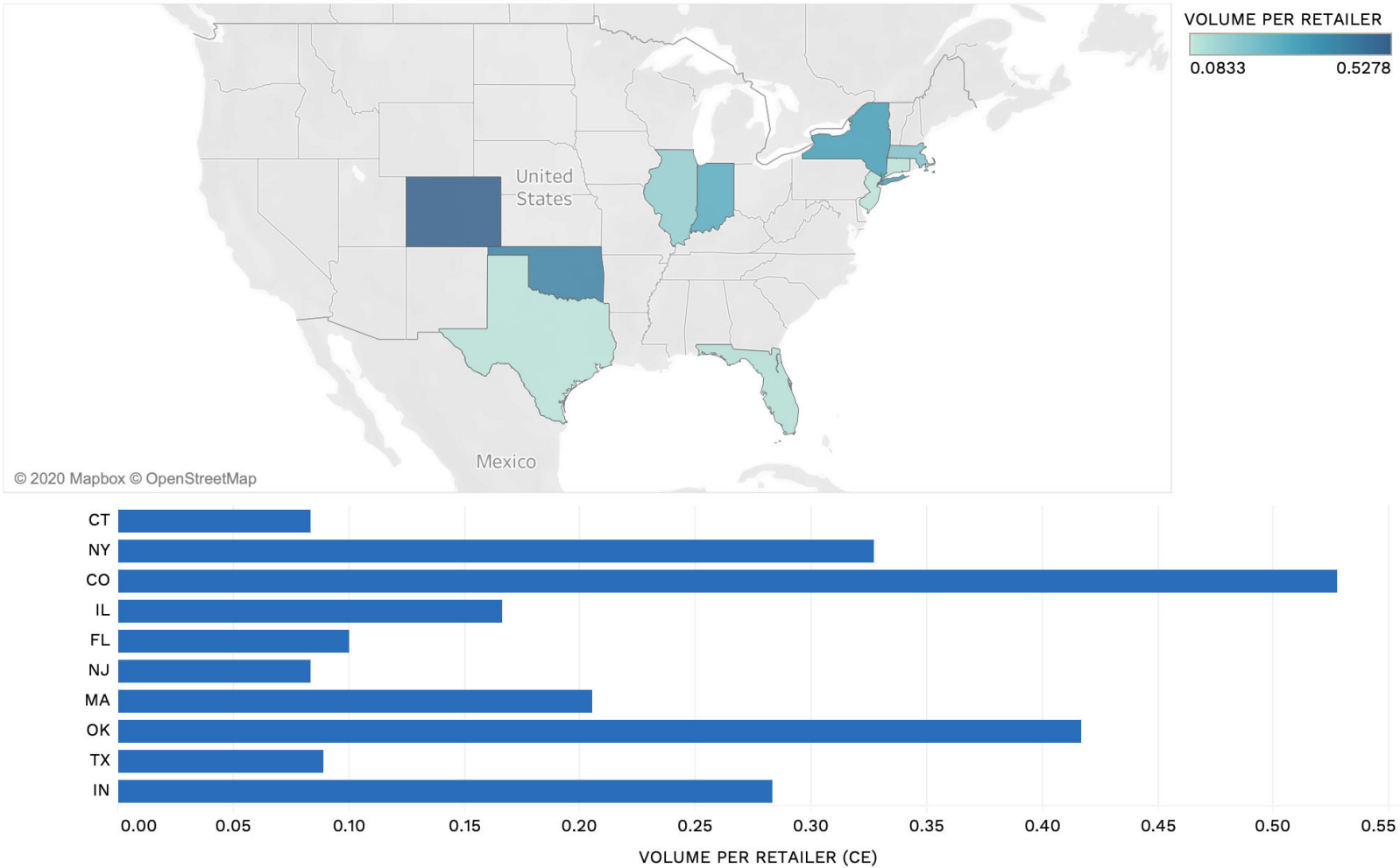


FIGURE 2.2 When evaluated from the volume perspective, WA suppliers reflected better performance in CO and OK, similar to the brands' dollar sales performance in Q1 2020. IN, however showed weaker performance relative to other states, and was replaced by NY.

2.3

DISCUS ILLINOIS CRAFT SUPPLIERS DOLLAR SALES PERFORMANCE PER RETAILER

3x3

DOLLAR SALES PER ..
84 1,463

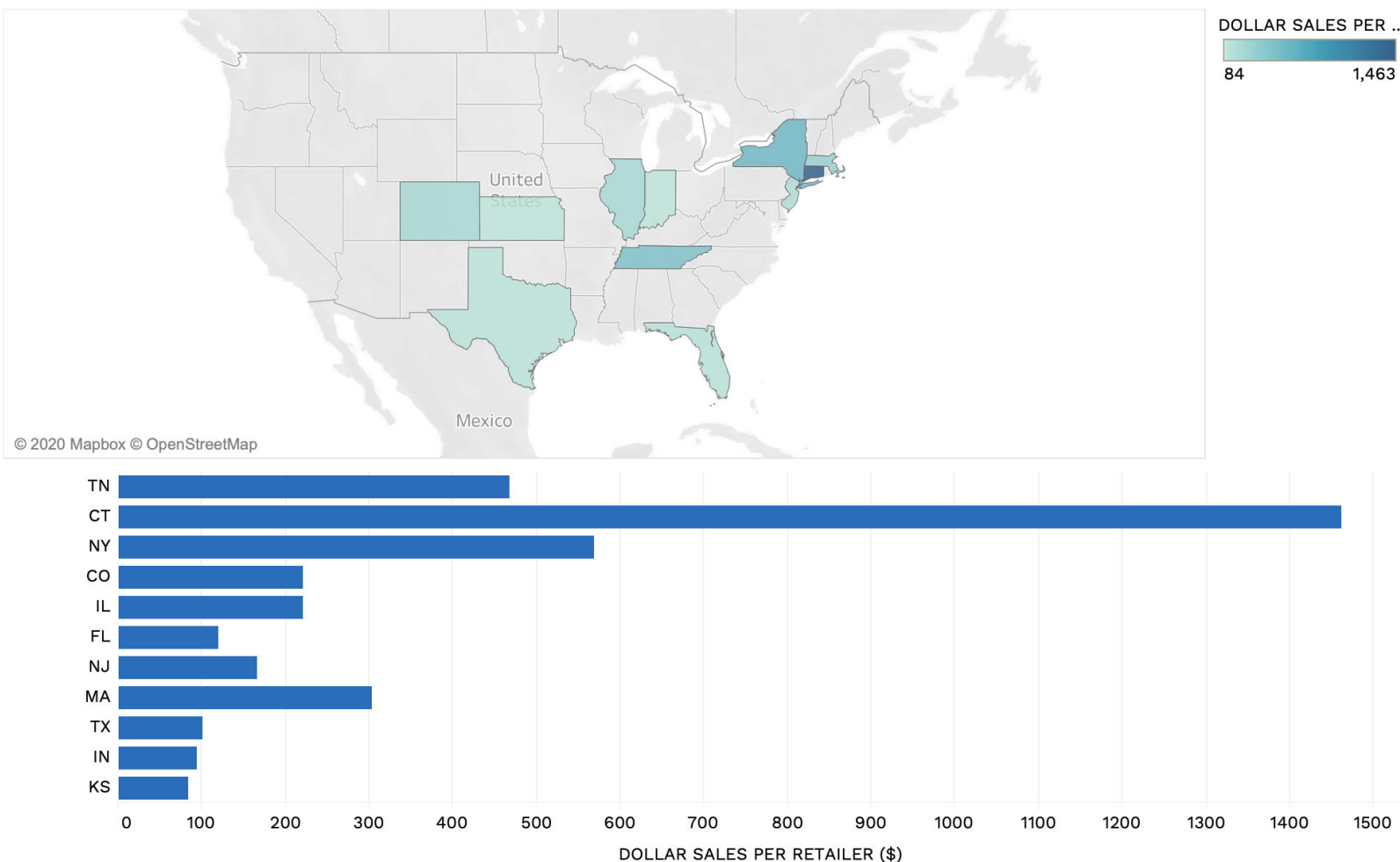


FIGURE 2.3 IL-based DISCUS craft suppliers' dollar sales performance was most highly concentrated in CT, NY, TN and MA. Three of the top four performing states for IL suppliers by dollar sales in Q1 2020 were in the Northeast.

2.4

DISCUS ILLINOIS CRAFT SUPPLIERS VOLUME PERFORMANCE PER RETAILER

3x3

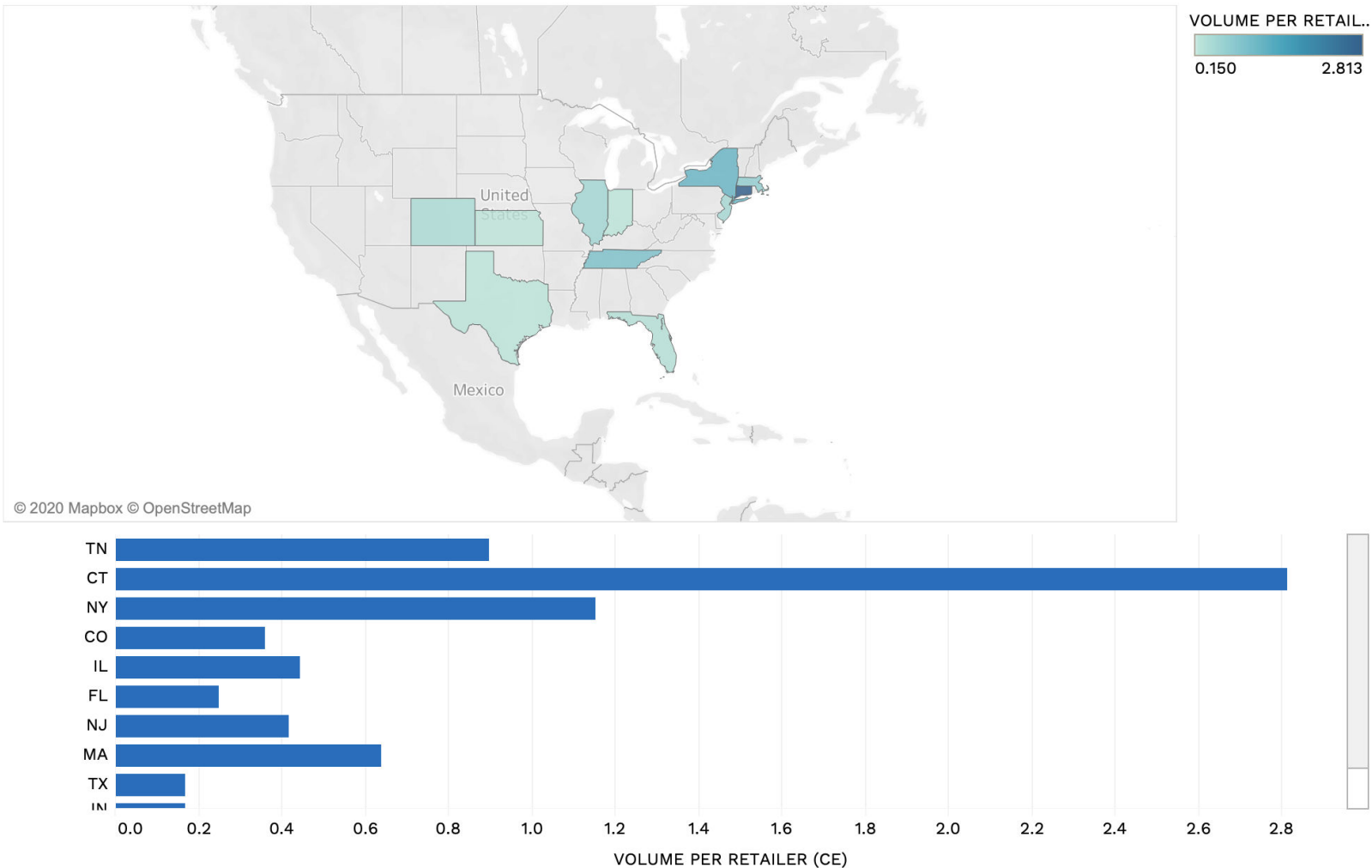


FIGURE 2.4 IL-Based DISCUS Craft suppliers' volume per retailer performance in Q1 2020 reflected that of dollar sales, with the highest performing states concentrated in the Northeast.

2.5

DISCUS TEXAS CRAFT SUPPLIERS DOLLAR SALES PERFORMANCE PER RETAILER

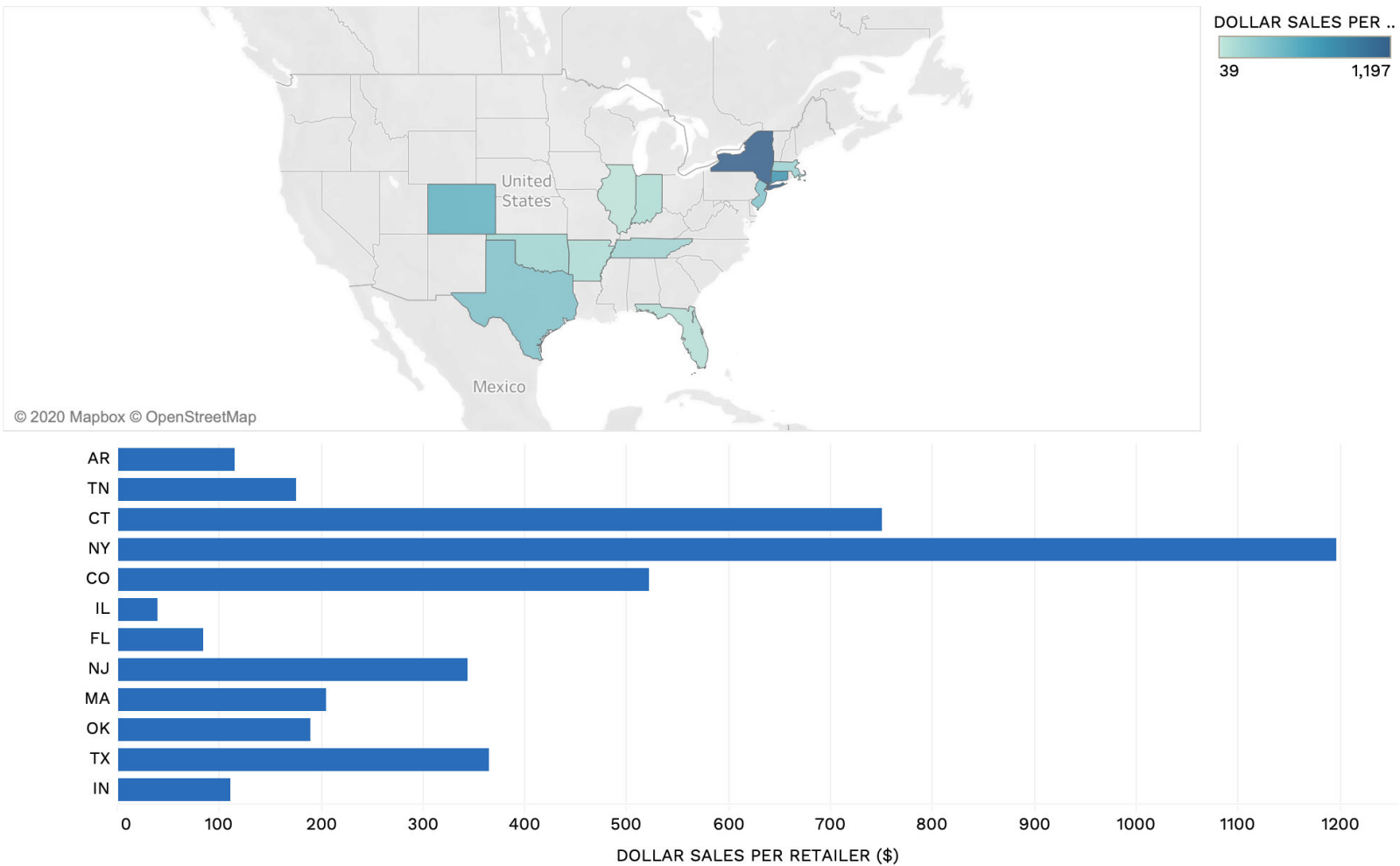


FIGURE 2.5 TX-based DISCUS craft suppliers' dollar sales performance was most concentrated in Western/Midwestern states such as CO and IL, followed by CT and NY. In-state performance was also strong for TX-Based Suppliers in Q1 2020.

2.6

DISCUS TEXAS CRAFT SUPPLIERS VOLUME PERFORMANCE PER RETAILER

3x3

VOLUME PER RETAILER..
0.083 2.333

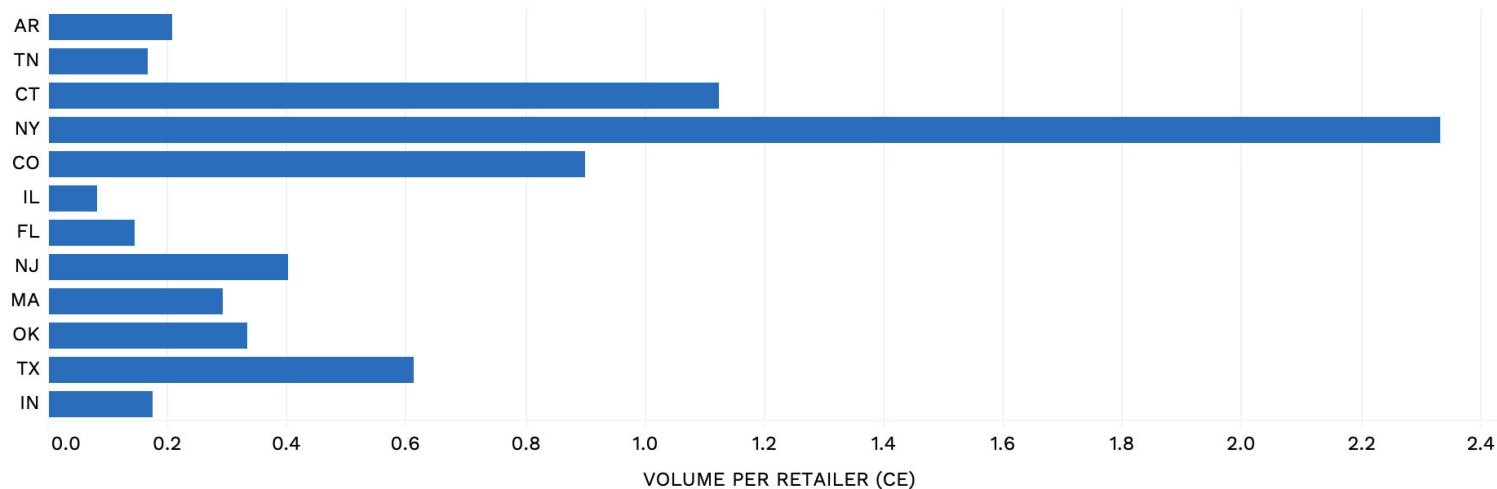
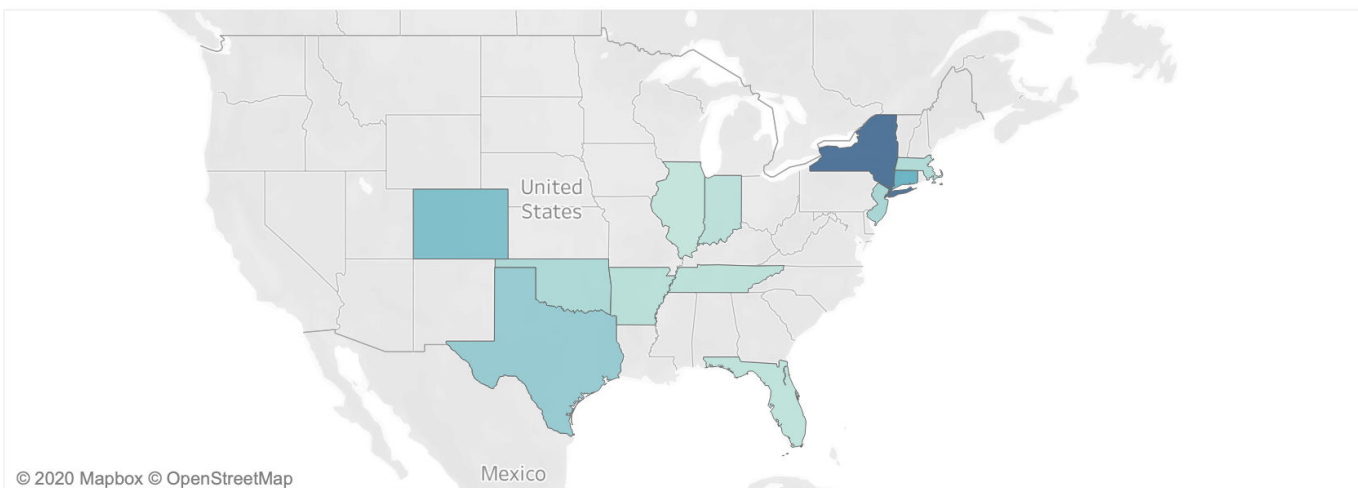


FIGURE 2.6 TX-based DISCUS craft suppliers' performance by volume in each state analyzed reflected that of dollar sales, however the discrepancies between the top performing states and bottom performing states are more pronounced from the volume perspective. Though performance in-state, as well as in CO and OK was still relatively strong, the Northeastern states, specifically NY and CT, showed an increase in performance when evaluated from a volume perspective. The Northeastern states sold the most volume per retailer in Q1 2020.

2.7

DISCUS NEW YORK CRAFT SUPPLIERS DOLLAR SALES PERFORMANCE PER RETAILER

3x3

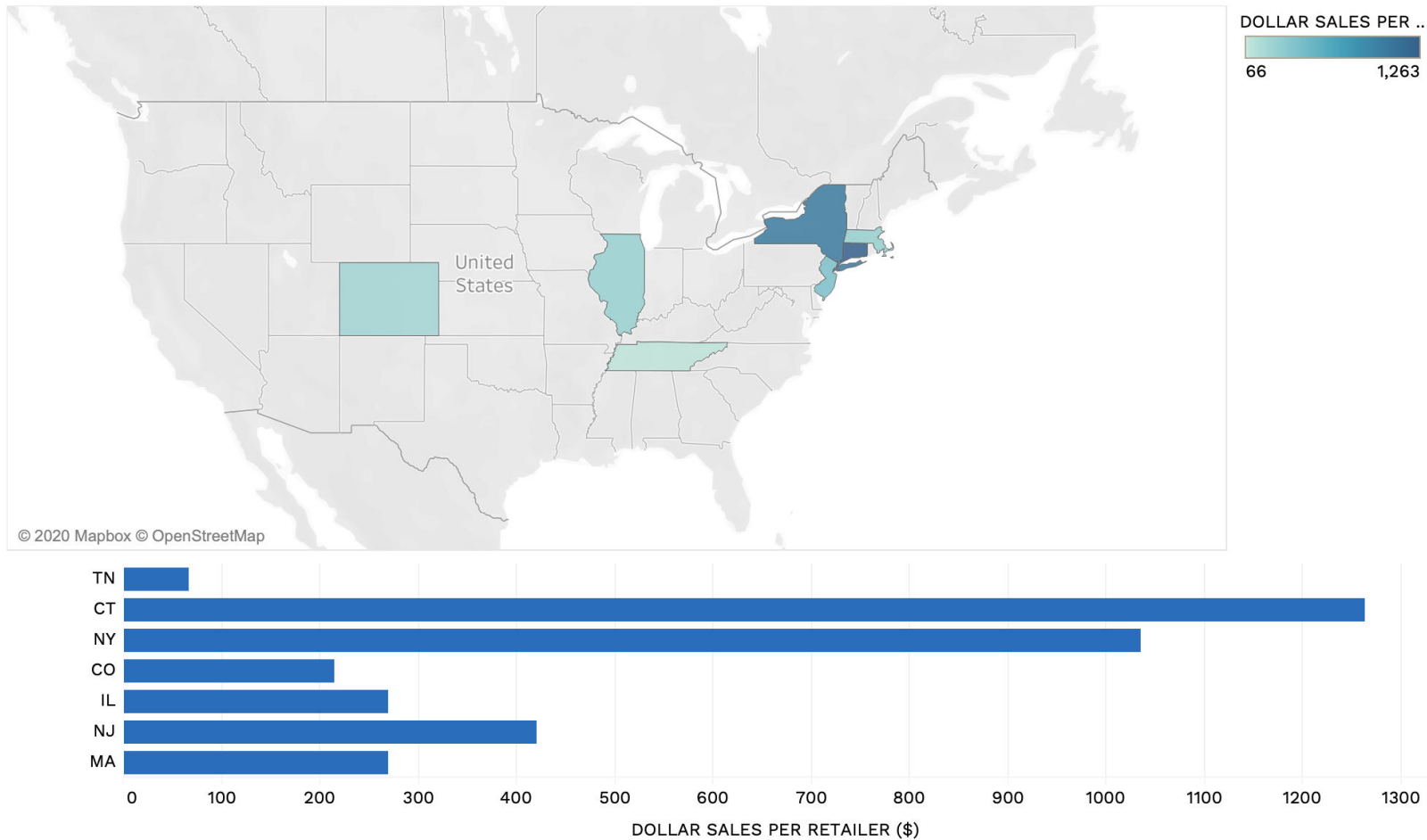


FIGURE 2.7 NY-based DISCUS craft suppliers showed highest dollar sales per retailer in Northeastern states (CT, NY and NJ, respectively) in Q1 2020.

2.8

DISCUS NEW YORK CRAFT SUPPLIERS VOLUME PERFORMANCE PER RETAILER

3x3

VOLUME PER RETAIL..
0.083 6.247

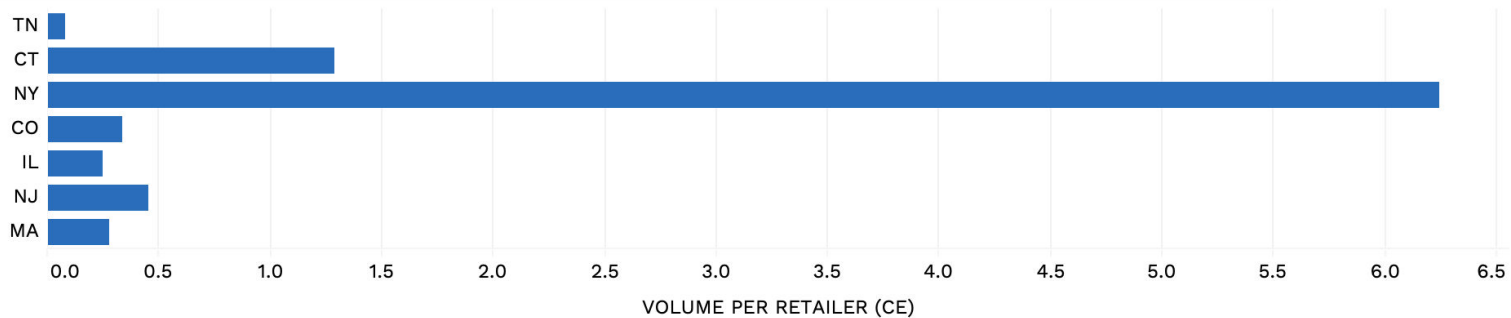
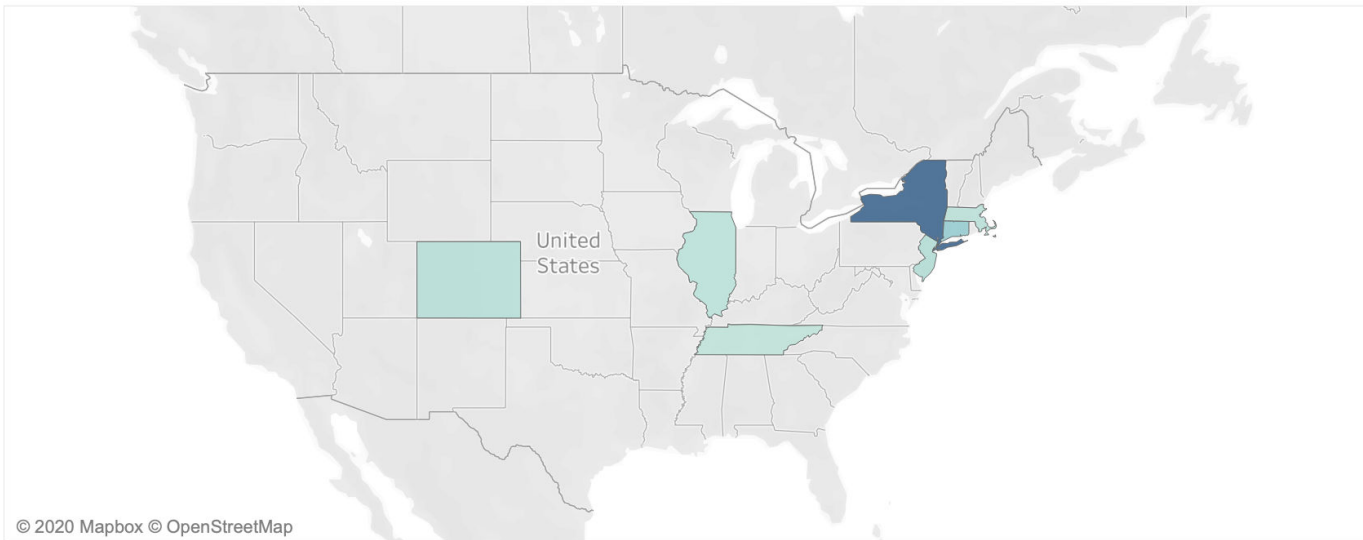


FIGURE 2.8 NY-based DISCUS craft supplier volume sold per retailer was highly concentrated in NY. This is consistent with other findings from Q1 2020, where New York's volume performance and growth across brands and subcategories was stronger than other states. CT also showed strong Q1 2020 volume performance for NY-based DISCUS craft brands, likely because regions of CT are considered suburbs of New York City, so they often reflect the trends observed in NY.