NEW BUSINESS PRINCIPLES & PRACTICES FOR A POST-COVID MARKETPLACE

WEDNESDAY, APRIL 27 @ 1:00 PM EDT
Michael Bilello

Executive Vice President, Strategic Communications and Marketing; Director, WSWA Access Craft
THANK YOU
TO OUR ACCESS CRAFT ADVISORY COUNCIL!

WE ARE THRILLED TO WELCOME NEW AND RETURNING WHOLESALE ADVISORS AND BRAND REPRESENTATIVES TO THE COUNCIL!

LEARN MORE AT WWW.WSWA.ORG/ACCESS.
WSWA ACCESS CRAFT  NEW BUSINESS PRINCIPLES AND PRACTICES FOR A POST-COVID MARKETPLACE

John Bilello  
CEO

Sara Harmelin  
Vice President  
Digital Innovation

Monique Huston  
Vice President  
Wholesale Spirits

Dale Stratton  
Analyst
Total Wine & Spirits Share by On/Off-Premise

- **12M Feb 20**: 84.2% Off Premise, 15.8% On Premise
- **March-June 2020**: 95.1% Off Premise, 4.9% On Premise
- **July-Dec 2020**: 92.1% Off Premise, 7.9% On Premise
- **July-Dec 2021**: 86.4% Off Premise, 13.6% On Premise
- **Latest 4 Months Feb 22**: 86.9% Off Premise, 13.1% On Premise

Data Source: SipSource
Growing Segments

- Mezcal $25-$50: 58.9%
- Bourbon $25-$50: 45.8%
- Reposado Tequila: 36.9%
- Rum over $25: 28.7%
- Vodka over $25: 28.9%
- Gin $25-$50: 26.4%
- Sauv Blanc $15-$25: 21.5%
- Sake: 14.8%
- Chardonnay $15-$25: 12.9%
- Prosecco: 11.8%
- Cabernet $15-$25: 11.2%
- Champagne: 11.2%

% Chg vs. LY

Data Source: SipSource 4-Months February 2022
**Spirits Share Change On-Premise**

- **VODKA**: -2.3%
- **RUM**: -2.0%
- **GIN**: -1.5%
- **US WHISKEY**: -1.0%
- **BRANDY**: -0.5%
- **COGNAC**: 0.0%
- **IRISH**: 0.5%
- **COCKTAILS**: 2.1%
- **TEQUILA/AGAVE**: 2.2%
- **CORDIAL/LIQUEUR**: 0.4%
- **CANADIAN**: 0.0%
- **SCOTCH**: 0.4%
- **SCOTCH**: 2.1%

Data Source: SipSource 4-Months Feb 2022-12-Month Feb 2020
Spirits Share Change Off-Premise

Data Source: SipSource 4-Months Feb 2022-12-Month Feb 2020
THANK YOU!

Twitter: @WSWAMedia
Web: wswa.org

MEDIA INQUIRIES: PLEASE SEND FOLLOW UP QUESTIONS TO MICHAEL BILELLO AT MICHAEL@WSWA.ORG