



July 4th Holiday 2021 Beverage alcohol COVID update

2 weeks ending July 10, 2021

Off-premise
alcohol dollar
percent change
vs year ago

-4.8%



Dollar percent change – July 4 holiday (2 weeks ending 7/10/21 vs year ago)

Spirits

-3%

Wine

-6%

Beer/FMB/Cider

-5%

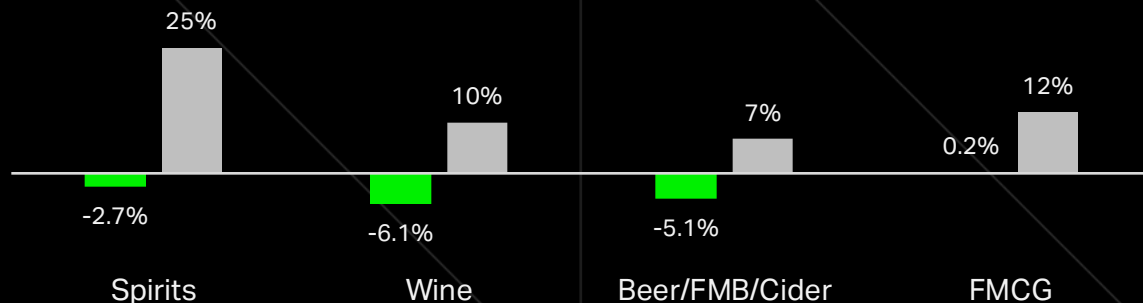
Total FMCG

+0.2%

Dollar percent change vs year ago and 2 years ago NielsenIQ off-premise channels

■ 4th of July 2021 vs 2020

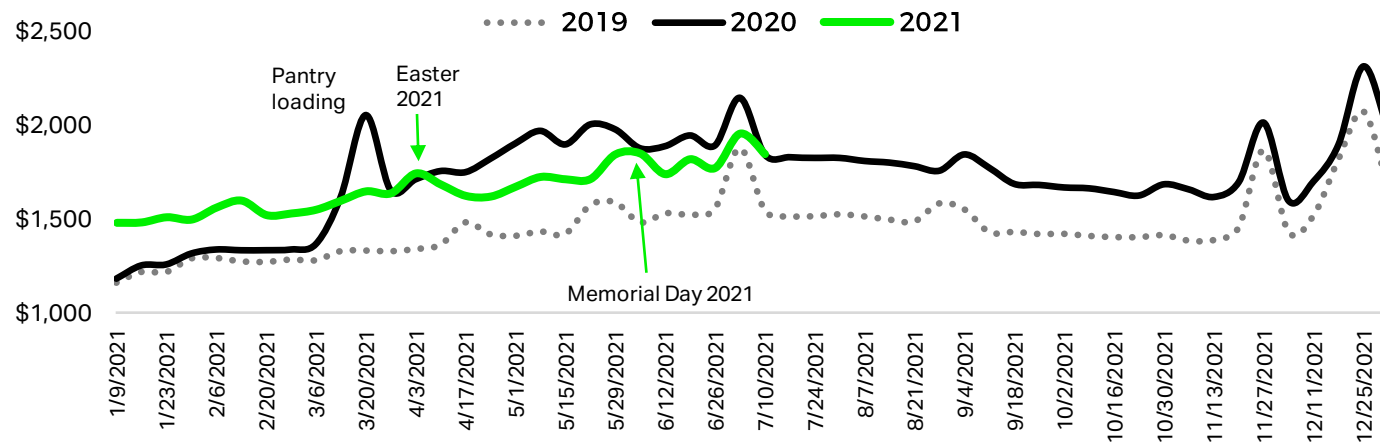
■ 4th of July 2021 vs 2019





Beverage Alcohol weekly dollars (millions)

NielsenIQ off-premise channels



2 weeks ending 7/10/21

Off-premise
alcohol up

11%

vs July 4th 2019

Hard seltzer brands then vs now

2 weeks ending July 6, 2019



Only 4 of the top 10 hard seltzer brands from 2019 are part of the top 10 brands for July 4th holiday in 2021

2 weeks ending July 10, 2021



For YTD 2021, Cacti is part of the top 10, but Smirnoff took its place for the 4th of July.

