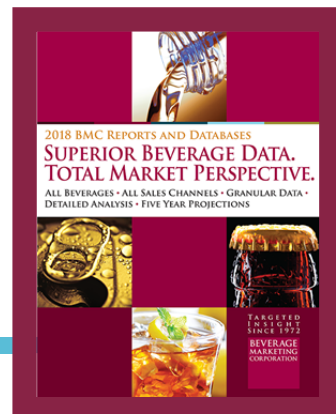


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INSIDE:

REPORT OVERVIEW

A brief discussion of key features of these reports.2

TABLE OF CONTENTS

A detailed outline of these reports' contents and data tables. 5,14,22

SAMPLE TEXT AND INFOGRAPHICS

A few examples of these reports' text, data content layout and style. 9,17,25



HAVE
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THE ANSWERS YOU NEED

- Three markets, driven by concentric circles of changing taste, demographics, and economic imperatives—what data is critical to help you plan in this complex environment?
- Are on- and off-premise trends similar or different for different beverage alcohol categories? Craft beer versus craft spirits, for instance?
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- As the importance of social media marketing continues to grow, does this favor the larger marketing entities or even the field for new entries and boutique suppliers?
- Does consumption data reveal anything useful about a product and brand focus versus a strategy of portfolio building?
- What does the advertising data reveal about company and brand strategy?
- Does expanding interest in new wine varieties and regions have meaningful parallels in the growth areas for spirits and beer?
- Flavor preferences continue to change—or, perhaps, evolve. When does it make sense to follow them and when is it simply chasing an evanescent fad?

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Each Guide features data on the overall market volume by category, state, and top brands, a breakout of on- versus off-premise consumption by volume and sales, plus detailed listings of top brand sales by both price categories and beverage types. Fastest growing brands are featured. Plus, advertising, export/import data and extended projections. Data on craft beer sales, spirits flavors, and specialty products are all included. **New for 2018:** Now covering more brands than ever and offering enhanced coverage of craft spirits!

BMC's U.S. Spirits Guide 2018

May 2018



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Exhibit 2.2

**U.S. SPIRITS MARKET
SHARE OF DOMESTIC AND IMPORTED VOLUME
2012 - 2018(P)**

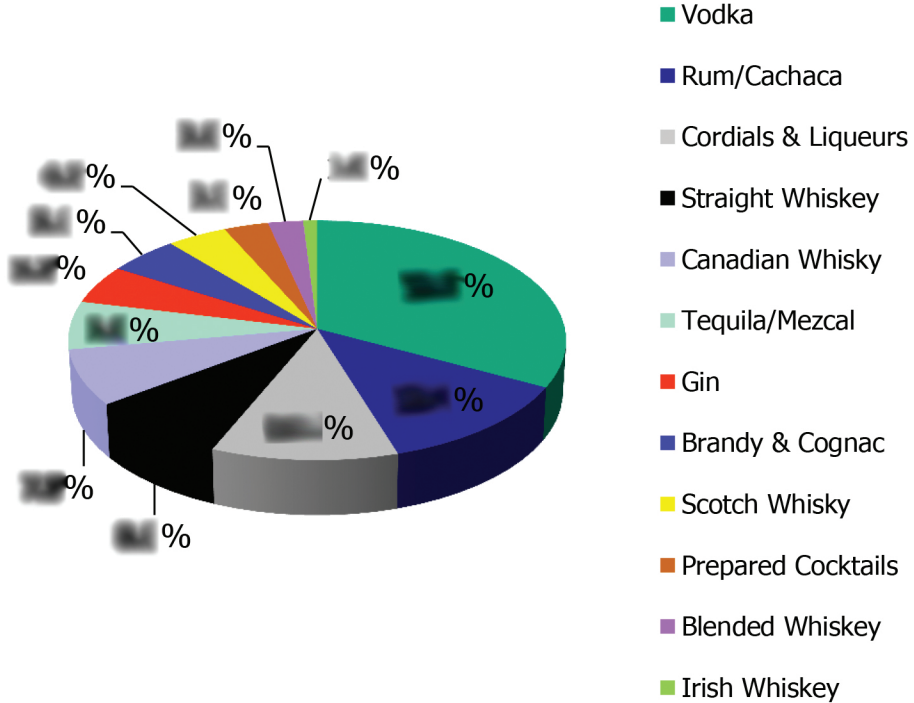
Category	2012	2013	2014	2015	2016	2017	2018(P)
Domestic	85%	85%	85%	85%	85%	85%	85%
Imported	15%	15%	15%	15%	15%	15%	15%
TOTAL	100%	100%	100%	100%	100%	100%	100%

(P) Projected

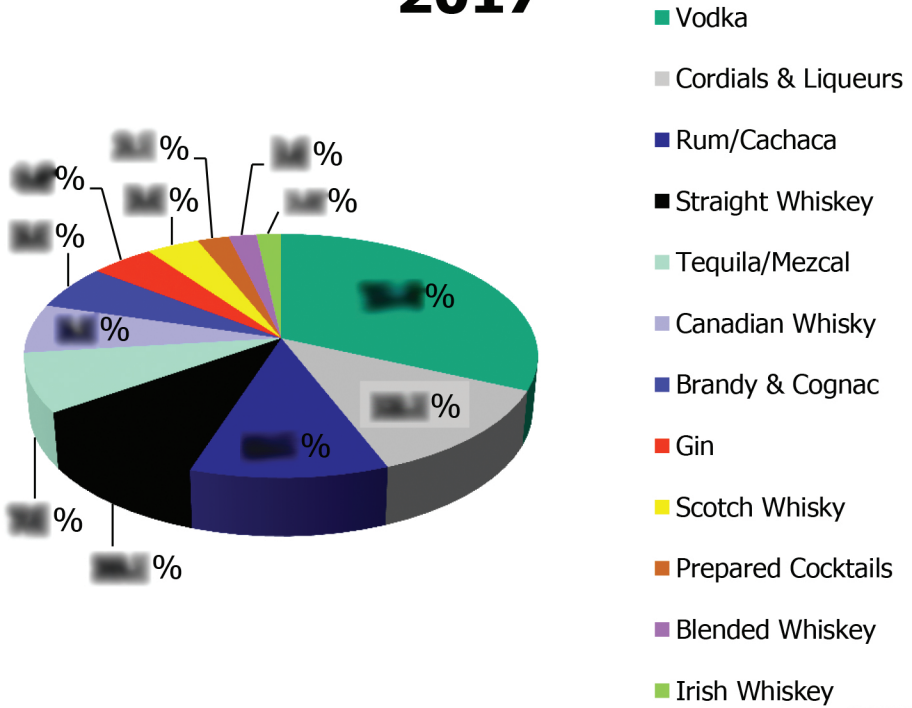
Source: Beverage Marketing Corporation

Vodka remains the largest spirits category despite losing 1.5 share points over the 2012-to-2017 period, while straights, tequila and cordials gained 1.5, 1.5 and 1.5 share points, respectively

2012



2017



Source: Beverage Marketing Corporation





BMC's U.S. Wine Guide 2018

July 2018



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U.S. WINE MARKET
SHARE OF VOLUME BY CATEGORY
2012 – 2018(P)

Category	2012	2013	2014	2015	2016	2017	2018(P)
Table Wine	85.5%	85.5%	85.5%	85.5%	85.5%	85.5%	85.5%
Domestic	75.5%	75.5%	75.5%	75.5%	75.5%	75.5%	75.5%
Imported	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Sparkling Wine	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Domestic	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Imported	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Fortified Wine	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Domestic	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Imported	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Vermouth	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Domestic	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Imported	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Total Domestic Wine	80.5%	80.5%	80.5%	80.5%	80.5%	80.5%	80.5%
Total Imported Wine	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Specialty Wine*	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
TOTAL	96.0%	96.0%	96.0%	96.0%	96.0%	96.0%	96.0%

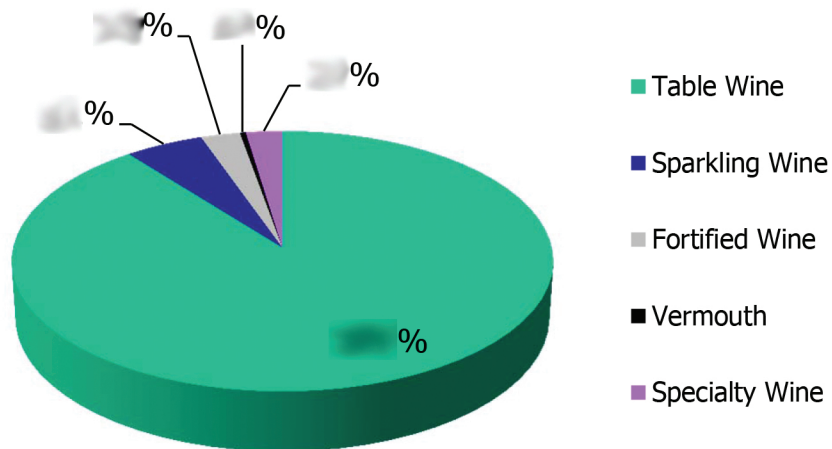
(P) Projected

* Includes fruit wine, chocolate wine, sangria

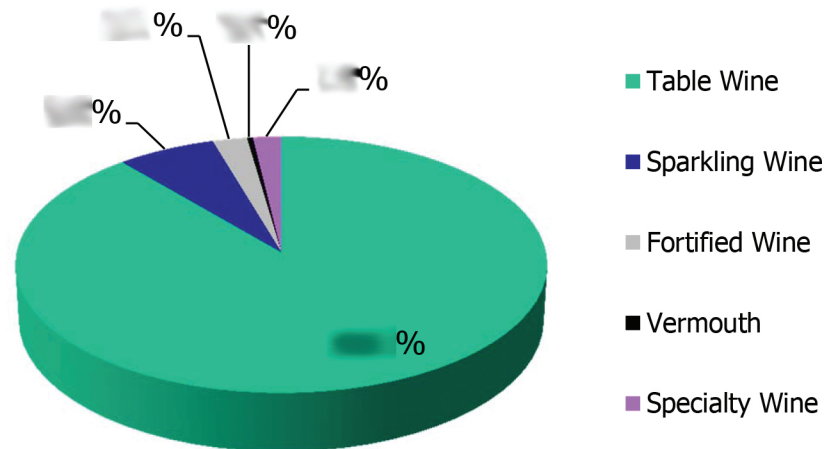
Source: Beverage Marketing Corporation

Table wine remains by far the largest wine category but lost share points over the 2012-to-2017 period, while sparkling wine, a key growth driver of the industry, gained share points

2012



2017

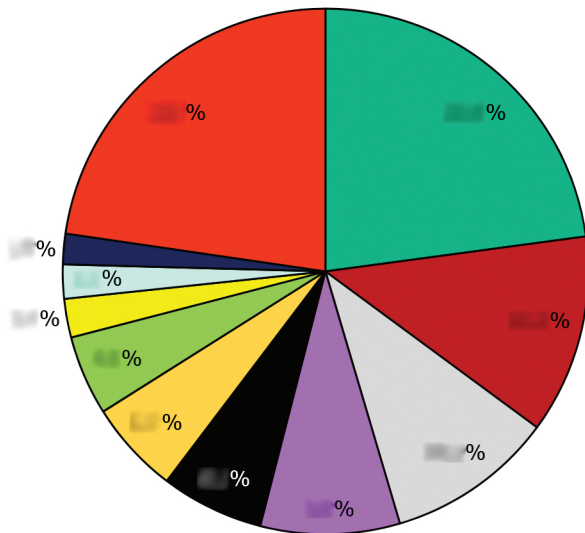


Between 2012 and 2017, the top three varietals remained the same while Pinot Grigio, Blush, Red Blend and Sauvignon Blanc all increased share over the period

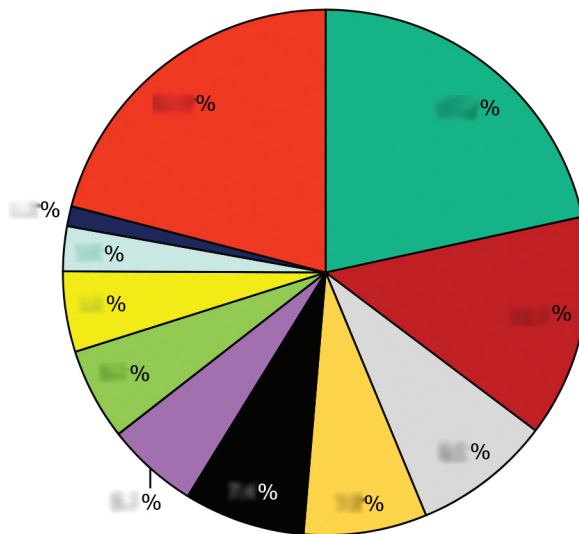
2012

**Domestic Table Wine
Volume by Varietal**

2017



- Chardonnay
- Cabernet Sauvignon
- Merlot
- White Zinfandel
- Pinot Noir
- Pinot Grigio
- Blush/Rose'
- Red Blend/Meritage
- Sauvignon Blanc
- Red Zinfandel
- All Others



- Chardonnay
- Cabernet Sauvignon
- Merlot
- Pinot Grigio
- Pinot Noir
- White Zinfandel
- Blush/Rose'
- Red Blend/Meritage
- Sauvignon Blanc
- Red Zinfandel
- All Others

BMC's U.S. Beer Guide 2018

September 2018



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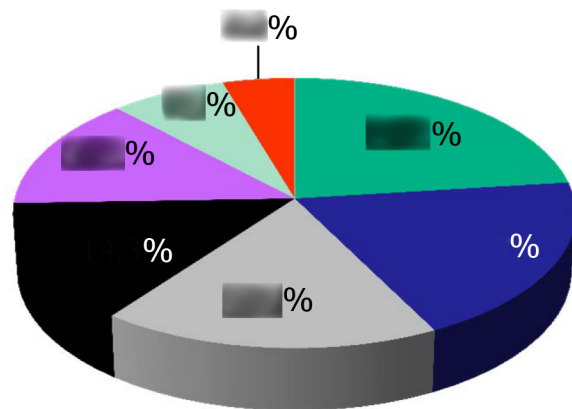
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From 2012 to 2017, shares of volume by region didn't change for any region by more than percentage points, resulting in regional rankings remaining the same

**U.S. Beer Market
Share of Volume by Region**

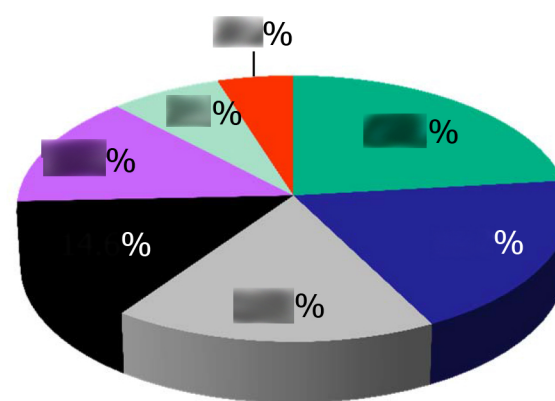
2012



**207.2 million
beer barrels**

- South
- Northeast
- East Central
- Pacific
- Southwest
- West Central
- West

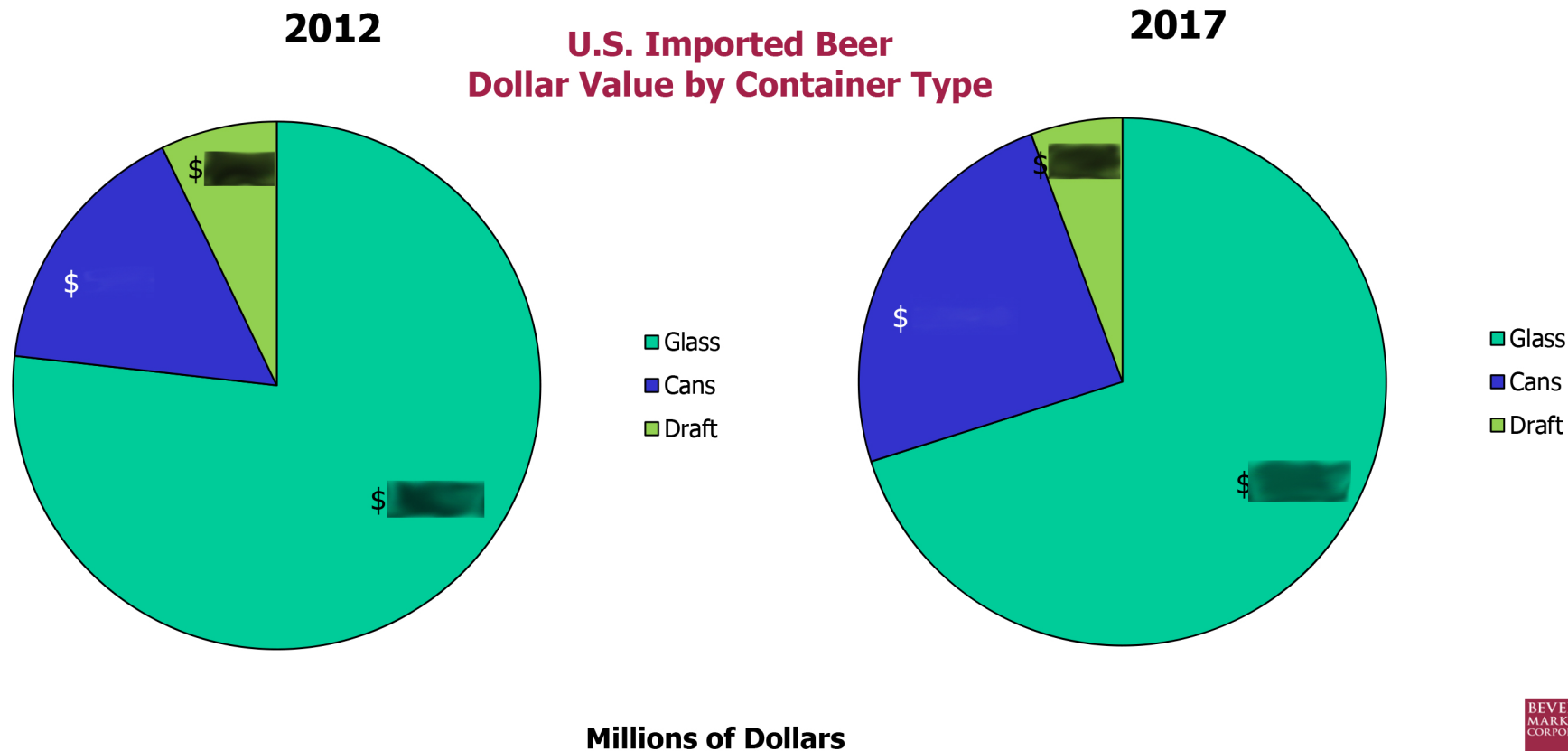
2017



**201.2 million
beer barrels**

- South
- Northeast
- East Central
- Pacific
- Southwest
- West Central
- West

Glass packaging continued to be the preferred package type among imported beer although its share declined to [REDACTED] % in 2017 from [REDACTED] % five years earlier



Source: Beverage Marketing Corporation

U.S. BEER MARKET
CHANGE IN VOLUME BY CATEGORY
2013 – 2022(P)

Categories	5-Year CAGR					
	2012/13	2013/14	2014/15	2015/16	2016/17	2017/22(P)
Cider	■ %	■ %	■ %	■ %	■ %	■ %
Craft	■ %	■ %	■ %	■ %	■ %	■ %
Flavored Malt Beverages	■ %	■ %	■ %	■ %	■ %	■ %
Ice	■ %	■ %	■ %	■ %	■ %	■ %
Import	■ %	■ %	■ %	■ %	■ %	■ %
Light	■ %	■ %	■ %	■ %	■ %	■ %
Malt Liquor	■ %	■ %	■ %	■ %	■ %	■ %
Non-Alcohol	■ %	■ %	■ %	■ %	■ %	■ %
Premium	■ %	■ %	■ %	■ %	■ %	■ %
Superpremium	■ %	■ %	■ %	■ %	■ %	■ %
Value	■ %	■ %	■ %	■ %	■ %	■ %
TOTAL*	■ %	■ %	■ %	■ %	■ %	■ %

(P) Projected; CAGR: Compound annual growth rate

* Excludes exports and cider

Source: Beverage Marketing Corporation