Regional Cider is 36% of Off-Prem $ Share

Off-Premise Retail Sales, YOY*

- PNW: +10%
- Mountain West: +13%
- Midwest: +25%
- South: +14.4%
- East: +19%

Rosé Ciders: +207%
Cans: +30%
Online Sales: +10%*

On-Premise*
- Draft: -2.5%
- Packaged: +1.5%

* Nielsen LLC
* VINOShipper
* Nielsen CGA