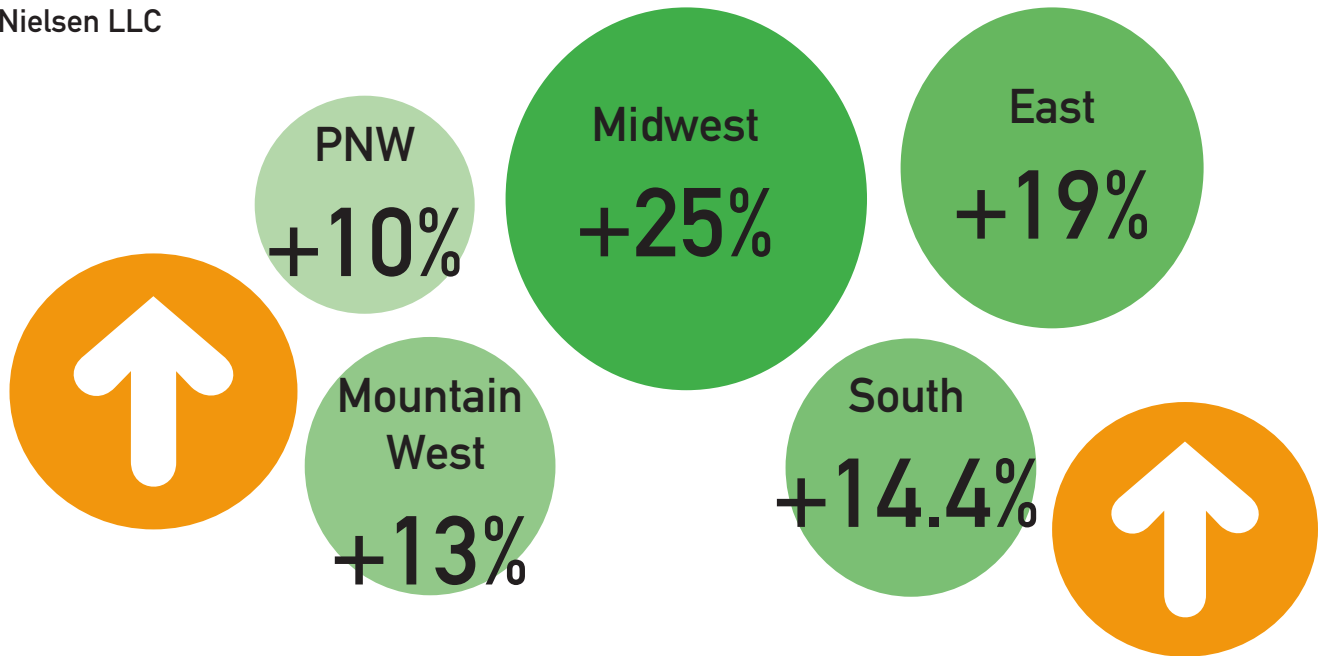


Regional Cider is 36% of Off-Prem \$ Share

## Off-Premise Retail Sales, YOY\*

\*Nielsen LLC



Rosé Ciders

+207%



Cans

+30%



Online

Sales

+10%\*



\*VINOShipper

On-Premise\*

Draft -2.5%



Packaged +1.5%



\*Nielsen CGA