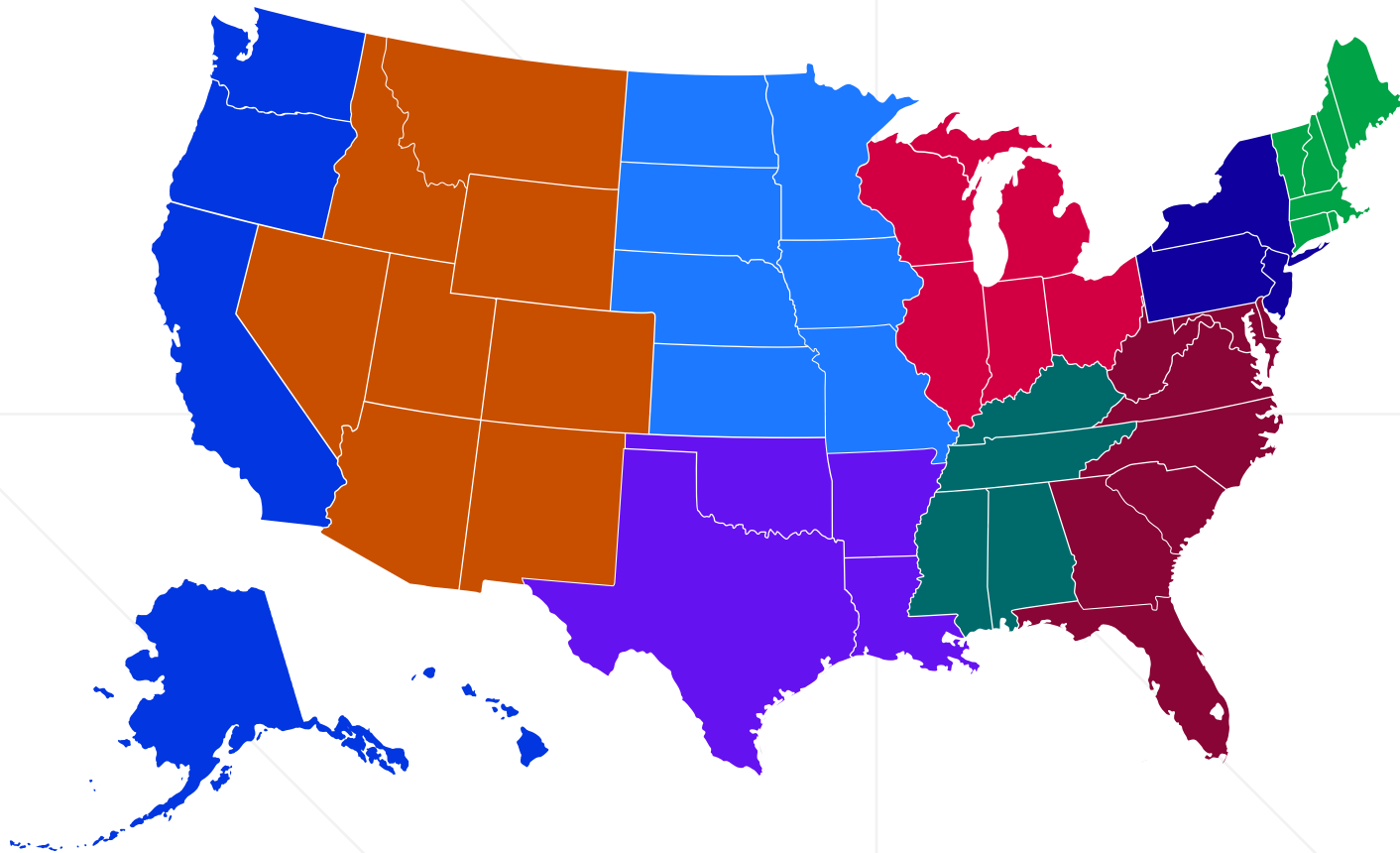




Top spirits by region





- New England
- Mid Atlantic
- East North Central
- West North Central
- South Atlantic
- East South Central
- West South Central
- Mountain
- Pacific

Source: NielsenIQ Connect Database, February 2022

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**Division 1: New England – Connecticut, Maine, Massachusetts,
New Hampshire, Rhode Island, Vermont**

1. Vodka

2. Whiskey American

3. Cordials

4. Tequila

5. Whisky Scotch

Division 2: Mid Atlantic – New Jersey, New York, Pennsylvania

1. Vodka

2. Tequila

3. Whisky Scotch

4. Whiskey American

5. Cognac



Division 3: East North Central – Illinois, Indiana, Michigan, Ohio, Wisconsin

1. Vodka

2. Whiskey American

3. Whisky Canadian

4. Rum

5. Tequila

Division 4: West North Central – Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

1. Vodka

2. Whiskey American

3. Whisky Canadian

4. Rum

5. Tequila



Division 5: South Atlantic – Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington, West Virginia

1. Vodka

2. Whiskey American

3. Tequila

4. Whisky Scotch

5. Rum

Division 6: East South Central – Alabama, Kentucky, Mississippi, Tennessee

1. Whiskey American

2. Vodka

3. Whisky Canadian

4. Tequila

5. Rum



Division 7: West South Central – Arkansas, Louisiana, Oklahoma, Texas

1. Vodka

2. Whiskey American

3. Whisky Canadian

4. Tequila

5. Prepared cocktails

Division 8: Mountain – Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

1. Vodka

2. Whiskey American

3. Tequila

4. Whisky Canadian

5. Cordials

Division 9: Pacific – Alaska, California, Hawaii, Oregon, Washington

1. Vodka

2. Tequila

3. Whiskey American

4. Whisky Canadian

5. Prepared cocktails





About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming Nielsen. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: niq.com.