

Center on Alcohol Marketing and Youth: Alcohol Advertising in Magazines

Brand GRPs for 2004

Brands Sorted by GRP Ratio for Youth ages 12-20 vs. Adults age 21+

Brand	Ads	Dollars	GRPs							GRP Ratios		
			12-20	21+	12-20	21-34	35+	18-20	21-24	12-20: 21+	12-20: 21-34	18-20: 21-24
Navan French Cognac Liqueur	2	\$ 169,560	17	5	17	13	2	24	17	3.31	1.37	1.41
Alize Bleu Liqueur	10	\$ 706,484	75	25	75	58	13	101	81	2.99	1.29	1.24
Hennessy Very Special Cognac	16	\$ 866,190	119	48	119	93	31	149	128	2.47	1.28	1.17
Remy Martin Cognacs	2	\$ 250,787	11	4	11	10	2	15	14	2.44	1.06	1.05
UV Flavored Vodkas	7	\$ 571,454	41	21	41	40	14	67	50	1.96	1.02	1.34
UV Vodkas	6	\$ 513,281	39	20	39	39	13	65	49	1.94	1.01	1.34
Southern Comfort	13	\$ 1,118,315	38	20	38	49	9	62	71	1.91	0.78	0.88
Jose Cuervo Classico	3	\$ 337,383	18	10	18	20	6	30	27	1.88	0.94	1.12
Keystone Light Beer	8	\$ 605,200	31	16	31	43	7	53	64	1.86	0.72	0.83
1800 Reserva Reposado Tequila	21	\$ 2,692,166	151	83	151	175	49	251	237	1.81	0.86	1.06
Seagram's Extra Dry Gin	15	\$ 623,234	95	54	95	83	43	103	99	1.76	1.15	1.04
Disaronno Originale Amaretto	1	\$ 135,801	7	4	7	6	3	11	6	1.70	1.17	1.63
UV Red Cherry Flavored Vodka	5	\$ 416,056	21	12	21	23	8	35	26	1.70	0.91	1.34
Patron Tequilas	14	\$ 1,555,698	48	29	48	63	16	81	88	1.69	0.76	0.92
Heineken Beer	18	\$ 3,306,725	171	102	171	170	76	238	218	1.68	1.00	1.09
Bacardi Flavored Rums	48	\$ 4,608,126	255	152	255	298	97	425	377	1.68	0.85	1.13
Kuya Fusion Rum	6	\$ 645,655	37	23	37	57	10	70	82	1.63	0.64	0.85
Sauza Tequilas	2	\$ 268,000	12	8	12	19	3	23	27	1.63	0.64	0.85
Smirnoff Vodkas	8	\$ 1,080,545	58	36	58	69	23	92	92	1.62	0.84	1.00
Remy Red Cognac	26	\$ 3,065,338	196	121	196	204	90	289	243	1.62	0.96	1.19
Captain Morgan Parrot Bay Rum	8	\$ 839,016	58	37	58	85	19	105	117	1.58	0.69	0.89
Smirnoff Flavored Vodkas	10	\$ 1,018,340	56	36	56	68	24	95	85	1.57	0.83	1.12
1800 Silver Tequila	5	\$ 236,871	24	16	24	33	9	42	44	1.57	0.75	0.95
Jose Cuervo 1800 Tequila	5	\$ 764,897	34	22	34	31	19	42	36	1.55	1.12	1.16
Danzka Flavored Vodka	14	\$ 1,834,265	85	55	85	112	34	144	149	1.55	0.76	0.97
Godiva Liqueur	1	\$ 58,604	4	3	4	5	2	8	7	1.55	0.81	1.09
Labatt Blue Beer	1	\$ 179,000	8	5	8	14	2	17	19	1.55	0.61	0.86
Bud Light	7	\$ 1,790,000	59	38	59	97	16	118	136	1.55	0.61	0.86
Rums of Puerto Rico	87	\$ 7,558,700	495	321	495	626	207	811	808	1.54	0.79	1.00
Molson Canadian	16	\$ 2,406,971	65	42	65	104	19	125	149	1.54	0.63	0.84
Aspen Edge Low-Carb Light Beer	1	\$ 273,700	14	9	14	12	9	17	13	1.53	1.24	1.27
Belvedere Vodka	24	\$ 4,117,519	118	77	118	145	52	190	186	1.53	0.81	1.02
Belvedere Flavored Vodka	14	\$ 2,162,086	55	36	55	61	27	78	71	1.52	0.90	1.10
Skyy Vodka	39	\$ 6,213,623	414	274	414	438	212	603	536	1.51	0.94	1.13
Cruzan Flavored Rums	10	\$ 717,446	46	30	46	54	22	77	60	1.51	0.85	1.27
Skyy Sport	29	\$ 3,665,709	193	129	193	246	85	321	304	1.49	0.78	1.06

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Corona Extra Beer	5	\$ 420,615	14	10	14	23	5	26	32	1.49	0.62	0.79
Seagram's Flavored Gins	11	\$ 530,359	51	34	51	56	26	59	65	1.49	0.92	0.91
Yellow Tail Wines	32	\$ 3,163,342	130	87	130	142	67	185	164	1.49	0.92	1.13
Santiago Beer	1	\$ 85,015	3	2	3	5	1	6	7	1.49	0.60	0.81
Armada Vodka	1	\$ 85,015	3	2	3	5	1	6	7	1.49	0.60	0.81
Three Olives Flavored Vodka	6	\$ 510,090	18	12	18	31	6	35	44	1.49	0.60	0.81
Pacifico Beer	3	\$ 255,045	9	6	9	15	3	18	22	1.49	0.60	0.81
Gran Patron Tequila	2	\$ 170,030	6	4	6	10	2	12	15	1.49	0.60	0.81
Cruzan Rums	5	\$ 766,830	34	23	34	56	11	68	79	1.48	0.60	0.86
Coors	11	\$ 706,610	32	22	32	50	12	57	70	1.47	0.65	0.81
Coors Light	19	\$ 1,851,821	91	62	91	131	36	156	182	1.47	0.70	0.86
Jose Cuervo Especial Tequila	35	\$ 3,760,682	140	96	140	200	57	252	270	1.46	0.70	0.93
Stolichnaya Flavored Vodkas	9	\$ 857,646	33	23	33	48	13	55	65	1.45	0.68	0.84
Captain Morgan Spiced Rum	32	\$ 3,280,886	151	104	151	209	65	275	271	1.45	0.72	1.02
Danzka Vodkas	16	\$ 1,668,246	67	47	67	93	29	111	117	1.44	0.72	0.95
Cointreau Liqueur	33	\$ 4,902,398	193	135	193	222	102	292	263	1.44	0.87	1.11
Wild Turkey Bourbon Whiskey	33	\$ 2,588,722	116	81	116	165	50	196	230	1.43	0.70	0.85
Smirnoff Twisted Five Malt Beverage	35	\$ 5,532,964	177	124	177	214	90	276	255	1.43	0.83	1.08
Midori Liqueur	3	\$ 316,800	16	11	16	19	8	18	19	1.41	0.83	0.95
Finlandia Vodkas	1	\$ 105,600	5	4	5	6	3	6	6	1.41	0.83	0.95
Corbett Canyon Wines	1	\$ 30,202	5	4	5	6	3	6	6	1.41	0.83	0.95
Fris Flavored Vodka	4	\$ 422,400	21	15	21	26	11	24	25	1.41	0.83	0.95
Bacardi Rums	11	\$ 1,463,347	77	55	77	99	39	121	129	1.39	0.78	0.94
Hennessy Privilege VSOP Cognac	23	\$ 1,410,998	85	63	85	91	53	97	97	1.34	0.94	1.00
Miller Genuine Draft	72	\$ 14,106,794	423	319	423	575	223	692	733	1.33	0.74	0.94
Jim Beam White Bourbon Whiskey	21	\$ 3,452,323	112	84	112	132	67	163	165	1.32	0.84	0.99
Stolichnaya Vodkas	23	\$ 3,658,508	126	96	126	193	59	230	256	1.31	0.65	0.90
Sam Adams Light	14	\$ 1,991,190	95	73	95	112	59	134	132	1.30	0.85	1.02
Skyy Flavored Vodkas	24	\$ 3,172,134	277	214	277	302	181	386	346	1.29	0.92	1.12
Christian Brothers Brandy	11	\$ 363,134	56	44	56	54	40	43	46	1.27	1.04	0.93
Miller High Life	22	\$ 2,710,999	139	111	139	132	103	171	154	1.25	1.05	1.10
Absolut Flavored Vodkas	85	\$ 11,331,578	383	307	383	472	246	582	554	1.24	0.81	1.05
Hennessy Cognacs	1	\$ 30,222	5	4	5	5	3	3	4	1.23	1.01	0.88
St. Pauli Girl Lager	24	\$ 3,054,613	101	84	101	147	60	174	190	1.21	0.69	0.92
Paul Masson Grande Amber VS Brandy	11	\$ 421,794	49	41	49	50	38	42	46	1.19	0.98	0.91
Jack Daniel's Whiskey	111	\$ 15,251,636	674	576	674	804	491	1,016	979	1.17	0.84	1.04

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Crown Royal Whiskey	97	\$ 9,899,214	405	351	405	464	309	561	538	1.15	0.87	1.04
Miller Lite	56	\$ 7,875,935	230	200	230	353	143	388	420	1.15	0.65	0.92
Fris Vodka	3	\$ 370,112	14	12	14	21	9	21	23	1.13	0.65	0.93
Sylk Cream Liqueur	8	\$ 767,863	23	20	23	31	16	39	40	1.11	0.72	0.96
Jim Beam Black Bourbon Whiskey	17	\$ 2,978,718	86	78	86	97	71	117	109	1.10	0.88	1.08
Michelob Beer	13	\$ 1,124,988	38	34	38	64	24	68	81	1.10	0.59	0.84
Appleton Rums	31	\$ 2,829,962	80	74	80	138	51	167	168	1.07	0.58	0.99
Miller High Life Light Beer	29	\$ 3,148,645	119	114	119	127	109	153	147	1.05	0.94	1.04
Budweiser Beer	7	\$ 1,848,507	23	23	23	28	21	30	30	1.03	0.83	0.98
Talus Cellars Wines	1	\$ 207,000	18	18	18	20	17	24	20	1.02	0.93	1.18
Lindemans Wines	1	\$ 194,500	18	18	18	20	17	24	20	1.02	0.93	1.18
Canadian Mist Whiskey	4	\$ 274,565	12	12	12	12	12	13	13	1.01	0.96	0.99
Martell VS Cognac	21	\$ 1,049,150	60	61	60	81	54	55	71	0.99	0.74	0.77
Jameson Irish Whiskey	25	\$ 2,975,246	82	83	82	128	67	139	147	0.98	0.64	0.94
Evan Williams Kentucky Straight Bourbon Whiskey	47	\$ 4,574,613	195	200	195	255	179	302	295	0.98	0.76	1.02
Hennessy VSOP Cognac	1	\$ 89,804	2	2	2	4	2	3	4	0.95	0.55	0.83
Pilsner Urquell Beer	2	\$ 182,598	5	5	5	8	3	6	8	0.95	0.55	0.83
Korbel California Champagnes	2	\$ 718,428	5	5	5	8	3	6	8	0.95	0.55	0.83
Courvoisier XO Imperial Cognac	4	\$ 359,214	9	10	9	17	7	13	15	0.95	0.55	0.83
Rock Green Light Beer	10	\$ 1,315,960	40	42	40	81	27	87	98	0.94	0.49	0.89
Mike's Light	5	\$ 1,114,125	70	74	70	77	73	92	78	0.94	0.91	1.17
Kahlua Liqueurs	6	\$ 1,407,699	39	42	39	45	41	56	48	0.93	0.87	1.17
Michelob Light Beer	9	\$ 820,475	21	23	21	41	16	43	51	0.93	0.52	0.83
Vox Vodka	17	\$ 1,857,051	38	41	38	50	38	62	50	0.92	0.76	1.24
Grey Goose Flavored Vodkas	46	\$ 4,611,263	109	120	109	153	107	172	160	0.91	0.71	1.07
Michelob Ultra Light Beer	106	\$ 8,982,566	263	296	263	415	251	477	453	0.89	0.63	1.05
Piper-Heidsieck Brut	8	\$ 918,876	20	23	20	30	20	28	29	0.88	0.67	0.97
Anheuser World Select Beer	2	\$ 128,855	3	4	3	7	3	7	10	0.87	0.46	0.71
Three Olives Vodka	53	\$ 8,168,157	214	247	214	265	240	303	278	0.87	0.81	1.09
Knob Creek Kentucky Straight Bourbon Whiskey	16	\$ 1,321,250	35	41	35	41	42	52	41	0.85	0.85	1.29
Crown Royal Special Reserve Whiskey	6	\$ 427,862	8	10	8	10	9	8	10	0.83	0.79	0.81
Turi Vodka	1	\$ 115,920	2	2	2	3	2	3	3	0.79	0.65	0.88
La Grande Dame de Veuve Clicquot Champagne	1	\$ 115,920	2	2	2	3	2	3	3	0.79	0.65	0.88
Ketel One Vodka	125	\$ 7,020,631	194	257	194	311	237	321	322	0.76	0.62	1.00
Freixenet	14	\$ 2,135,879	53	72	53	75	71	76	73	0.73	0.70	1.04
Ciroc Vodka	41	\$ 4,954,206	70	98	70	111	93	107	105	0.72	0.63	1.01

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			12-20	21+	12-20	21-34	35+	18-20	21-24	12-20: 21+	12-20: 21-34	18-20: 21-24
Grey Goose Vodka	89	\$ 14,542,153	143	199	143	238	184	245	246	0.72	0.60	0.99
Maker's Mark Bourbon	4	\$ 591,160	4	6	4	6	6	5	8	0.71	0.73	0.71
Domaine Ste. Michelle Brut	4	\$ 362,758	7	10	7	11	9	8	9	0.70	0.62	0.85
Chivas Regal 12	42	\$ 5,143,163	89	128	89	152	118	142	147	0.70	0.59	0.96
Seagram's VO Canadian Whiskey	6	\$ 289,318	8	12	8	11	13	11	11	0.69	0.76	0.95
Glenlivet Scotch Whiskey	36	\$ 4,430,769	83	123	83	132	119	139	130	0.68	0.63	1.06
Milwaukee's Best Light Beer	4	\$ 581,081	12	18	12	33	13	37	41	0.66	0.37	0.90
Cutty Sark Scotch	1	\$ 155,782	3	5	3	8	3	9	10	0.66	0.37	0.90
Bacardi Silver Limon Malt Beverage	1	\$ 155,782	3	5	3	8	3	9	10	0.66	0.37	0.90
Absolut Vodka	130	\$ 14,757,594	268	407	268	411	405	400	409	0.66	0.65	0.98
Brand Not Specified	24	\$ 2,949,581	57	89	57	82	91	80	76	0.64	0.69	1.05
Martell Cordon Bleu Cognac	2	\$ 130,003	3	4	3	6	3	4	6	0.62	0.41	0.67
Schmitt Sohne Riesling Wines	10	\$ 910,000	28	47	28	53	45	35	44	0.60	0.53	0.79
Level Vodka	44	\$ 4,710,557	65	109	65	140	97	126	151	0.60	0.46	0.83
Tanqueray Gin	8	\$ 795,322	9	17	9	23	15	20	27	0.55	0.41	0.77
Jose Cuervo Reserva de la Familia	2	\$ 40,532	3	6	3	9	4	9	11	0.54	0.34	0.88
Early Times Old Style Kentucky Whiskey	2	\$ 49,850	1	3	1	3	2	4	4	0.52	0.41	1.05
Don Julio Tequilas	15	\$ 1,344,609	19	36	19	48	32	46	51	0.51	0.39	0.90
Hypnotic Liqueur	15	\$ 935,695	16	31	16	33	30	26	32	0.50	0.48	0.79
Busch	10	\$ 362,500	8	18	8	22	16	26	20	0.48	0.39	1.30
Frangelico Liqueur	9	\$ 1,038,564	20	42	20	41	42	37	39	0.48	0.49	0.96
Bombay Sapphire Gin	48	\$ 5,245,064	48	108	48	128	100	105	132	0.44	0.37	0.80
Johnnie Walker Red Label Scotch Whiskey	2	\$ 96,620	1	2	1	3	2	2	3	0.44	0.32	0.59
Turning Leaf Wines	69	\$ 8,303,456	90	216	90	177	231	169	156	0.41	0.51	1.08
Mirassou Wines	4	\$ 483,169	10	25	10	24	25	12	19	0.39	0.41	0.62
Georges Duboeuf Wines	7	\$ 408,305	2	6	2	6	6	3	6	0.38	0.36	0.49
Glenfiddich Solera Reserve Scotch Whiskey	44	\$ 3,399,697	31	94	31	94	93	69	87	0.33	0.33	0.79
Dewar's Special Reserve 12	26	\$ 2,921,985	21	65	21	72	62	58	69	0.33	0.29	0.84
Krug Brut	10	\$ 940,215	6	19	6	15	21	13	15	0.32	0.41	0.85
Drambuie Liqueurs	7	\$ 309,399	1	4	1	3	4	4	6	0.30	0.37	0.59
Veuve Clicquot Champagnes	12	\$ 955,902	8	27	8	24	28	17	21	0.29	0.33	0.84
Woodford Reserve Distiller's Select Bourbon	8	\$ 573,290	4	13	4	13	13	7	11	0.29	0.29	0.64
Gentleman Jack Tennessee Whiskey	10	\$ 863,531	6	19	6	16	20	10	14	0.29	0.35	0.71
The Macallan Scotch Whiskeys	28	\$ 2,935,106	20	71	20	69	72	56	63	0.29	0.30	0.88
Sutter Home Wines	23	\$ 2,334,158	25	98	25	81	105	32	57	0.25	0.30	0.56
Black Swan Wines	30	\$ 3,670,054	27	107	27	87	114	46	63	0.25	0.31	0.73

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Glenfiddich Scotch Whiskey	9	\$ 900,784	4	18	4	16	20	10	11	0.24	0.28	0.91
Ernest & Julio Gallo Twin Valley Wines	1	\$ 348,656	1	3	1	2	3	2	1	0.23	0.41	1.71
Forest Glen Wines	3	\$ 522,987	2	9	2	5	10	6	4	0.23	0.41	1.71
Beaulieu Wines	3	\$ 518,148	2	9	2	5	10	6	4	0.23	0.41	1.71
Redwood Creek Wines	46	\$ 4,162,506	28	123	28	97	133	59	75	0.22	0.28	0.78
Johnnie Walker Black Label Scotch Whiskey	5	\$ 1,202,064	2	7	2	8	7	3	7	0.22	0.20	0.45
Grand Marnier Liqueur	38	\$ 3,818,824	18	86	18	67	92	43	57	0.22	0.27	0.77
Hardy's Stamp of Australia Wines	3	\$ 57,525	1	4	1	3	5	3	2	0.21	0.28	1.54
Amstel Light Beer	18	\$ 1,488,435	8	39	8	28	43	24	17	0.20	0.28	1.37
Kendall-Jackson Estates Wines	15	\$ 1,214,601	8	40	8	33	43	16	26	0.20	0.25	0.63
The Balvenie Portwood Scotch Whiskey	1	\$ 23,735	0	2	0	1	2	1	1	0.20	0.28	1.03
Corazon Tequila	1	\$ 187,703	0	2	0	1	2	1	1	0.20	0.28	1.03
Cotes Du Rhone	3	\$ 97,055	1	5	1	4	6	3	3	0.20	0.28	1.03
Moet & Chandon Champagnes	4	\$ 608,794	2	12	2	8	14	7	6	0.19	0.30	1.22
Talisker Scotch Whiskey	4	\$ 122,380	1	6	1	6	6	2	6	0.19	0.17	0.24
Rutherford Hill Wines	3	\$ 256,553	1	7	1	4	9	4	3	0.19	0.32	1.28
Speyside Scotch	4	\$ 583,510	2	11	2	8	13	6	4	0.18	0.27	1.66
Robert Mondavi Wines	11	\$ 1,104,737	6	34	6	21	39	19	16	0.18	0.30	1.16
Santa Margherita Wines	4	\$ 294,538	2	12	2	8	13	7	6	0.18	0.26	1.07
Gallo of Sonoma Wines	1	\$ 177,005	1	3	1	2	4	2	2	0.18	0.31	1.14
Domaine Chandon Wines	1	\$ 200,031	1	3	1	2	4	2	2	0.18	0.31	1.14
Dubonnet Wine	3	\$ 573,166	2	10	2	6	11	5	5	0.18	0.31	1.14
Woodbridge Wines	51	\$ 4,747,620	34	193	34	142	212	73	98	0.18	0.24	0.74
Chateau Ste. Michelle Wines	6	\$ 548,123	2	12	2	8	14	4	6	0.17	0.26	0.65
Chambord Liqueur Royale De France	7	\$ 920,822	3	22	3	16	24	10	12	0.16	0.22	0.85
Bordeaux Wine	6	\$ 451,422	1	6	1	4	7	3	3	0.15	0.22	0.81
Trinchero Estates Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Taittinger Champagnes	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Santa Cristina Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Samuel Adams Chocolate Bock	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Samuel Adams Boston Lager	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Paterno Wine	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Monticello Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Montevina Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Lillet Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Leonardo Locascio Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67

Center on Alcohol Marketing and Youth: Alcohol Advertising in Magazines

Brand GRPs for 2004

Brands Sorted by GRP Ratio for Youth ages 12-20 vs. Adults age 21+

Brand	Ads	Dollars	GRPs							GRP Ratios		
			12-20	21+	12-20	21-34	35+	18-20	21-24	12-20: 21+	12-20: 21-34	18-20: 21-24
La Famiglia Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Jacob's Creek Wines	1	\$ 40,085	0	3	0	3	3	1	2	0.14	0.17	0.67
Inniskillin Wines	1	\$ 27,840	0	3	0	3	3	1	2	0.14	0.17	0.67
Gloria Ferrer Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Fonseca Porto Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Blackstone Wines	1	\$ 60,105	0	3	0	3	3	1	2	0.14	0.17	0.67
Trinity Oaks Wines	2	\$ 120,210	1	6	1	5	6	3	4	0.14	0.17	0.67
Stags' Leap Wine	2	\$ 107,527	1	6	1	5	6	3	4	0.14	0.17	0.67
St Francis Wines	2	\$ 120,210	1	6	1	5	6	3	4	0.14	0.17	0.67
Southcorp Wines	2	\$ 120,210	1	6	1	5	6	3	4	0.14	0.17	0.67
Rosemount Estates Wines	2	\$ 120,210	1	6	1	5	6	3	4	0.14	0.17	0.67
Penfolds Wines	2	\$ 120,210	1	6	1	5	6	3	4	0.14	0.17	0.67
GranGala Liqueur	2	\$ 87,945	1	6	1	5	6	3	4	0.14	0.17	0.67
Ruffino Wines	11	\$ 790,855	4	30	4	22	32	12	17	0.14	0.18	0.73
Perrier-Jouet Champagnes	6	\$ 460,812	4	27	4	15	32	11	12	0.13	0.23	0.93
Cruzan Single Barrel Rum	5	\$ 428,223	2	13	2	9	14	5	6	0.13	0.19	0.91
Clos Du Bois Wines	2	\$ 182,506	0	4	0	2	5	1	1	0.13	0.27	1.27
Beringer Wines	6	\$ 613,063	2	18	2	12	20	7	10	0.13	0.19	0.73
Hendricks Gin	41	\$ 1,496,040	12	96	12	95	96	37	67	0.13	0.13	0.55
Johnnie Walker Blue Label Scotch Whiskey	14	\$ 1,662,935	4	29	4	27	29	11	20	0.13	0.13	0.56
La Crema Wine	2	\$ 39,420	0	4	0	3	4	1	2	0.12	0.15	0.60
Rodney Strong Wines	17	\$ 707,368	7	64	7	44	72	22	31	0.11	0.16	0.70
Cavit Wines	3	\$ 284,510	1	10	1	8	11	3	5	0.08	0.11	0.46
Llano Estacado Wines	1	\$ 9,032	0	1	0	1	1	0	0	0.07	0.08	0.48
Forty Creek Canadian Whiskeys	1	\$ 33,245	0	1	0	1	1	0	0	0.07	0.08	0.48
Fat Bastard Wine	1	\$ 4,360	0	1	0	1	1	0	0	0.07	0.08	0.48
Ballet Of Angels Wine	1	\$ 9,032	0	1	0	1	1	0	0	0.07	0.08	0.48
Damrak Amsterdam Gin	5	\$ 164,297	0	4	0	3	4	0	2	0.05	0.06	0.26
Ecco Domani Wines	2	\$ 122,016	0	1	0	1	2	0	1	0.05	0.06	0.26
Dewar's White Label Scotch Whiskey	1	\$ 75,337	0	1	0	1	1	0	0	0.05	0.06	0.26
Santi Pinot Grigio Wine	4	\$ 244,031	0	3	0	2	3	0	2	0.05	0.06	0.26
Jack Daniel's Single Barrel Tennessee Whiskey	5	\$ 394,566	0	4	0	3	4	0	2	0.04	0.05	0.23

Sources: TNS Media Intelligence 2004, MRI Adult Study Spring 2005, MRI TwelvePlus 2004