

ALCOHOLIC BEVERAGES SUPER CATEGORY



Alcohol Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	93	136	43	KINGFISHER	Alcoholic Beverages	Beer
2	261	482	221	ROYAL STAG	Alcoholic Beverages	Whisky
3	391	-	-	IMPERIAL BLUE	Alcoholic Beverages	Whisky
4	395	-	-	JOHNNIE WALKER	Alcoholic Beverages	Premium Whisky
5	431	305	-126	TUBORG	Alcoholic Beverages	Beer
6	476	895	419	BAGPIPER	Alcoholic Beverages	Whisky
7	481	919	438	HAYWARD	Alcoholic Beverages	Beer
8	520	348	-172	COBRA	Alcoholic Beverages	Beer
9	583	-	-	MILLER LITE	Alcoholic Beverages	Beer
10	599	-	-	SIGNATURE	Alcoholic Beverages	Whisky
11	608	612	4	BLACK DOG	Alcoholic Beverages	Premium Whisky
12	614	899	285	SMIRNOFF	Alcoholic Beverages	Vodka
13	620	-	-	BUDWEISER	Alcoholic Beverages	Beer
14	674	199	-475	MCDOWELL'S	Alcoholic Beverages	Whisky
15	768	-	-	FOSTER'S	Alcoholic Beverages	Beer
16	804	-	-	OFFICER'S CHOICE BLUE	Alcoholic Beverages	Whisky
17	834	789	-45	BLENDERS PRIDE	Alcoholic Beverages	Whisky
18	845	-	-	8 PM WHISKY	Alcoholic Beverages	Whisky
19	939	-	-	SHAW WALLACE	Alcoholic Beverages	Liquor Manufacturer
20	976	-	-	TEACHER'S	Alcoholic Beverages	Whisky

Beer

Beer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	93	136	43	KINGFISHER	Beer
2	431	305	-126	TUBORG	Beer
3	481	919	438	HAYWARD	Beer
4	520	348	-172	COBRA	Beer
5	583	-	-	MILLER LITE	Beer
6	620	-	-	BUDWEISER	Beer
7	768	-	-	FOSTER'S	Beer

Premium Whisky

Premium Whisky Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	395	-	-	JOHNNIE WALKER	Premium Whisky
2	608	612	4	BLACK DOG	Premium Whisky

Whisky

Whisky Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	261	482	221	ROYAL STAG	Whisky
2	391	-	-	IMPERIAL BLUE	Whisky
3	476	895	419	BAGPIPER	Whisky
4	599	-	-	SIGNATURE	Whisky
5	674	199	-475	MCDOWELL'S	Whisky
6	804	-	-	OFFICER'S CHOICE BLUE	Whisky
7	834	789	-45	BLENDERS PRIDE	Whisky
8	845	-	-	8 PM WHISKY	Whisky
9	976	-	-	TEACHER'S	Whisky

Vodka

Vodka Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	614	899	285	SMIRNOFF	Vodka

Liquor Manufacturer

Liquor Manufacturer Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Category
1	939	-	-	SHAW WALLACE	Liquor Manufacturer