



## Drizly's Top Five Fastest-Growing Bourbon Brands

Consumer interest in aged bourbons and unconventional flavors is driving new trends in the category.

In 2021, bourbon is the largest whiskey subcategory on Drizly, accounting for 38% of whiskey share. Yet the category is constantly changing and evolving with new brands and innovations grabbing consumer attention, making it important to keep up with the latest trends.

The five fastest-growing bourbon brands on Drizly are a testament to this, for, with the exception of Calumet Farm, the other four brands are all new to the list this year. Moreover, two of the fastest-growing brands, Howler and Old Tub, are young brands that entered the market in 2020 and have quickly acquired major fanfare.

Further evidence of the fast-changing bourbon landscape is that two of the five fastest-growing bourbon brands — Chattanooga Whiskey from Tennessee and Cathead Distillery from Mississippi — are not produced in Kentucky, where 91% of all bourbon sold on Drizly is produced. New York, Colorado, Texas and Utah round out the top five bourbon-producing states, which means that Tennessee and Mississippi are traditionally outliers. Liz Paquette, Drizly's head of consumer insights, said this suggests: "Consumers are shopping new production locations outside of the classic Kentucky bourbons."

Premiumization is also taking hold in the category. The average price per unit of the top five fastest-growing bourbon brands is \$38.50, five percent higher than the average bourbon unit price on Drizly in 2021. Based on this data, Paquette said: "Consumers may be willing to spend a bit more on these newer, up-and-coming or craft brands than on traditional top-sellers," adding that this may be linked to "the unique factors that these brands offer."

Adam Rogers, North American Research Director at IWSR Drinks Market Analysis, said he is noticing premiumization "... through limited-edition and special-release products, which often include higher age statements or are finished using alternative techniques than their flagship brands."

These trends are reflected in the best-selling SKUs of the fastest-growing bourbon brands, which include a 14-year bourbon from Calumet, a 15-year from Cathead and a banana-infused bourbon from Howler Head.

Millennials and Generation X account for 86% of sales of these five fastest-growing brands on Drizly.

"These generations came of drinking age during the bourbon boom, so it's essentially part of their socialization and education," said Rogers.

But while Gen Z makes up just an eight percent share of the top five fast-growing brands, this is up from three percent of the overall bourbon category share, pointing to an emerging interest in the category, especially when it comes to current trends.

"Due to the wealth of information at their fingertips, Gen Z makes informed decisions, especially when it comes to what they consume," said Rogers. "The discovery element of social media and sharing brands and experiences with friends is a big driver, as well. The authenticity and heritage aspect of bourbon resonates with younger consumers."

*continued on page 2*

## 360training Acquires TIPS

360training has become the leading national alcohol safety training provider by offering instruction in all 50 states through the acquisition of several brands owned by Health Communications, Inc., including TIPS, GetTIPS, eTIPS, CAST, Compliance Solutions and ASSET.

"By combining their resources, 360training and TIPS will be able to enhance public safety by preventing alcohol-related incidents in communities across the nation," according to a company statement.

### TIPS History

TIPS (Training for Intervention ProcedureS) was founded 41 years ago, in 1979, by Dr. Morris Chafetz, founding director of the National Institute on Alcoholism and Alcohol Abuse. His goal in creating the first TIPS program was to constitute a curriculum that would give alcohol servers the skills and confidence required to protect their customers from becoming overly intoxicated.

Since then, led by Adam Chafetz, TIPS has expanded to include additional consumer programs, including TIPS for Off-Premise and TIPS for the Workplace. This established TIPS as a credible resource for information in preventing intoxication. Its data has been used in courts, by liquor boards, and internally by corporate clients.

### TIPS Mission

As a well-established brand with a storied history, TIPS' mission is to educate and inform the public about the responsible sale, service and use of alcohol by reducing risk and creating a safer, more responsible environment. This mission is woven into the fabric of its programs. All of its skills-based responsible alcohol training courses are designed to prevent intoxication, drunk driving and underage drinking by providing individuals with the knowledge and confidence they need to prevent alcohol-related tragedies.

The online courses have easy-to-understand modules and helpful reinforcement quizzes. For in-person classroom training, TIPS developed a network of over 5,000 TIPS-certified trainers in all 50 states. All of this was to make learning and retaining knowledge about safely selling and serving alcohol as simple as possible.

### Acquisition by 360training

360training is in partnership with GreyLion Capital, a private equity firm that invests in high-growth businesses. Since GreyLion's investment, 360training

*continued on page 2*