



Ohio Network

Newsletter July 2026



TOTAL US TOP 20 RTD BRAND FAMILY TRENDS (\$MM SALES)



Surfside is the #2 \$ Growth RTD L52 Weeks

\$ Sales

High Noon Cocktail	\$812.1M
Cutwater Cocktail	\$701.8M
Surfside Cocktail	\$337.1M
Buzzballz	\$238.3M
Sun Cruiser Cocktail	\$200.7M
Monaco	\$181.1M
Nutrl Cocktail	\$166.0M
Carbliss Cocktail	\$132.7M
The Finnish Long Drink...	\$113.1M
Vmc Cocktail	\$90.9M
Good Boy Vodka Cocktail	\$56.1M
Jack Daniel'S Rtd	\$49.9M
Lucky One Cocktail	\$42.9M
Mom Water Cocktail	\$33.0M
Absolut Cocktail	\$25.1M
Crown Royal Cocktail	\$25.0M
Malibu Cocktail	\$22.6M
Casamigos Cocktail	\$21.6M
Suntory -196 Cocktail	\$21.1M
Devils Backbone...	\$20.5M

\$ % Chg	CWD	CWD Chg	\$/MMM ACV	\$ Share	\$ Share Chg	Avg # of Items
-6.4%	87.5	0.9	\$1,109.5	22.2%	-9.1%	10.4
130.4%	88.1	11.5	\$1,152.9	19.2%	8.2%	8.9
92.1%	58.4	21.1	\$719.1	9.2%	2.9%	4.7
24.2%	67.5	9.9	\$806.3	6.5%	-0.4%	7.5
234.2%	52.9	23.0	\$508.6	5.5%	3.3%	3.6
9.9%	48.8	1.6	\$939.3	4.9%	-1.0%	6.5
15.1%	59.3	2.0	\$319.2	4.5%	-0.7%	4.6
48.4%	23.9	8.9	\$640.9	3.6%	0.4%	6.1
23.8%	52.9	3.2	\$276.7	3.1%	-0.2%	3.9
41.7%	28.7	6.8	\$507.1	2.5%	0.2%	3.5
203.8%	29.9	12.8	\$339.9	1.5%	0.9%	2.4
-8.5%	55.8	-3.4	\$110.7	1.4%	-0.6%	2.1
718.0%	40.6	36.0	\$146.8	1.2%	1.0%	2.1
1.9%	29.2	1.3	\$131.5	0.9%	-0.3%	2.7
-21.5%	39.4	-2.8	\$81.1	0.7%	-0.5%	2.2
-27.1%	37.6	-7.4	\$101.8	0.7%	-0.6%	1.8
7.6%	36.0	1.6	\$85.9	0.6%	-0.1%	2.0
5484.9%	31.6	31.1	\$130.6	0.6%	0.6%	1.1
182.9%	34.6	15.3	\$128.2	0.6%	0.3%	2.6
-1.3%	3.4	-0.3	\$514.3	0.6%	-0.2%	3.7

AMONG TOP 20 RTD SPIRITS BRAND FAMILIES

#3 Brand Family
\$337.1M

#2 \$ Growth
+\$161.7M L52W

#3 \$ Share Gainer
+2.9%pts

#5 Velocity
\$719.1/\$MM ACV

Avg 4.7 SKUs/POD

Source: NIQ | Total US xAOC + Liquor +
Conv – L52W Ending 6/13/2026

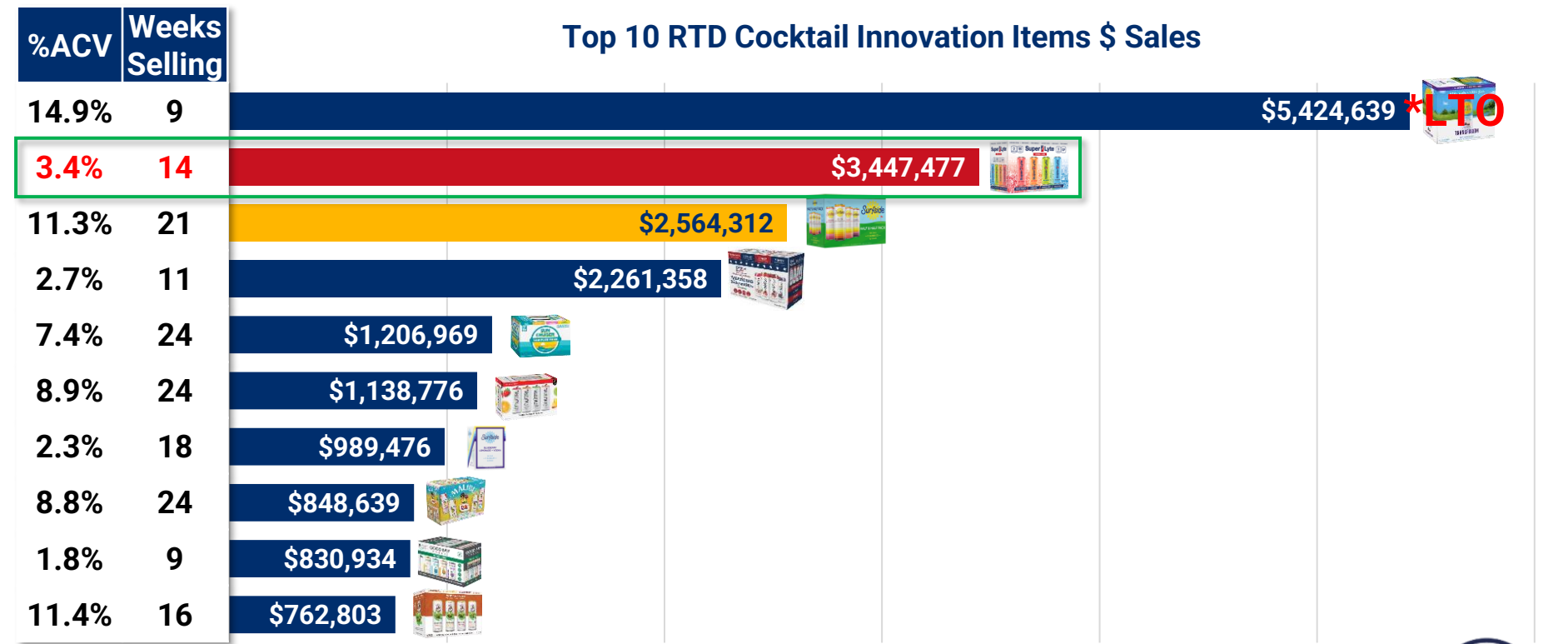


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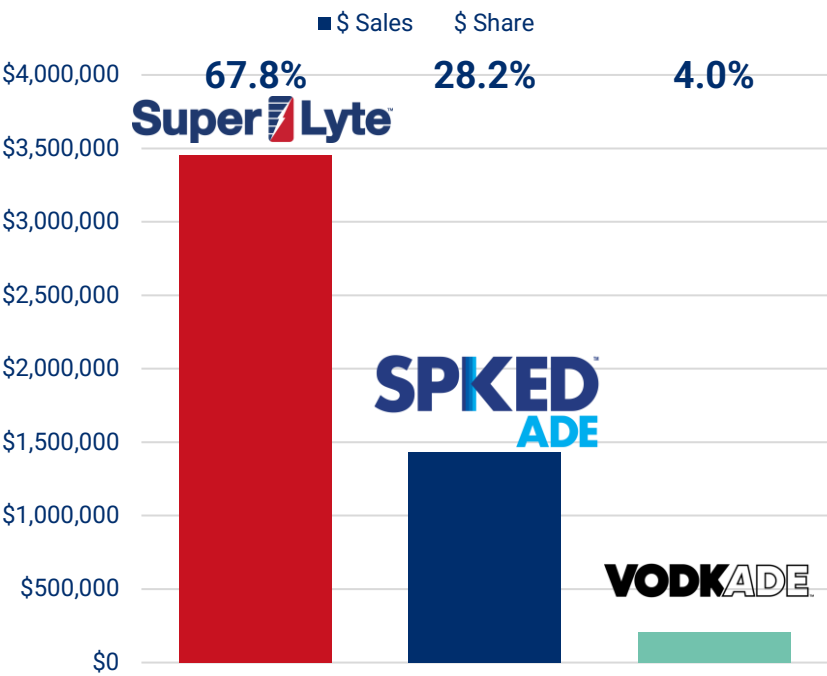
DESPITE A LATER START COMPARED TO OTHER 2026 INNOVATION ITEMS, SUPER LYTE 8PK IS HOT OUT OF THE GATES AS THE #2 NEW RTD COCKTAIL



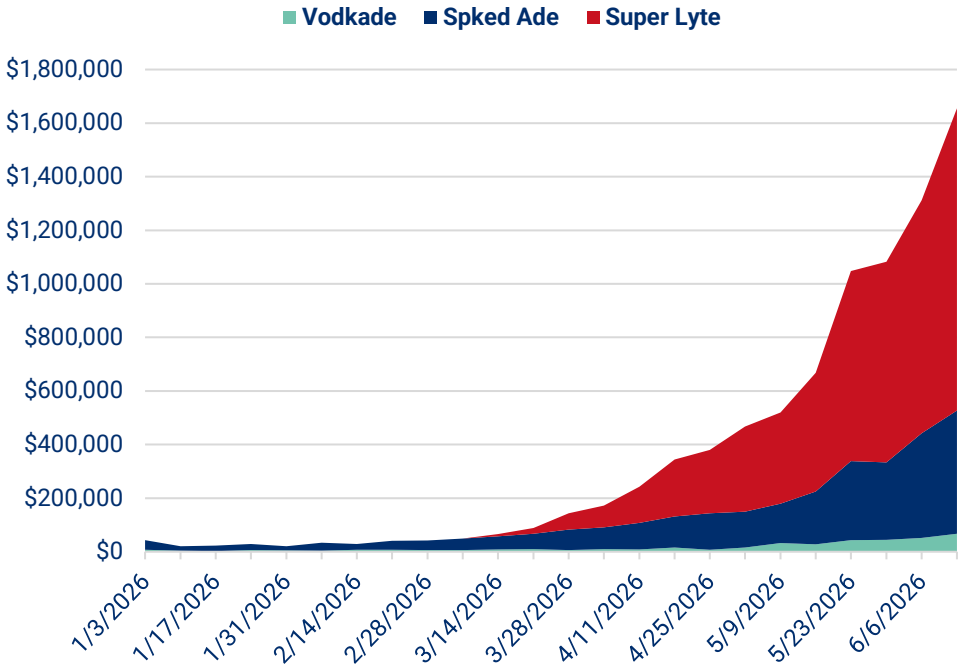
Source: Total US xAOC + Liquor Open State + Conv | L4W Ending 6/13/2026

SUPER LYTE HAS ALREADY POSITIONED ITSELF AS THE VODKA + ADE RTD COCKTAIL LEADER WITH MOMENTUM BUILDING

Vodka + Ade Brands by L4W \$ Sales



Vodka + Ade Brands YTD \$ by Week



Source: Total US xAOC + Liquor Open State + Conv | L4W And YTD by Week Ending 6/13/2026

Ohio AOC + ConvNielson L13W

- **Surfside is a \$17.6M annual brand in Ohio — up +182% vs. YA (+\$11.4M in absolute dollar growth).** The L13W alone totaled \$5.4M, +120% vs. YA.
- **Lemonade Brand is the #3 Brand Family overall and Iced Tea Variety is #8.** — velocities accelerating into the summer selling season.
- **Super Lyte among the best new-item launch stories in the state:** \$534K in L13W with zero YA baseline, at 25 Weighted Distribution. The rate of distribution build coupled with velocity is exceptional. Conv currently exceeding All Other Channels.
- Last 4wk Super Lyte combined \$359K vs \$9K for SpkedAde.
- **Half & Half 8pk launched from zero and hit 57 Weighted Distribution pts in L4W,** generating \$164K off no history, 39th best-selling item last 4 weeks. It's already pulling faster than many established SKUs in market.



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Super Lyte

Source: NIQ Retail Measurement SPIRITS RTDS | YTD wks W/E 6/13/26



Ohio Sales and Distribution Summary

	June 2026	June 2025	Pct	YTD 2026	YTD 2025	Pct	Off Distro	On Distro
Distributors	Case Equivs	Case Equivs	Case Equivs	Case Equivs	Case Equivs	Case Equivs	% Accounts Buying	% Accounts Buying
Total	142,158	46,590	205.1%	412,700	147,643	179.5%	61.59%	32.32%
Ohio Beverage Distributing	36,437	8,411	333.2%	108,340	30,670	253.2%	72.02%	41.11%
Columbus Distributing	19,748	6,582	200.0%	66,885	22,554	196.6%	66.75%	33.13%
Bonbright Distributors	19,367	1,065	1718.8%	61,301	3,669	1570.9%	64.51%	29.35%
Stagnaro Distributing	15,971	0	100.0%	40,433	0	100.0%	78.62%	44.70%
Maple City Ice Co.	15,039	4,941	204.4%	32,521	11,823	175.1%	81.08%	42.69%
Treu House of Munch Inc.	9,366	3,225	190.4%	25,245	10,188	147.8%	62.14%	37.94%
Matesich Distributing Co.	6,692	2,060	224.9%	18,792	6,583	185.4%	79.31%	39.05%
North West Ohio Dist.	3,668	0	100.0%	10,743	0	100.0%	75.63%	68.79%
R L Lipton - Youngstown	3,028	853	255.0%	7,013	2,255	211.0%	61.76%	13.45%
Kleppers/ Beerco	2,986	1,174	154.3%	11,704	4,297	172.4%	82.32%	51.01%
Mansfield Distributing Co.	2,338	684	241.6%	5,831	1,598	264.8%	75.30%	27.43%
Classic Brands - Chillicothe	1,777	691	157.3%	4,949	2,538	95.0%	72.34%	43.00%
City Beverage Co.	1,723	483	257.0%	4,436	1,432	209.8%	81.20%	41.67%
Muxie Distributing Co.	1,714	215	698.2%	4,513	451	901.3%	84.76%	32.82%
Classic Brands - Athens	1,643	388	323.5%	8,498	1,946	336.7%	71.05%	33.81%
R L Lipton - Ashtabula	643	113	469.2%	1,294	246	425.9%	48.94%	16.38%
Perry Distributors	17	29	-42.1%	201	41	394.8%	30.43%	9.09%



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SuperLyte



Indy Off Skus/Store Recap

Distributors	Case Equivs	Did Buys	Effective Placements	SKU/Store Avg
Total	85,771	2,966	12,094	4.08
Maple City Ice Co.	7,337	178	1,008	5.66
North West Ohio Dist.	3,527	78	388	4.97
Stagnaro Distributing	11,645	318	1,487	4.68
Kleppers/ Beerco	2,964	79	350	4.43
City Beverage Co.	1,414	64	275	4.30
Ohio Beverage Distributing	14,924	613	2,621	4.28
Columbus Distributing	10,055	312	1,276	4.09
Matesich Distributing Co.	4,746	180	716	3.98
Treu House of Munch Inc.	3,509	137	526	3.84
Muxie Distributing Co.	1,325	85	319	3.75
Mansfield Distributing Co.	1,379	76	279	3.67
Classic Brands - Athens	1,786	54	187	3.46
Bonbright Distributors	16,507	513	1,774	3.46
R L Lipton - Ashtabula	573	25	82	3.28
R L Lipton - Youngstown	2,545	141	461	3.27
Classic Brands - Chillicothe	1,501	103	328	3.18
Perry Distributors	34	11	18	1.64

- Continue to build brand block w/5 skus per store
- Lead with variety packs and 19.2 singles



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SuperLyte



Super Lyte Inventory Update

- We are currently out of stock on all skus
- More is being produced the week of 7/20 and 7/27
- Some orders will ship the week of 7/27. These will be based off when orders were received
- Most orders will be shipped 8/3-8/10
- Blue Chill 19.2oz will be ready mid-August, Lemon Lime 19.2oz ready in September
- For the time being and if you can accommodate, best practice is to order Super Lyte separate from Surfside to avoid holding up your Surfside deliveries longer than necessary
- We appreciate your understanding as we are all doing everything possible to keep up with the demand that far exceeded our forecast!



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Super Lyte



July/August Next Steps

1. Heavy Focus in the On-Premise / Golf / Seasonal
2. Once inventory arrives – Full court press on Super Lyte!
3. Build to 5 SKU/Store Average



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Super Lyte



Thank You!!

- Our distributor Brandfolder is full of sell sheets, table tents, posters and creative ready to print!
- Please reach out with any and all upcoming events in your market. We love getting liquid to lips and we will try to be at as many as possible!
- We appreciate your partnership in building our brands and look forward to a strong month!

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