

# WHAT'S ON THE LIST?

## HOLIDAY EDITION:

Consumer list-building data to inform your holiday ad strategy



### TOP 5

#### LIQUOR BRANDS

ON GROCERY LISTS

NOVEMBER 1 - DECEMBER 31

1. Baileys
2. Fireball
3. Tito's Vodka
4. Kahlua
5. Jack Daniels

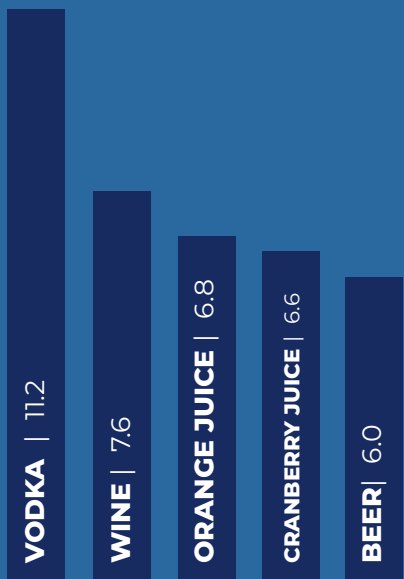
During the holidays, consumers purchase more Baileys than any other time of year.

## BAILEYS 23%

#### LIST PRESENCE

NOVEMBER 1 - DECEMBER 31

## COMPARED TO 17% YEAR ROUND



#### WHAT ELSE SHOWS UP ON THE LIST WITH

### CHAMPAGNE?

When consumers buy champagne, they often also buy vodka, wine, orange juice, cranberry juice and beer.

### TOP 5

#### POULTRY BRANDS

ON GROCERY LISTS

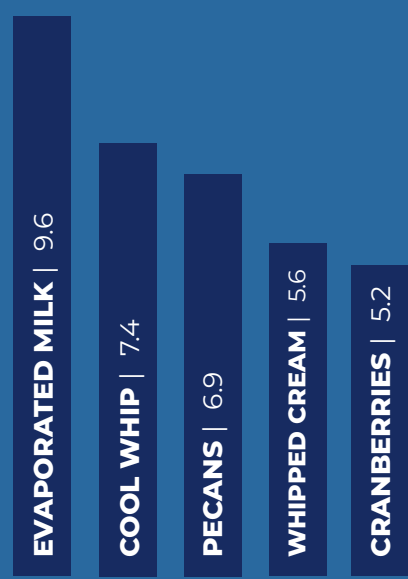
NOVEMBER 1 - DECEMBER 31

1. Tyson
2. Butterball
3. Costco
4. Perdue
5. Sam's Club

#### WHAT ELSE SHOWS UP ON THE LIST WITH TURKEY & HAM?

☒ CHEESE ☒ MUSTARD ☒ SALAMI

During the holidays, consumers make more than just the big meals. Salami, cheese, and mustard likely to appear on list with turkey or ham, specifically during the holiday months, indicates that consumers also make more sandwiches during this time of year.



#### WHAT ELSE SHOWS UP ON THE LIST WITH

### PIE CRUST?

When consumers buy pie crust, they often also buy evaporated milk, cool whip, pecans, whipped cream and cranberries.