Earned Media & PR Metrics

FY 2024 Coverage
April 2024 - March 2025

% of Top 100 Media Coverage

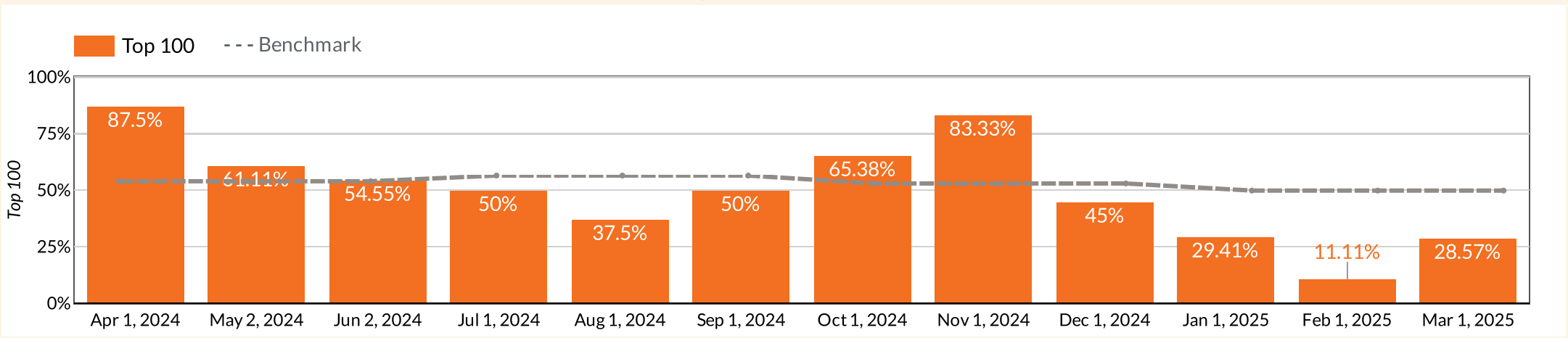
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	64.9%	56.3%	15.2%
Q2	47.5%	71.0%	-33.1%
Q3	71.0%	50.6%	40.4%
Q4	25.0%	32.3%	-22.6%
YTD	58.8%	52.0%	13.1%

Media Quality Score

Quarter	MQS	Benchmark	MQS DIF
Q1	2.9	3.1	-5.9%
Q2	3.3	4.5	-26.3%
Q3	4.6	4.0	15.8%
Q4	3.4	4.4	-23.3%
YTD	4.0	4.1	-1.7%

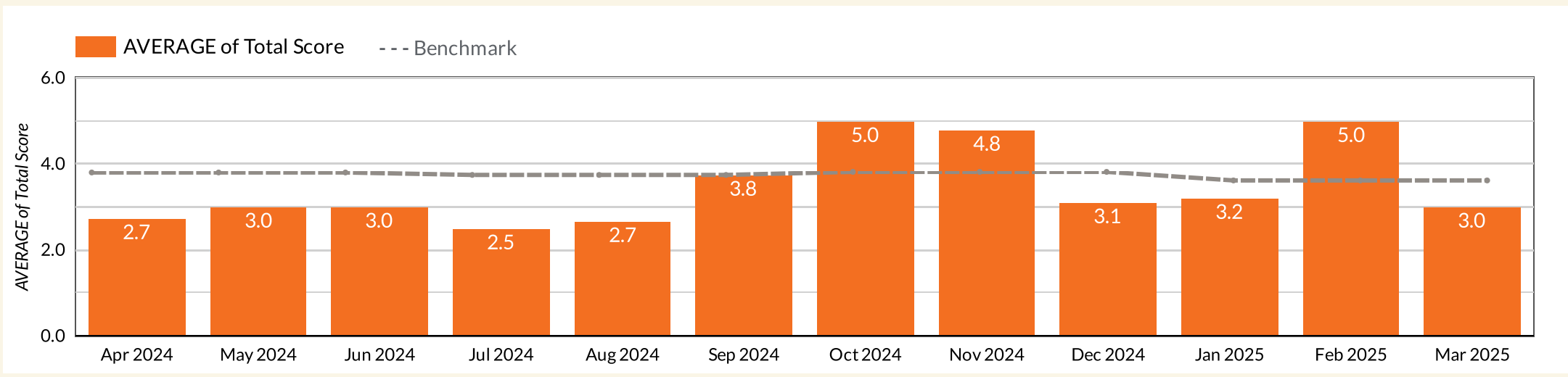
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)

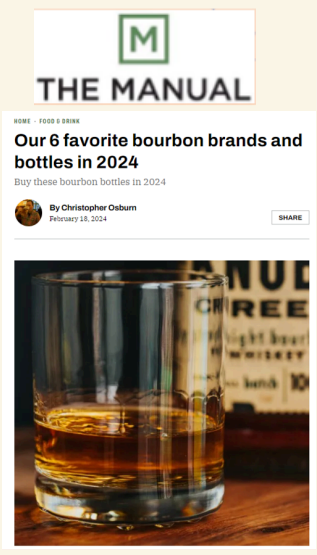


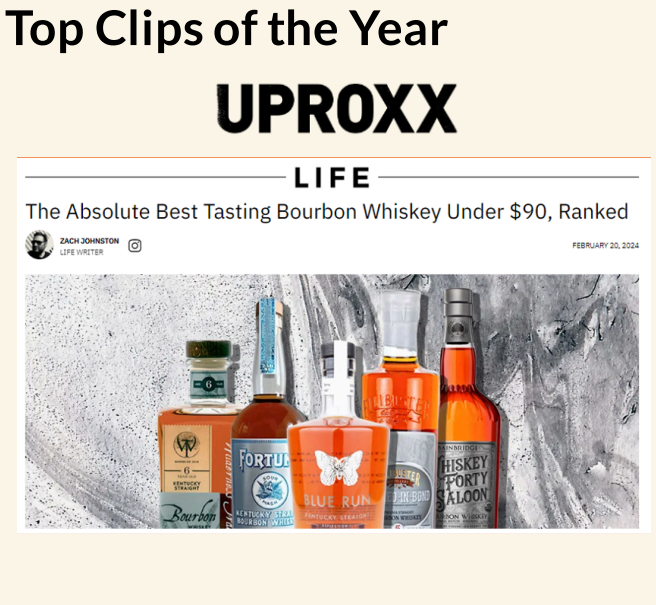
Media Quality Over Time

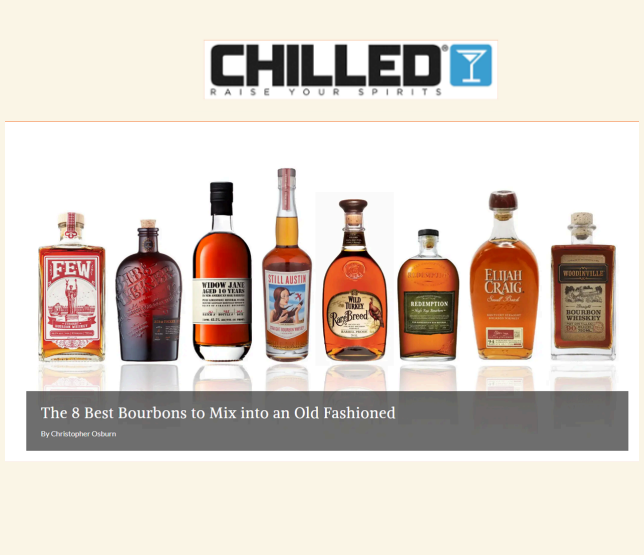
(Coverage from a Tier 1 Media source)



Top Clips of the Year



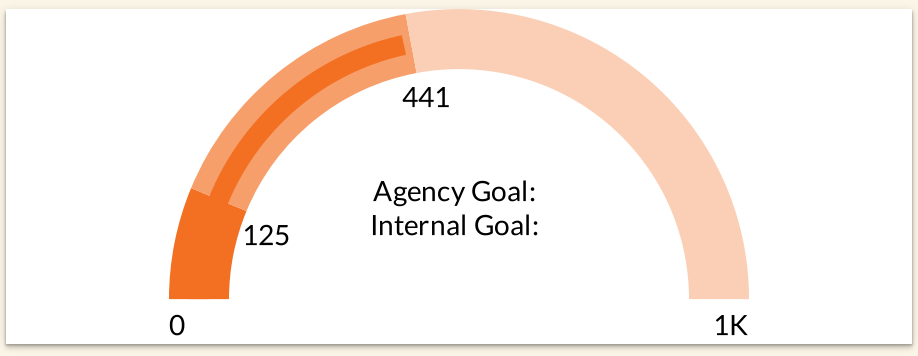




The Whisk(e)y Wash

"I can't wait for consumers to try this delicious expression," said Tom Steffanci, president of Deutsch Family Wine & Spirits. "Double Char spends just the right amount of time in the second heavily charred barrel, creating a savory, smoky character that adds a whole new dimension to the bourbon."

Clip Counter



Quarter	Clips
Q1	37
Q2	40
Q3	107
Q4	32
YTD	216

Organic PR Social Media

Total imp of PR posts: 5,512
Versus last year: -
Growth: -

PR social posts this quarter: 11
Versus last year: -
Growth: -

Mentions, Tags, Comments of all organic posts : 224
Versus last year: -
Growth: -

Avg. engagement of PR posts: 20
Versus last year: -
Growth: -