Earned Media & PR Metrics

FY 2024 Coverage
April 2023 - March 2024

% of Top 100 Media Coverage

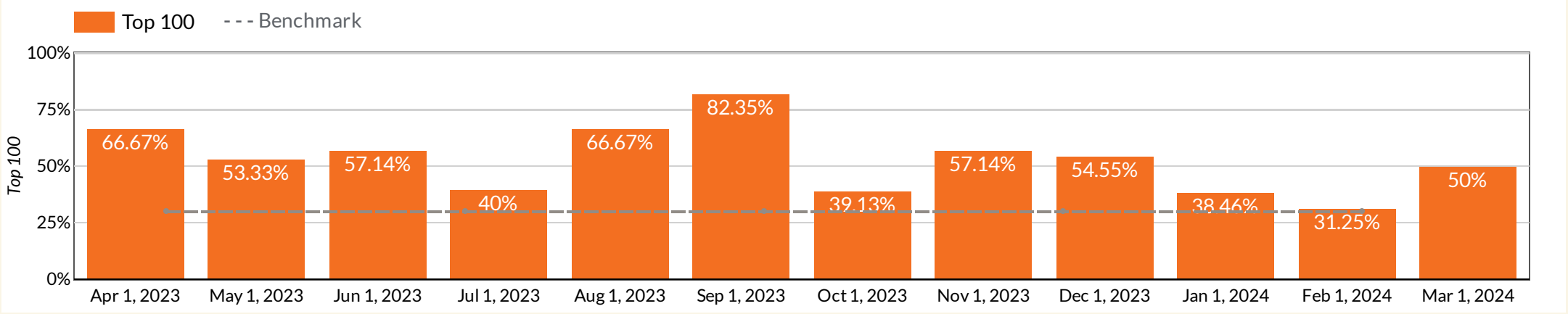
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	56.3%	26.1%	115.9%
Q2	71.0%	26.1%	172.4%
Q3	50.6%	26.1%	94.3%
Q4	32.3%	26.1%	23.8%
YTD	52.0%	26.1%	99.6%

Media Quality Score

Quarter	MQS	Benchmark	MQS DIF
Q1	3.1	2.2	43.6%
Q2	4.5	2.2	107.7%
Q3	4.0	2.2	86.9%
Q4	4.4	2.2	100.9%
YTD	4.1	2.2	88.2%

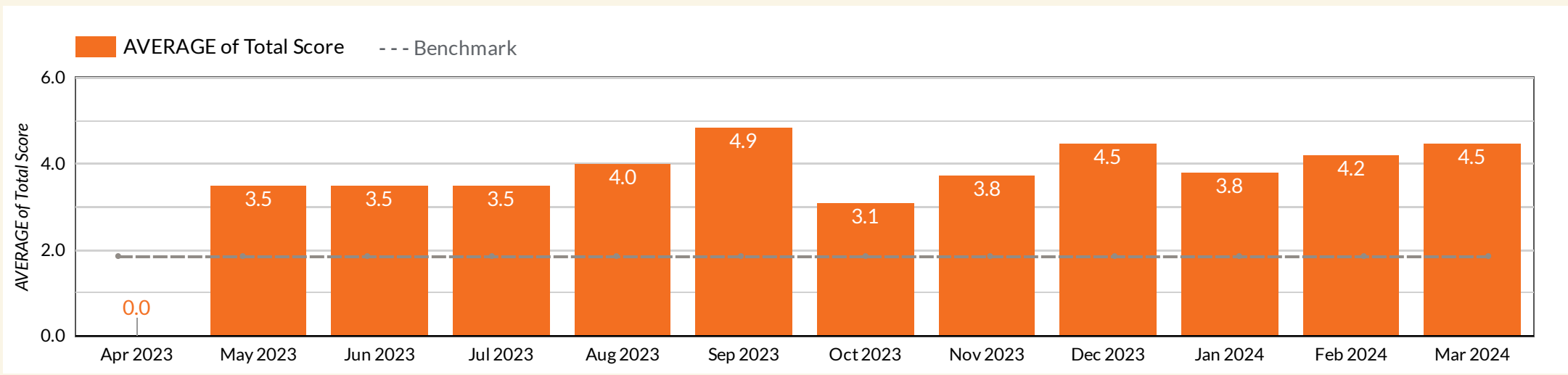
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)

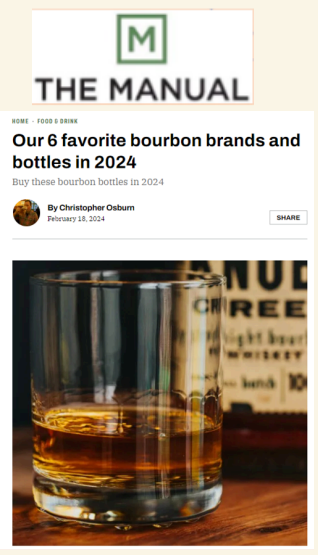


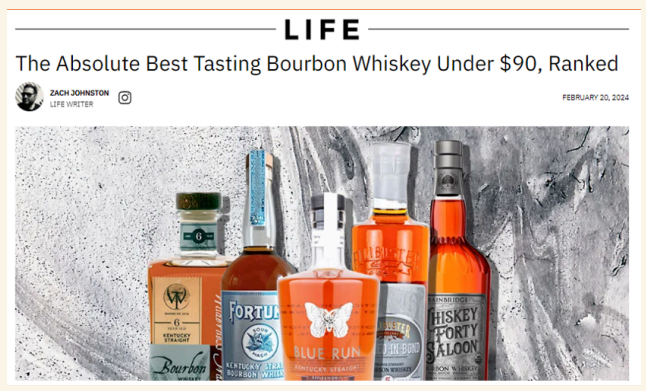
Media Quality Over Time

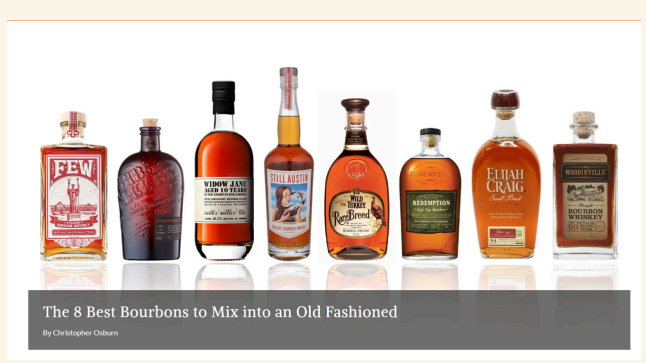
(Coverage from a Tier 1 Media source)



Top Clips of the Year



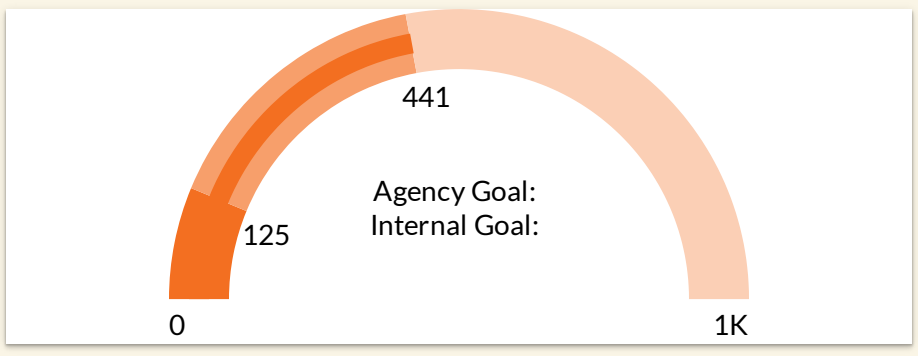




The Whisk(e)y Wash

"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	32
Q2	31
Q3	81
Q4	77

Organic PR Social Media

Total imp of PR posts: Versus last year: Growth:	PR social posts this quarter: Versus last year: Growth:	Mentions, Tags, Comments of all organic posts : Versus last year: Growth:	Avg. engagement of PR posts: Versus last year: Growth: