Redemption Earned Media & PR Metrics

FY 2025

April 2024 - March 2025

% of Top 100 Media Coverage

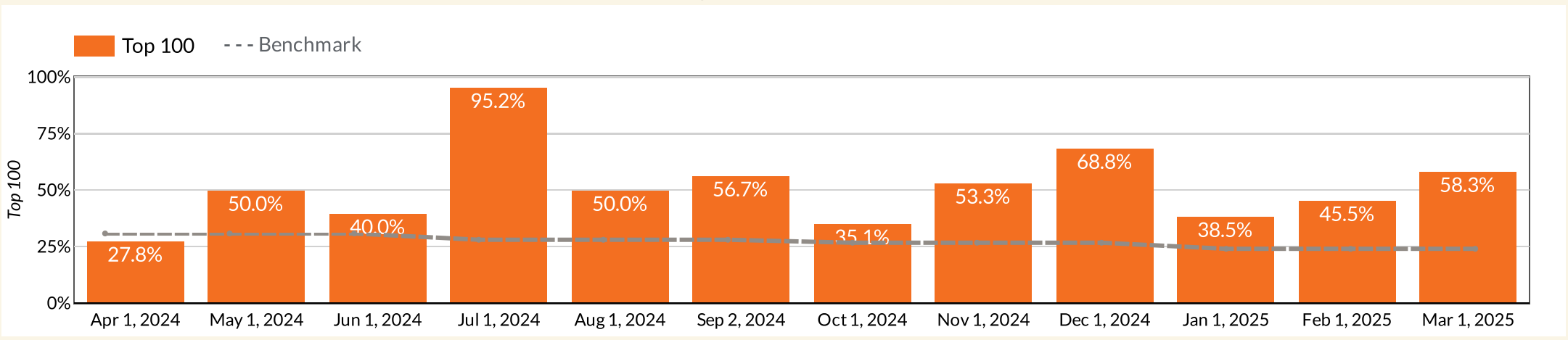
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	37.7%	35.4%	6.4%
Q2	71.0%	27.3%	160.2%
Q3	48.2%	23.5%	105.1%
Q4	47.2%	15.7%	200.8%
YTD	55.4%	25.3%	119.1%

Media Quality Score

Quarter	MQS	Benchmark	MQS DIF
Q1	1.1	2.7	-57.7%
Q2	3.2	1.35	135.3%
Q3	1.5	1.32	10.1%
Q4	1.4	2.4	-42.1%
YTD	2.1	2	5.4%

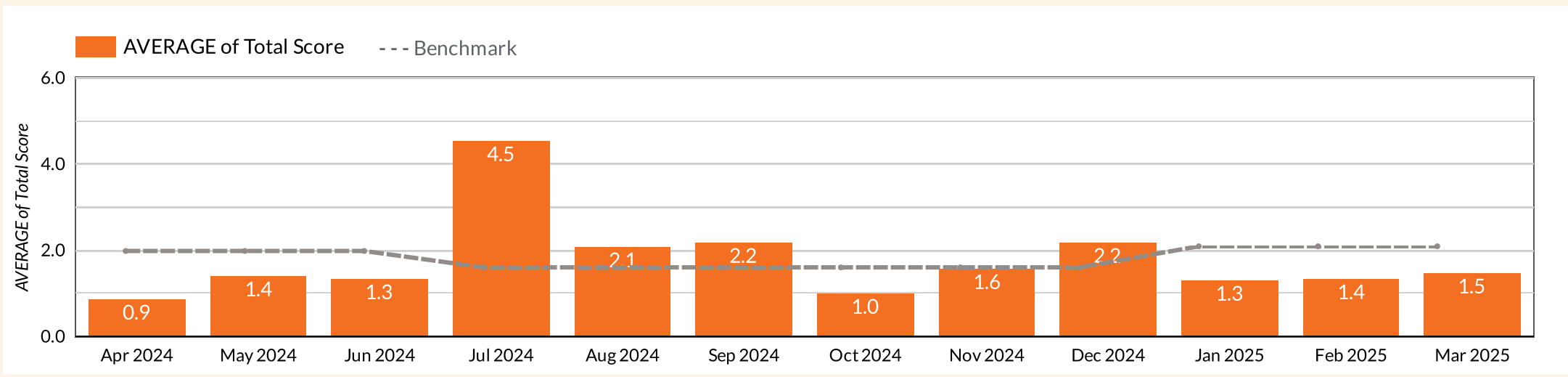
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)

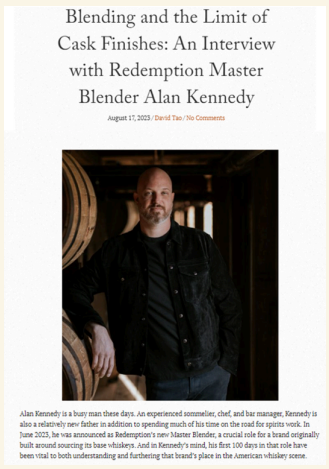


Media Quality Over Time

(Coverage from a Tier 1 Media source)



Top Clips


Blending and the Limit of Cask Finishes: An Interview with Redemption Master Blender Alan Kennedy

August 17, 2023 / David Tao / No Comments

Alan Kennedy is a busy man these days. An experienced sommelier, chef, and bar manager, Kennedy is also a relatively new father in addition to spending much of his time on the road for spirits work. In June 2023, he was announced as Redemption's new Master Blender, a crucial role for a brand originally built around sourcing its base whiskeys. And in Kennedy's mind, his first 100 days in that role have been vital to both understanding and furthering that brand's place in the American whiskey scene.

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Holiday Gift Guide 2023: The Best Rye Whiskeys

Jeanette Hurt, Contributor

I cover the indulgence of all things distilled, fermented and brewed.

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Classic Whiskey Sour

Redemption

"A classic Whiskey Sour is one of my favorites due to its timeless appeal and the way it lets the whiskey shine," Gordon says. "It showcases the rich and robust flavors of the whiskey while balancing it with the perfect blend of sweetness and tartness."

The 12 Best Bourbons to Buy Right Now

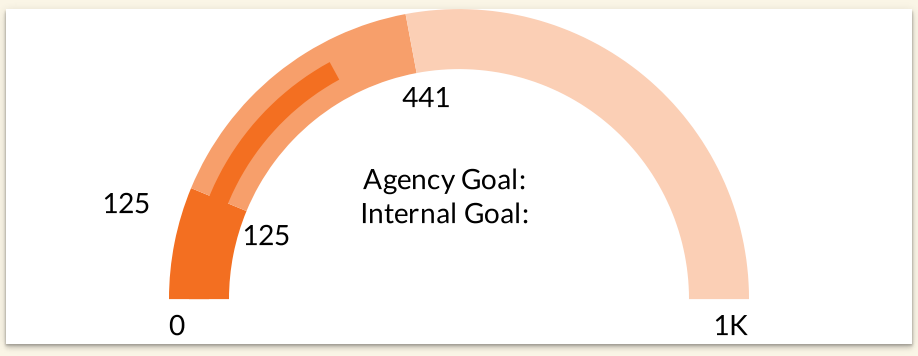
If bourbon is your whiskey of choice, we've got you covered.

By JONAH FLICKER

"Here at Redemption, I have the opportunity to continue a legacy of great whiskey, while still putting my personal stamp on innovation. I have no intention of changing the brand, rather, I am planning to grow with it."

~Alan Kennedy

Clip Counter



Quarter	Clips
Q1	77
Q2	145
Q3	83
Q4	36
YTD	341

Organic PR Social Media

Total imp of PR posts: 983 Versus last year: - Growth: -	PR social posts this quarter: 8 Versus last year: - Growth: -	Mentions, Tags, Comments of all organic posts : 2 Versus last year: - Growth: -	Avg. engagement of PR posts: 0.25 Versus last year: - Growth: -