



9 REASONS

TOMATO JUICE IS RAISING THE BAR



Popular in

ALL DAYPARTS



31% GROWTH

on menus since 2013



NO. 3

most commonly offered cocktail

BLOODY MARYS

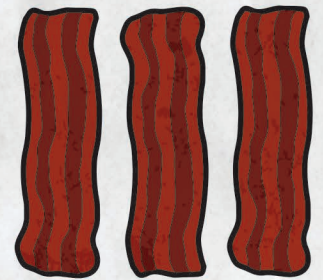


43% OF CONSUMERS

want to try a Bloody Mary

\$8

Average price of a Bloody Mary



3X THE PRICE

with a few protein and veggie garnishes

SANGRITAS



18% INCREASE

in menuing of Sangritas
[Tomato Juice + Tequila]

MICHELADAS



103% INCREASE

in menuing of Micheladas
[Tomato Juice + Mexican Beer]
Average Price = \$7

RED BEER



46% GROWTH

of Red Beer since 2013
[Tomato Juice + Domestic Beer]