

# 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

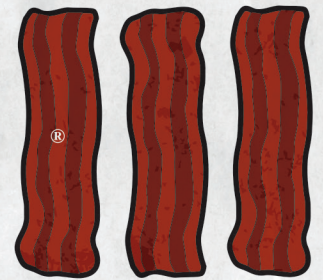


**43% OF CONSUMERS**

want to try a Bloody Mary



Average price of a Bloody Mary



**3X THE PRICE**

by adding 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]