

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

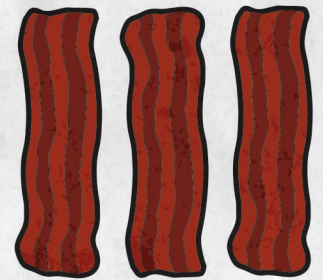


**43% OF
CONSUMERS**

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]