



TEQUILA PATRÓN®

European Case Study



Introduction

This case study demonstrates how Shelftrak provides brands with actionable insights into their in-store execution across various locations.

Objectives

1. Using total Europe as a benchmark, evaluate the Patron Tequila band performance across the Europe to identify opportunities for improvement.
2. Highlight specific opportunities to enhance Patron Tequila brand presence and in-store execution across the category in key locations.
3. Benchmark Patron Tequila shelf space, facings, category share, and positioning against competitors, pinpointing targeted growth opportunities.

Key Headlines

Patron Share Of Space In Europe

**23%
LOWER**

Than The UK Average

Patron Share Of Space In Total FRA

**72%
LOWER**

Than The European Average

Patron Facings Per SKU Index In FRA

**67%
LOWER**

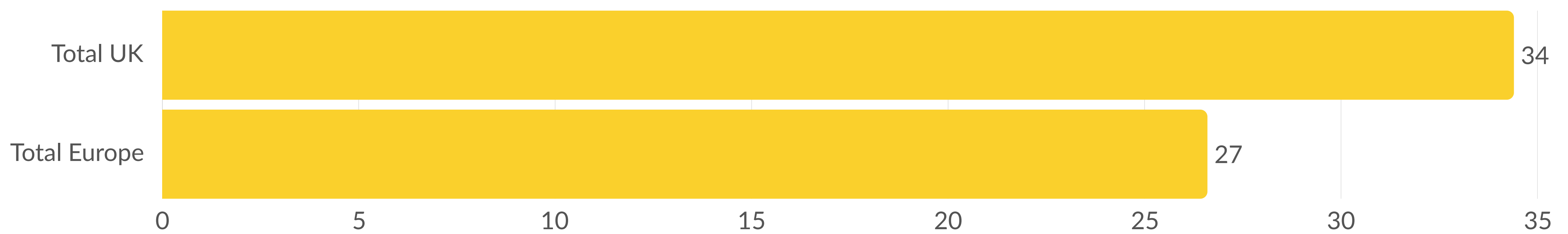
Than The Patron European Average

Analysis

Benchmarking the key metrics of share of space for Tequila highlights strategic opportunities for Bacardi to enhance the in-store presence for Patron in key locations.

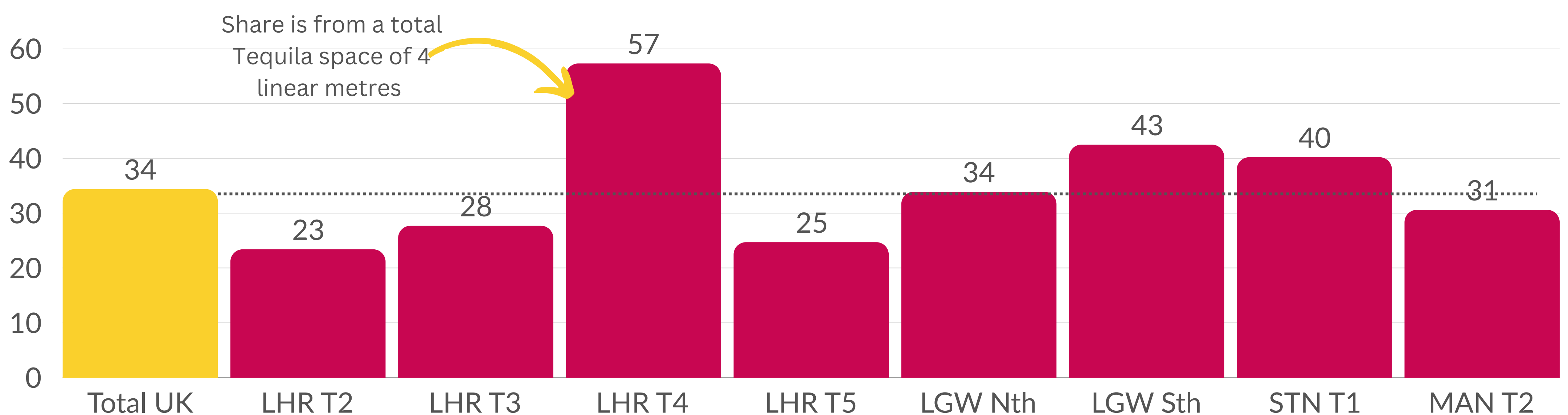
At a total level, the UK market shows Patron as having a higher share of total Tequila compared to total Europe.

Patron UK v Europe - Share Of Linear Space (m)



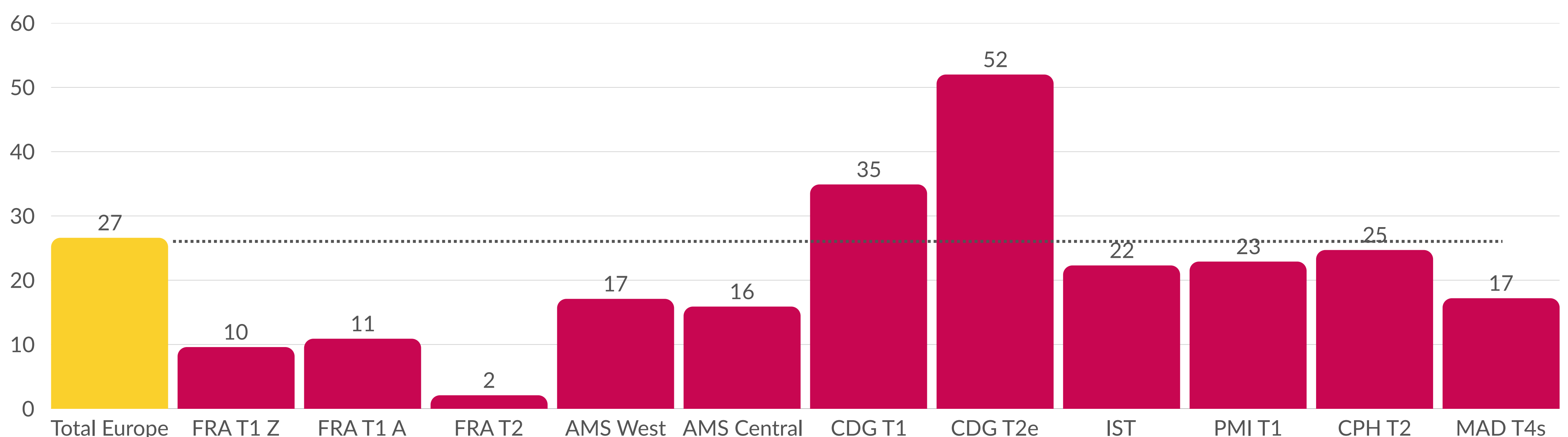
When considering share of space across key UK locations, data suggests opportunities exist in LHR T2, T3 and T5. All other locations show a solid in-store share of space performance.

Patron UK - % Share Of Total Tequila Linear Space (m)



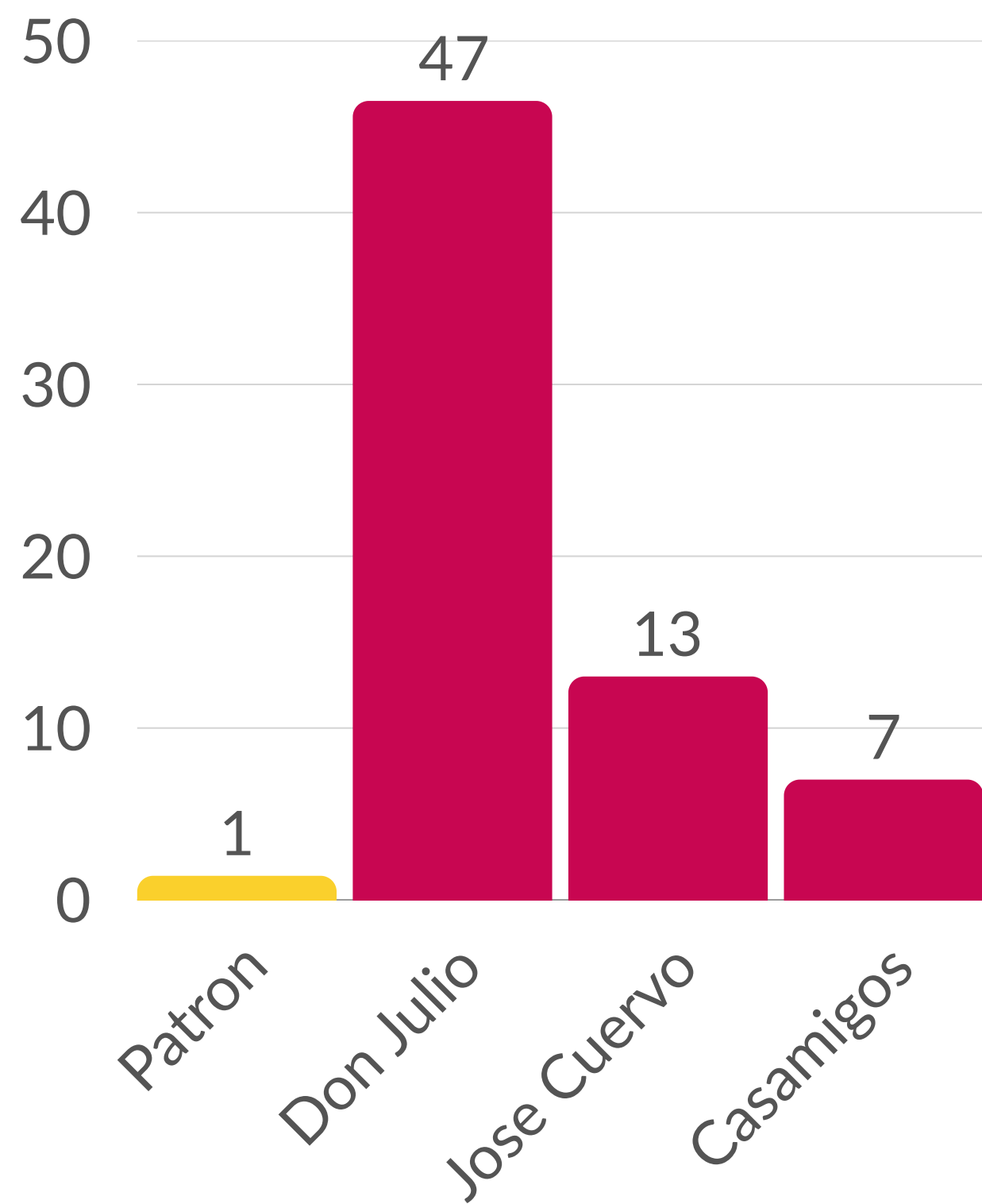
When considering share of space across key European airports, data suggests multiple locations should be reviewed. Most noticeable is FRA and across all terminals.

Patron European Locations - % Share Of Total Tequila Linear Space (m)



FRA T2 Main Store Execution

Total Tequila represents 6.3% of total category space within the store. Don Julio is the dominant brand (Driven by promotion) followed by Jose Cuervo and Casamigos.

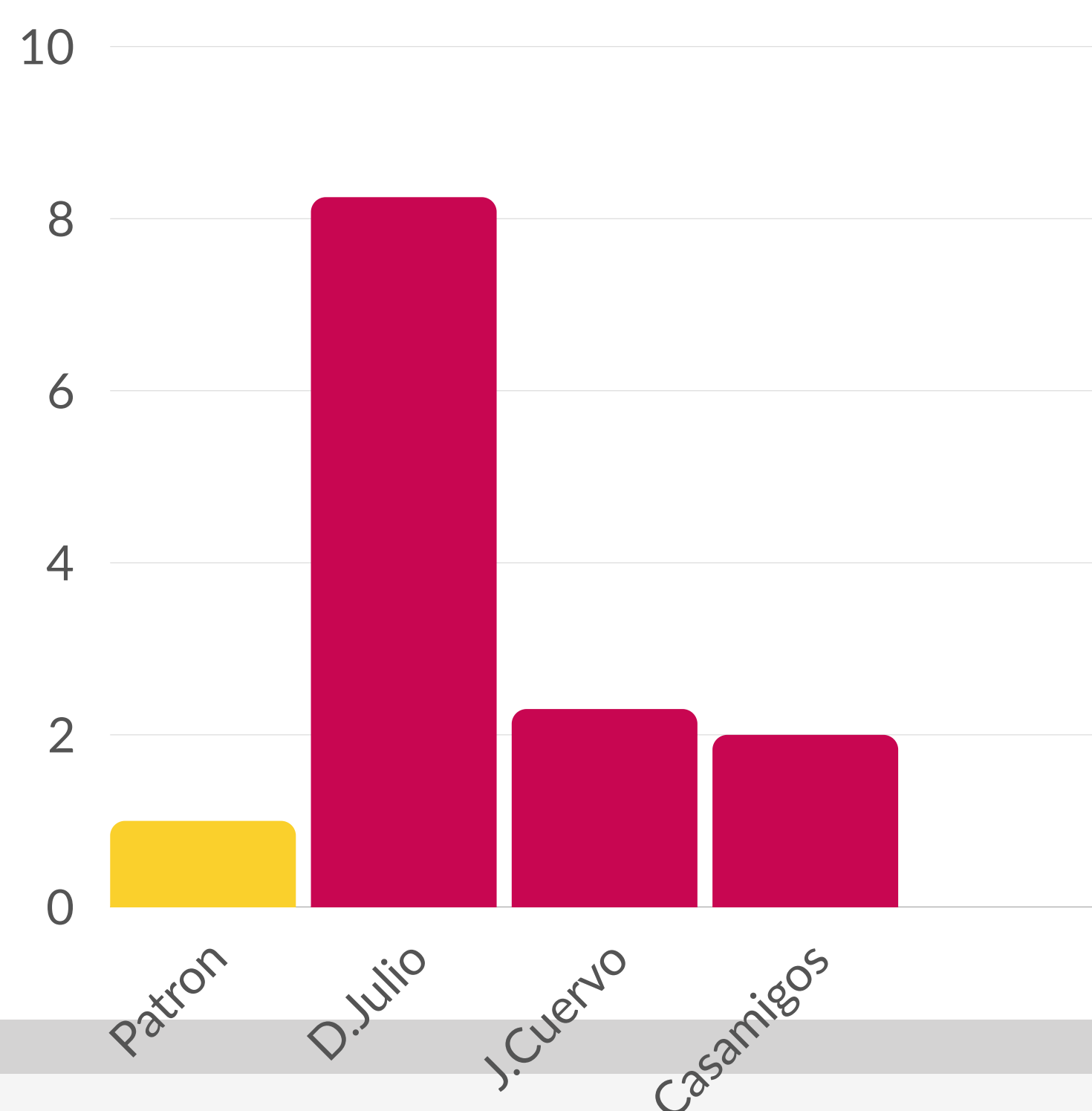


EXECUTION 1

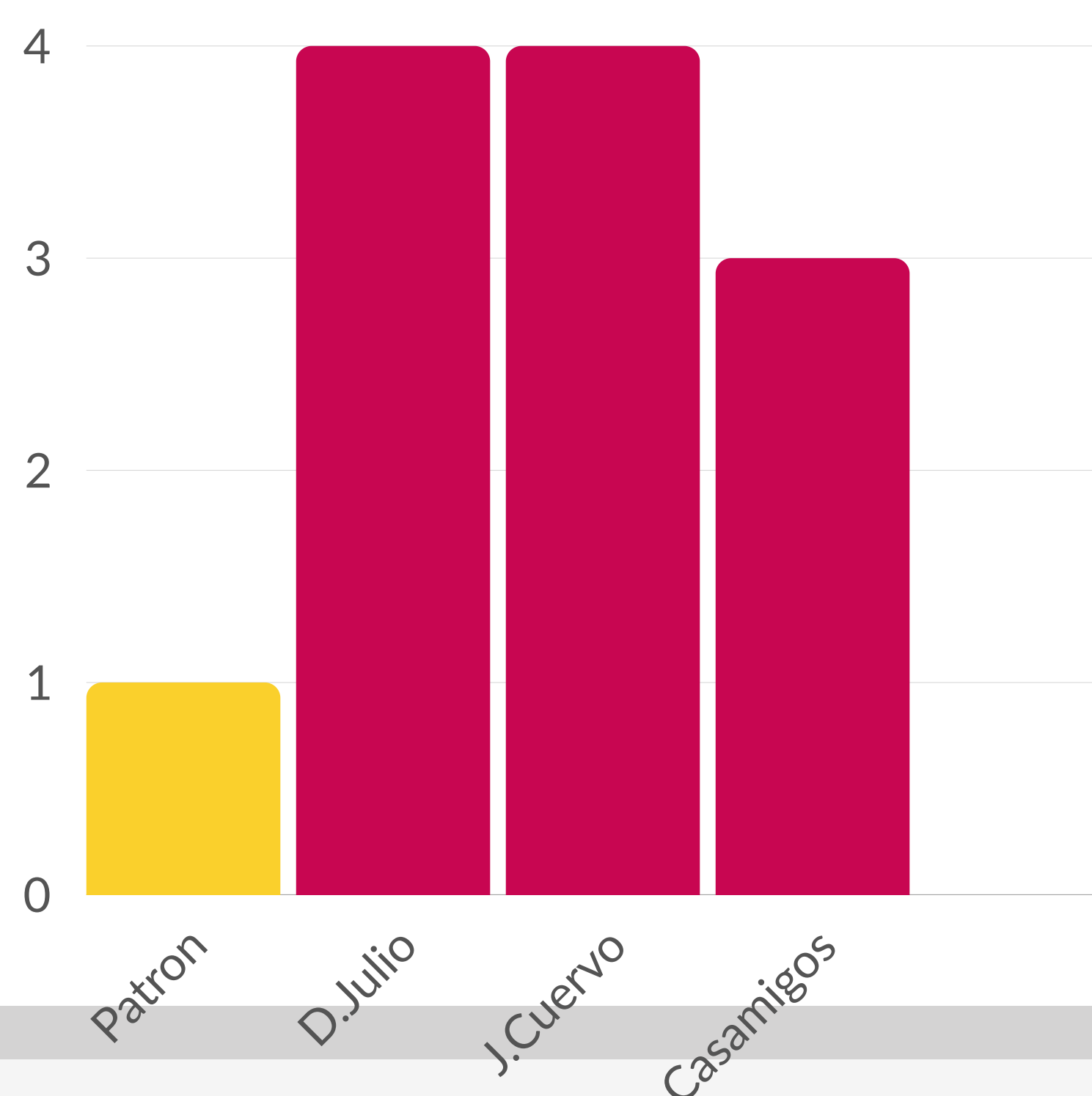
Home shelf execution reveals a significant opportunity for the Patron brand. With only **one listing** in store and only **1 facing on the bottom shelf**, brand performance and position could be improved significantly.

There is a clear opportunity to lead an entire sub-category review for Tequila as part of any retailer engagement.

FACINGS PER SKU (FPS)



No. OF LISTINGS



EXECUTION 2

Patron has a total of just **1 unique SKU** in FRA T2. This is in contrast to the other brands who have **3 or 4 SKUs** listed.

This reveals an opportunity to balance the entire Tequila assortment and drive space and listings for Patron.

Summary And Opportunities

Overall share of space for Patron across key European locations shows a number of opportunities to review fair share of space and execution. Specifically in FRA, standards compared to other airport locations shows huge opportunity for increased visibility and presence.

1

Europe - Bacardi can make significant space gains by aiming to move share of space towards their European average in key locations.

2

FRA T2 - Bacardi must review their competitive position in-store versus the rest of Tequila to improve visibility and presence.

3

Total FRA - Bacardi to advise on full Tequila cat-dev plan with Heinemann to unlock the clear total category growth opportunity that exists.