

NIELSEN NUGGETS

CALIFORNIA

The Pupil IPA 6 pack has the **Highest Velocity**
Selling 6 Pack IPA in CA. (**\$ / pt ACV**)

The Pupil IPA is the **#24 IPA BRAND** in California
and the **#1 FASTEST GROWING IPA BRAND**

Societe Brewing is the **#3 FASTEST GROWING Brand**
Family of the Top 50. (**\$ volume**)

The Pupil 19.2oz is the **#7 IPA 19.2oz** and is the
#3 Fastest Selling in California!!
(**\$'s / pt ACV**)

Societe Brewing is the **#34 CRAFT BRAND FAMILY** In
California



THE PUPIL IPA 6 pack 12 OZ



THE PUPIL IPA - 19.2 OZ

Nielsen Scan Data- 13 weeks 3/25/23