

# NIELSEN NUGGETS

## SAN DIEGO MARKET



THE PUPIL IPA 6 pack 12 OZ

Bulbous Flowers Hazy IPA - 6 pack  
12oz

Societe Brewing is the **#10 CRAFT BRAND FAMILY** In San Diego and is the **#1 FASTEST GROWING** of the Top 25. (\$ VOLUME)

The Pupil IPA is the **#7 IPA BRAND** in San Diego and the **#1 FASTEST GROWING IPA**

The Pupil IPA 6 pack is the **#2 CRAFT 6 pack 12oz** and has the **HIGHEST VELOCITY** of all 6 pack 12 oz in San Diego

The Pupil 19.2oz is the **#4 IPA 19.2oz** and is the **2nd Highest Velocity** in San Diego County!!  
(\$/s / pt ACV)

Societe has **3 Brands** in the Top 25 Craft 6 Packs of San Diego County (\$ Volume) for the **Perfect Billboard!**

The Pupil, The Coachman, & Bulbous Flowers



The Coachman IPA 6 pack 12oz



THE PUPIL IPA - 19.2 OZ

Nielsen Scan Data- 13 weeks 3/25/23