

**SUPER-CATEGORY - ALCOHOLIC BEVERAGES**

| SUPER CATEGORY RANK | BTR 2020 Rank | BRAND NAME     | CATEGORY       | SUPER CATEGORY      |
|---------------------|---------------|----------------|----------------|---------------------|
| 1                   | 258           | KINGFISHER     | BEER           | ALCOHOLIC BEVERAGES |
| 2                   | 495           | ROYAL STAG     | WHISKEY        | ALCOHOLIC BEVERAGES |
| 3                   | 634           | BUDWEISER      | BEER           | ALCOHOLIC BEVERAGES |
| 4                   | 663           | SMIRNOFF       | VODKA          | ALCOHOLIC BEVERAGES |
| 5                   | 670           | McDOWELL'S     | WHISKEY        | ALCOHOLIC BEVERAGES |
| 6                   | 701           | TUBORG         | BEER           | ALCOHOLIC BEVERAGES |
| 7                   | 998           | TEACHER'S      | SCOTCH WHISKEY | ALCOHOLIC BEVERAGES |
| 8                   | 999           | BLENDERS PRIDE | WHISKEY        | ALCOHOLIC BEVERAGES |
| 9                   | 1000          | SIGNATURE      | WHISKEY        | ALCOHOLIC BEVERAGES |

**CATEGORIES**

**BEER**

| CATEGORY RANK | BTR 2020 Rank | BRAND NAME | CATEGORY | SUPER CATEGORY      |
|---------------|---------------|------------|----------|---------------------|
| 1             | 258           | KINGFISHER | BEER     | ALCOHOLIC BEVERAGES |
| 2             | 634           | BUDWEISER  | BEER     | ALCOHOLIC BEVERAGES |
| 3             | 701           | TUBORG     | BEER     | ALCOHOLIC BEVERAGES |

**SCOTCH WHISKEY**

| CATEGORY RANK | BTR 2020 Rank | BRAND NAME | CATEGORY       | SUPER CATEGORY      |
|---------------|---------------|------------|----------------|---------------------|
| 1             | 998           | TEACHER'S  | SCOTCH WHISKEY | ALCOHOLIC BEVERAGES |

**VODKA**

| CATEGORY RANK | BTR 2020 Rank | BRAND NAME | CATEGORY | SUPER CATEGORY      |
|---------------|---------------|------------|----------|---------------------|
| 1             | 663           | SMIRNOFF   | VODKA    | ALCOHOLIC BEVERAGES |

**WHISKEY**

| CATEGORY RANK | BTR 2020 Rank | BRAND NAME     | CATEGORY | SUPER CATEGORY      |
|---------------|---------------|----------------|----------|---------------------|
| 1             | 495           | ROYAL STAG     | WHISKEY  | ALCOHOLIC BEVERAGES |
| 2             | 670           | McDOWELL'S     | WHISKEY  | ALCOHOLIC BEVERAGES |
| 3             | 999           | BLENDERS PRIDE | WHISKEY  | ALCOHOLIC BEVERAGES |
| 4             | 1000          | SIGNATURE      | WHISKEY  | ALCOHOLIC BEVERAGES |