

# DRINK AND BE MERRY

**Lighthouse List's Adult Beverage segments are ideal for marketers looking to reach consumers based on their choice of spirit or beer**



According to the IWSR Drinks Market Analysis, in 2020 total alcohol beverage volume in the US went up 2.0%, the most significant increase since 2002. That trend looks set to continue, with the market expected to grow 9.06% annually (CAGR 2021-2025). Plus alcohol delivery services are on the rise across the country with new retailers offering direct-to-consumer shipping.

Lighthouse List can help marketers looking to take advantage of this upward trend by connecting them to consumers who are in-market for specific alcohol brands.

Our Adult Beverage audiences are segmented by brand and are made up of linked MAIDs/HEMs. On average, we see a 1 to 5 device match rate.

## CHECK OUT OUR ADULT BEVERAGE AUDIENCES

Filter by brand, including:

- Grey Goose
- Skyy
- Jim Beam
- Bombay
- Tanqueray
- Budweiser
- Coors
- Corona
- Ketel One
- Bacardi
- Heineken
- Stella Artois



## READY TO GET STARTED?

Our Adult Beverage segments can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

**For recommendations or custom queries, contact:**

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

**LIGHTHOUSE LIST**  
COMPANY

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