



**L I P S**

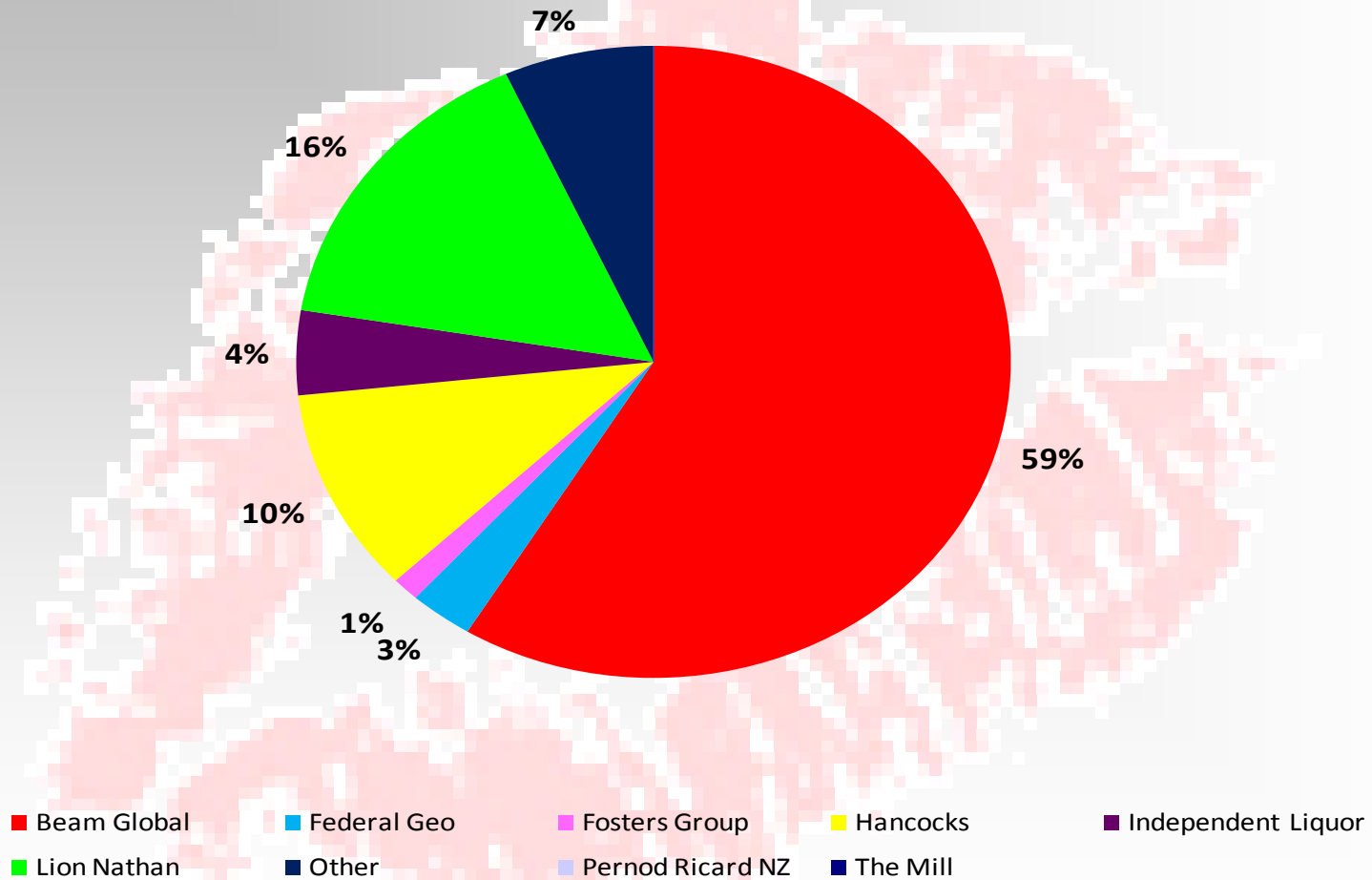
LIQUOR INFORMATION PRICING SERVICES LTD

**BOURBON CATEGORY SNAPSHOT**  
**QTR to 31 December 2009**

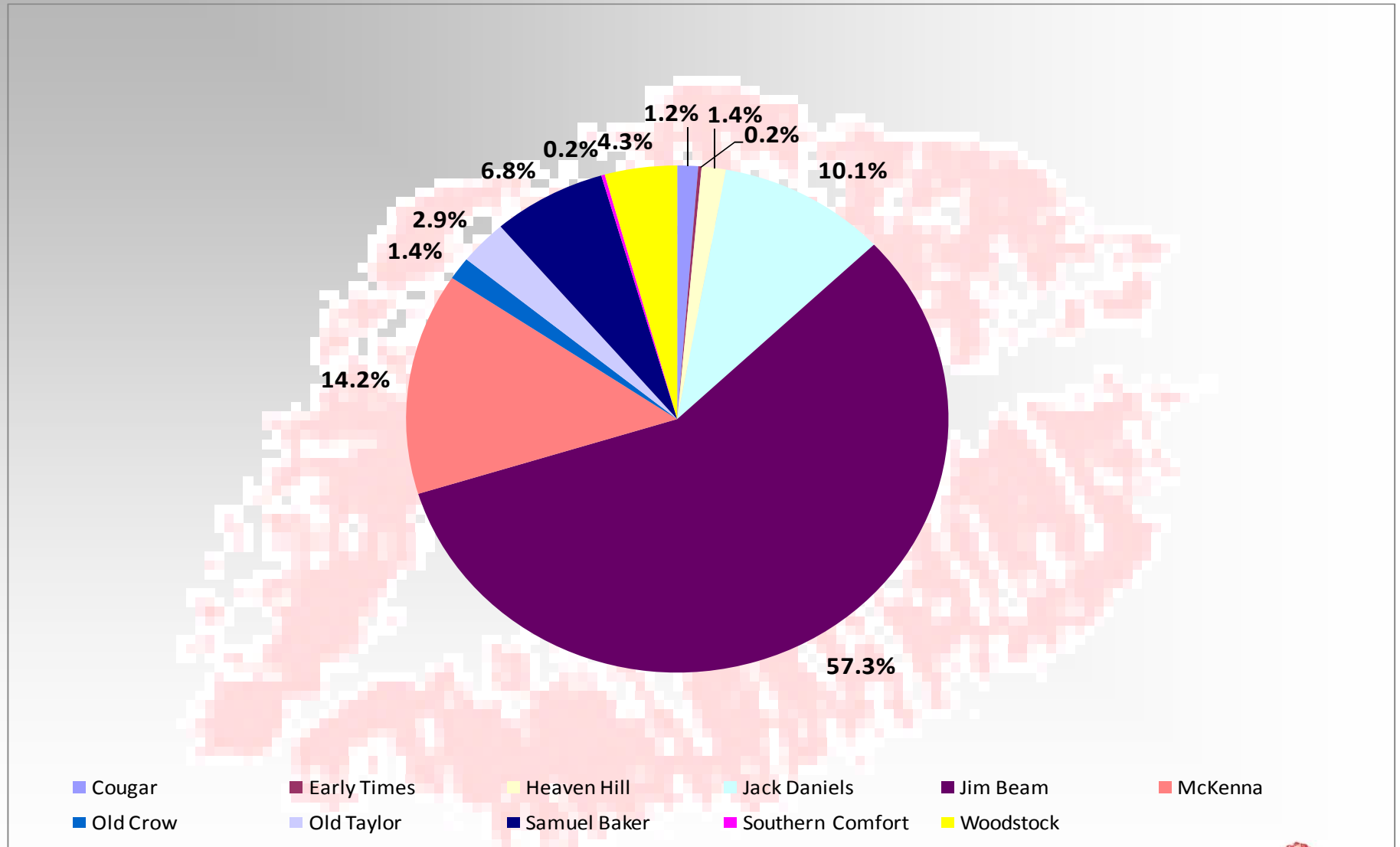
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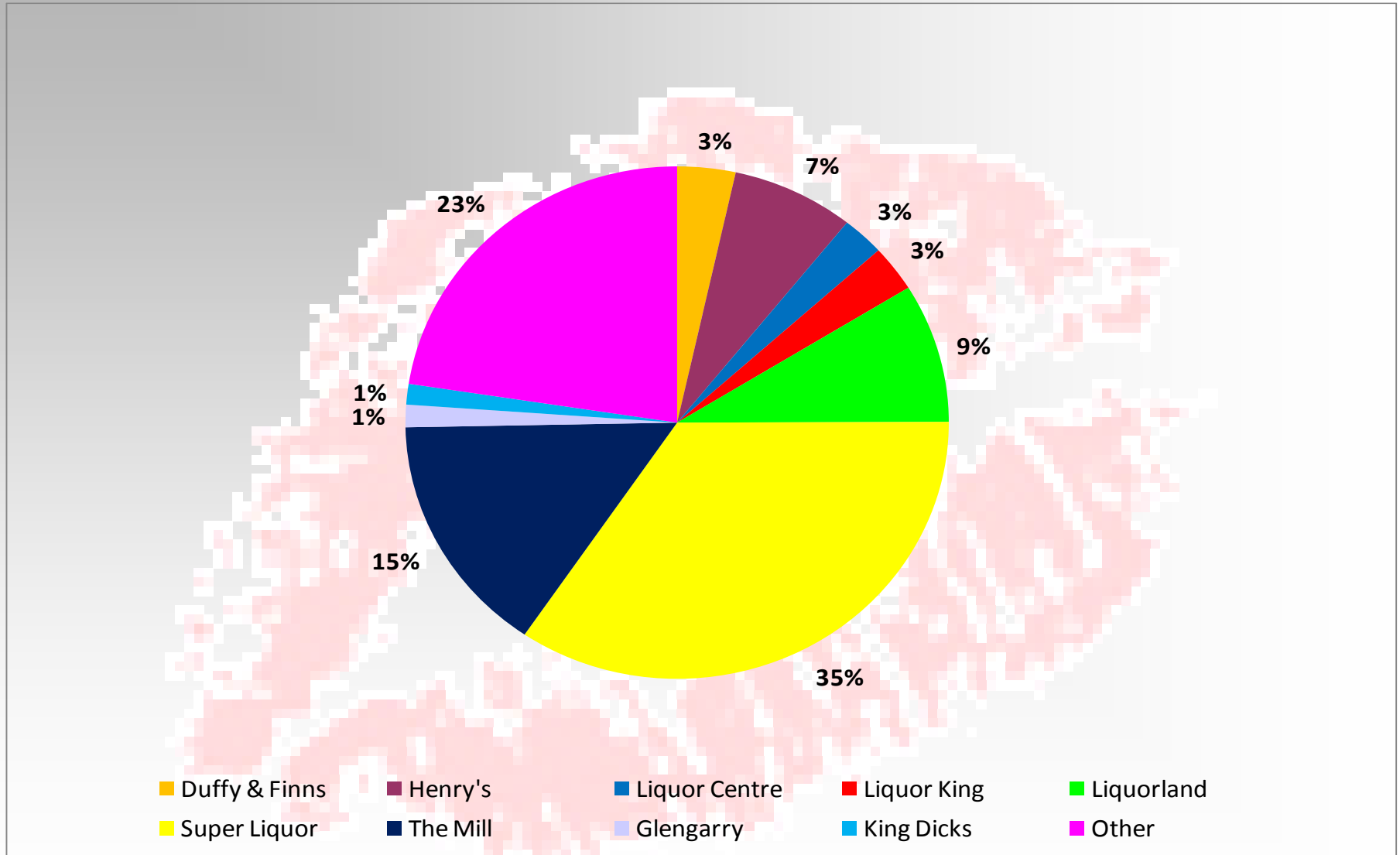
# Share of Voice by Supplier – QTR to 31 Dec 09



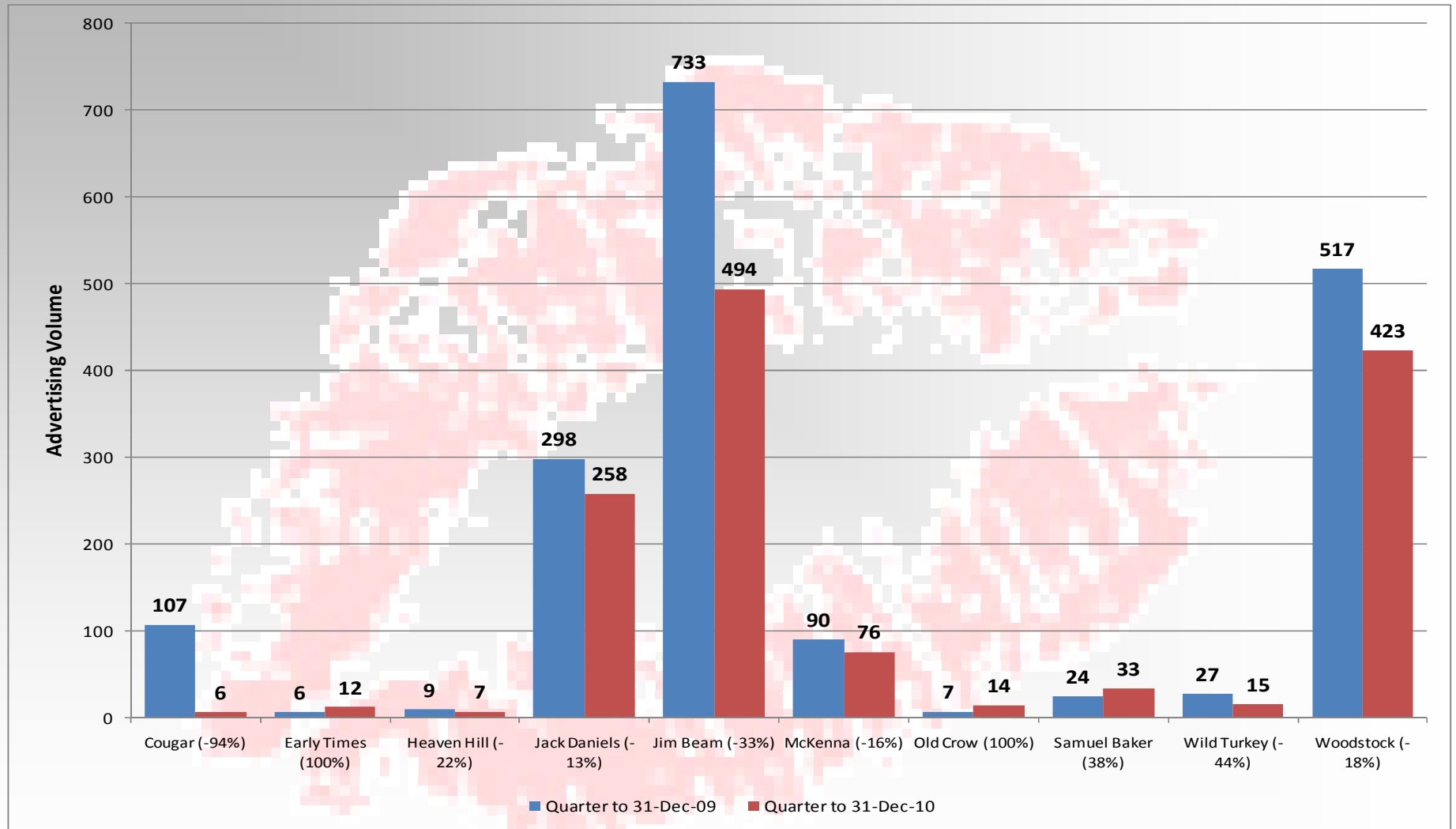
# Share of Voice by Brand – QTR to 31 Dec 09



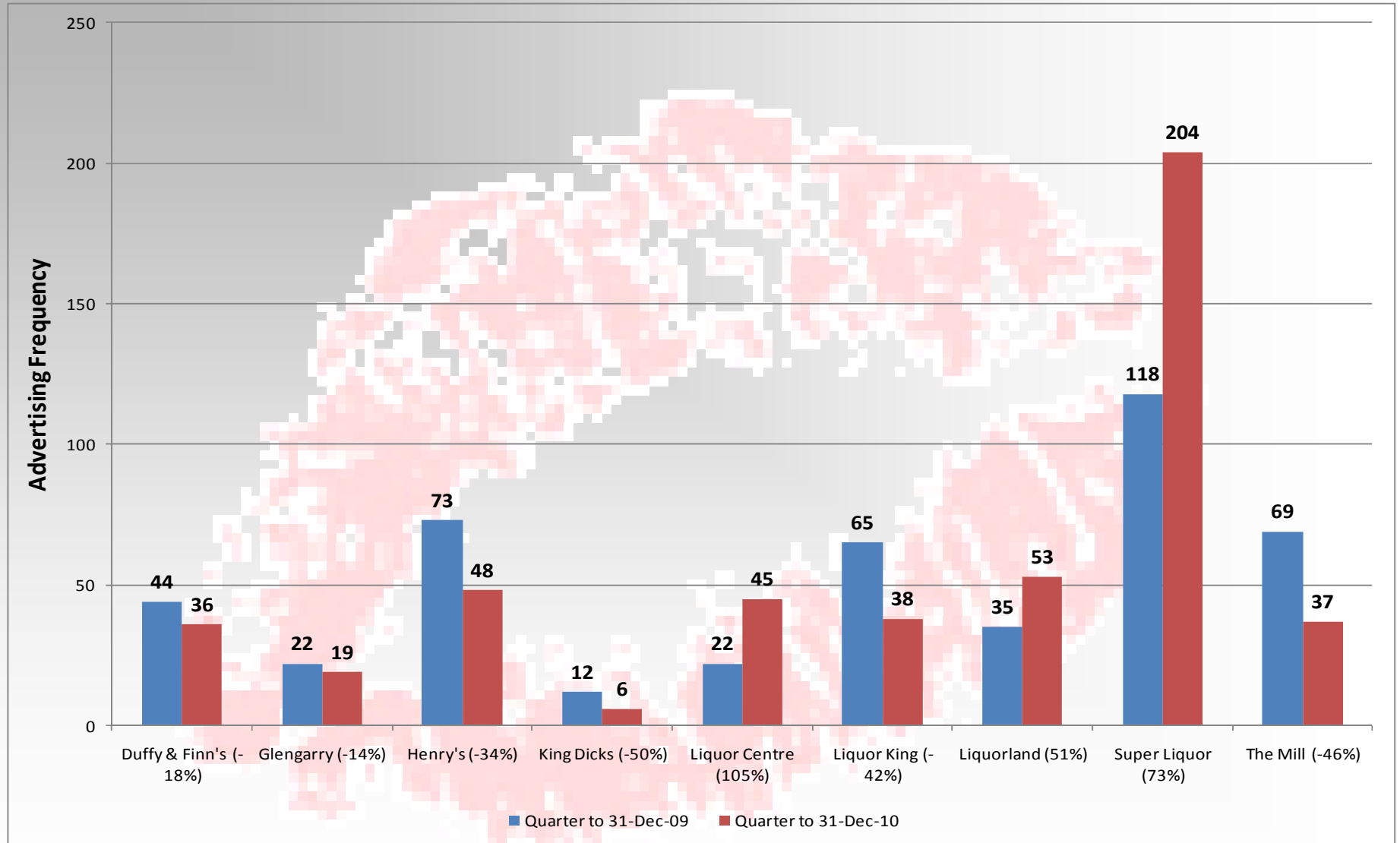
# Share of Voice by Retailer – QTR to 31 Dec 09



# Brand Advertising Frequency



# Retailer Advertising Frequency



# Average Advertised Prices

