

# TEXAS ★ BARTAB

TOP FOUR MSAs, DEC 2023 DATA

# TOP FOUR TEXAS MSAs | DECEMBER 2023

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I. Dallas – Fort Worth

II. Houston – Sugar Land – The Woodlands

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IV. Austin – Round Rock – San Marcos

# DFW MSA

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TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

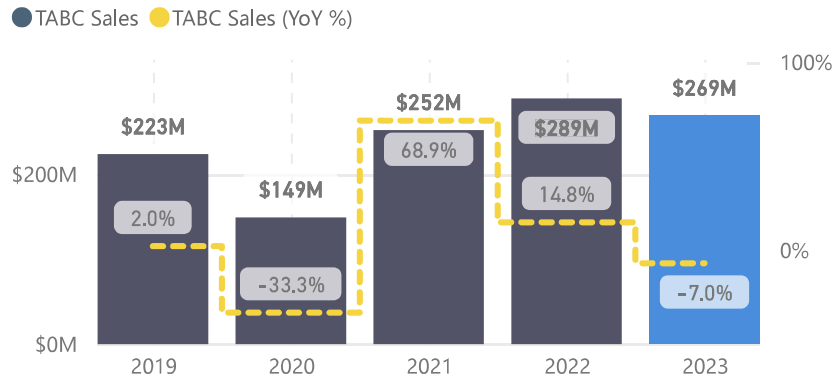
Comparison – Adjacent Cities

Comparison – Region + Top Cities

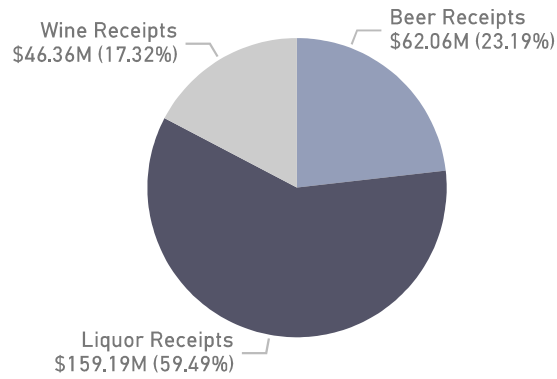
Comparison – State



YoY Dec 2023 Comparison



Dec 2023 Category %



Dec 2023 Receipts

**\$159,188,028**  
Liquor Sales

**\$46,361,577**  
Wine Sales

**\$62,059,239**  
Beer Sales

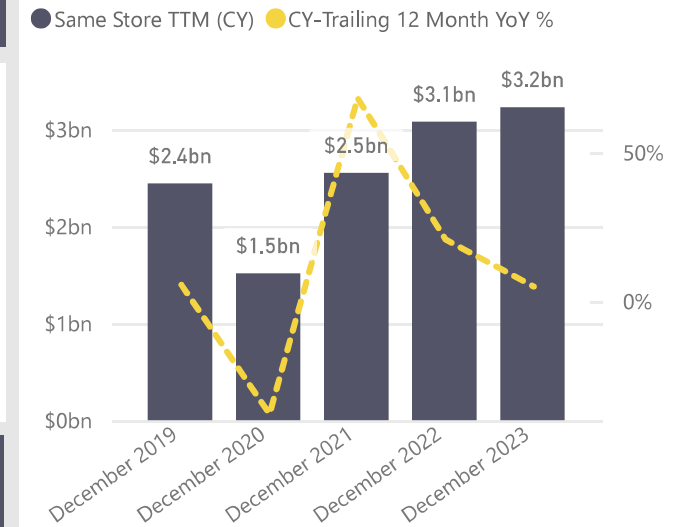
**\$268.5M** Total Receipts  
**-7.0%** Month YoY %

MSA  
**Dallas-Fort Worth**

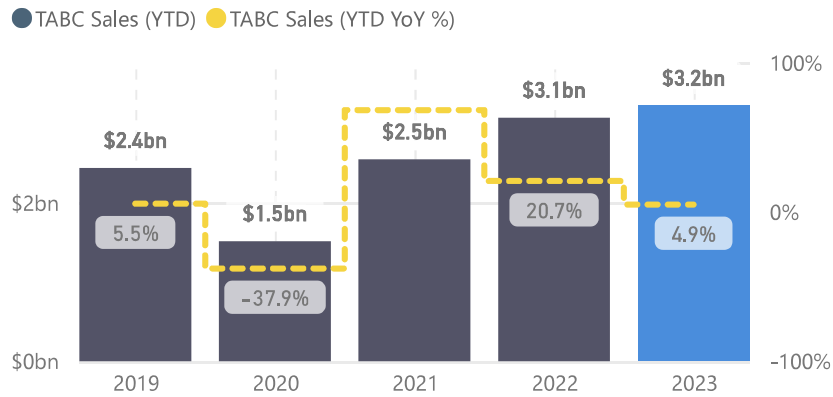
Dallas-Fort Worth

**3,510** Locations Reporting > \$0  
**\$919,589** TTM Per Location

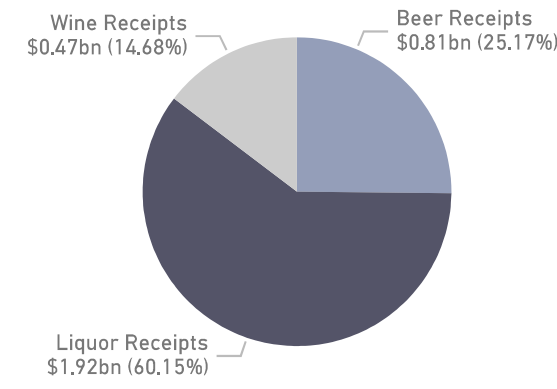
TTM YoY Comparison Dec 2023



YTD Dec 2023 Comparison



YTD Dec 2023 - Category %



YTD Dec 2023 Receipts

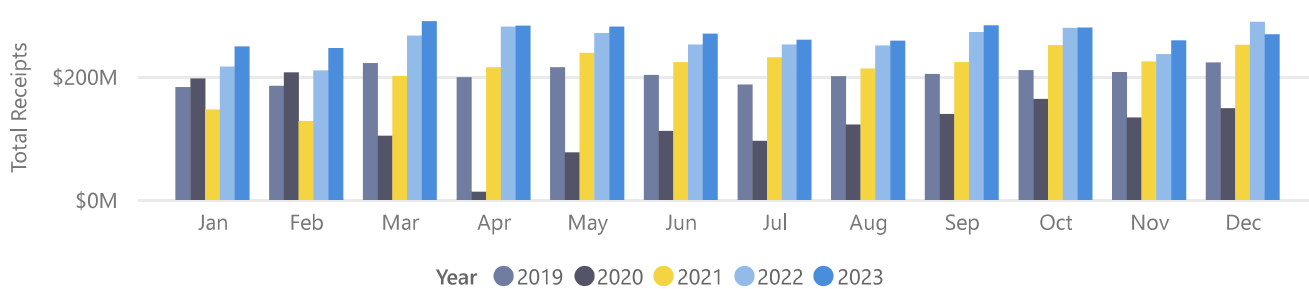
**\$1,924,315,880**  
Liquor Sales

**\$469,788,793**  
Wine Sales

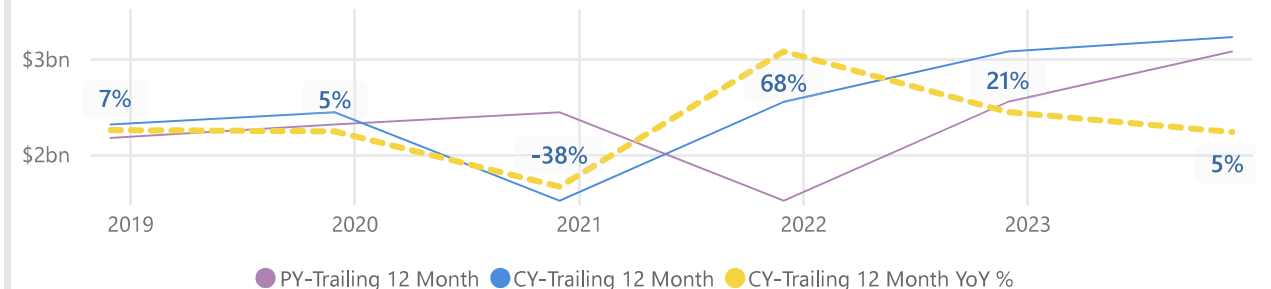
**\$805,321,306**  
Beer Sales

**\$3.2bn** Total Receipts  
**4.9%** YTD YoY %

YTD MoM + YoY Comparison Dec 2023



TTM YoY % Comparison Dec 2023

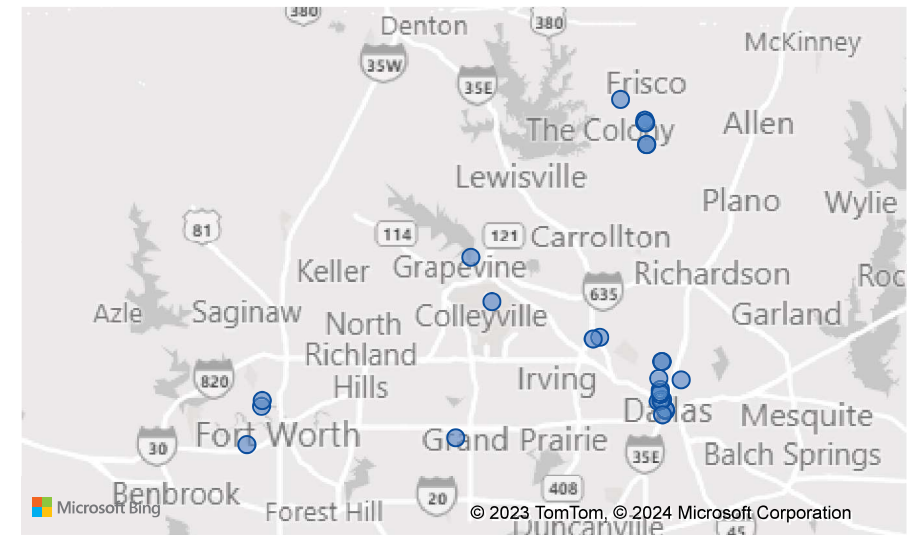


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
<b>Arlington</b>						
AT&T STADIUM (ARLINGTON - 76011 - 1)	\$7,333,438	-10.5%	\$35,680,961	-1.5%	\$35,680,961	-2%
BACKYARD C/O TEXAS LIVE! (ARLINGTON - 76011 - 1)	\$2,957,966	43.4%	\$21,993,454	25.8%	\$21,993,454	26%
LIVE! BY LOEWS (ARLINGTON - 76011 - 1)	\$645,780	28.7%	\$5,025,358	21.4%	\$5,025,358	21%
<b>Dallas</b>						
BABY DOLLS (DALLAS - 75220 - 1)	\$886,884		\$7,705,942		\$7,705,942	
BIERNAT'S RESTAURANT (DALLAS - 75219 - 1)	\$679,936	-3.2%	\$6,106,865	-7.7%	\$6,106,865	-8%
BOTTLED BLONDE- THE BACK YARD (DALLAS - 75220 - 1)	\$585,606	-2.6%	\$7,208,673	-27.0%	\$7,208,673	-27%
COWBOY'S RED RIVER (DALLAS - 75220 - 1)	\$660,882	0.4%	\$7,253,836	0.8%	\$7,253,836	1%
DFB CAPITAL LLC (DALLAS - 75201 - 2)	\$758,610	24.2%	\$9,263,290	0.7%	\$9,263,290	1%
HAPPIEST HOUR, LLC (DALLAS - 75201 - 1)	\$865,517	6.3%	\$8,393,492	-11.1%	\$8,393,492	-11%
HOSPITALITY INTERNATIONAL, INC. (DALLAS - 75201 - 1)	\$754,757	-0.5%	\$6,454,714	-5.0%	\$6,454,714	-5%
LEVY RESTAURANTS (DALLAS - 75219 - 7)	\$1,945,690	3.9%	\$15,464,422	6.9%	\$15,464,422	7%
MCKINNON BEVERAGE COMPANY LLC (DALLAS - 75202 - 2)	\$679,768		\$2,853,121		\$2,853,121	
MKRDY DALLAS BEVCO LLC (DALLAS - 75202 - 2)	\$1,121,576	22.4%	\$7,177,448	26.8%	\$7,177,448	27%
MONARCH (DALLAS - 75202 - 2)	\$972,489		\$8,300,760		\$8,300,760	
NICK & SAM'S STEAK & FISH HOUSE (DALLAS - 75202 - 2)	\$909,962	-1.9%	\$7,812,124	-14.2%	\$7,812,124	-14%
OMNI DALLAS CONVENTION CENTER (DALLAS - 75202 - 2)	\$805,244	40.7%	\$11,719,229	21.6%	\$11,719,229	22%
ROSEWOOD MANSION ON TURTLE CREEK (DALLAS - 75206 - 1)	\$639,048		\$4,656,021		\$4,656,021	
THE SKELLIG (DALLAS - 75206 - 1)	\$601,864	17.5%	\$5,753,120	-1.8%	\$5,753,120	-2%
<b>Fort Worth</b>						
BILLY BOB'S TEXAS (FORT WORTH - 76164 - 1)	\$1,573,154	70.1%	\$11,354,330	16.2%	\$11,354,330	16%
DICKIES ARENA (FORT WORTH - 76107 - 1)	\$868,313	402.9%	\$12,047,339	11.8%	\$12,047,339	12%
JOE T GARCIA'S MEXICAN DISHES (FORT WORTH - 76107 - 1)	\$794,626	40.6%	\$7,895,666	16.8%	\$7,895,666	17%
<b>Frisco</b>						
DEE LINCOLN PRIME (FRISCO - 75034 - 1)	\$605,263	6.3%	\$4,857,007	-1.4%	\$4,857,007	-1%
OMNI PGA FRISCO RESORT (FRISCO - 75034 - 1)	\$939,201		\$8,921,842		\$8,921,842	
SIDECAR SOCIAL (FRISCO - 75034 - 1)	\$838,183		\$2,587,333		\$2,587,333	
THE FORD CENTER AT THE STAR IN FRISCO (FRISCO - 75034 - 1)	\$628,121	9.9%	\$4,753,922	3.4%	\$4,753,922	3%
<b>Grapevine</b>						
GAYLORD TEXAN (GRAPEVINE - 76051 - 1)	\$3,426,452	16.8%	\$28,423,125	17.5%	\$28,423,125	18%
<b>Highland Park</b>						
BISTRO 31 (HIGHLAND PARK - 75205 - 1)	\$674,710	-1.4%	\$6,322,019	0.5%	\$6,322,019	0%
HP BEVERAGE COMPANY, LLC (HIGHLAND PARK - 75205 - 1)	\$622,797	9.8%	\$5,306,296	2.3%	\$5,306,296	2%
<b>Plano</b>						
HAYWIRE (PLANO - 75024 - 1)	\$664,150	2.9%	\$6,229,770	-5.3%	\$6,229,770	-5%
LEGACY HALL (PLANO - 75024 - 1)	\$675,177	-9.4%	\$7,736,909	-8.1%	\$7,736,909	-8%

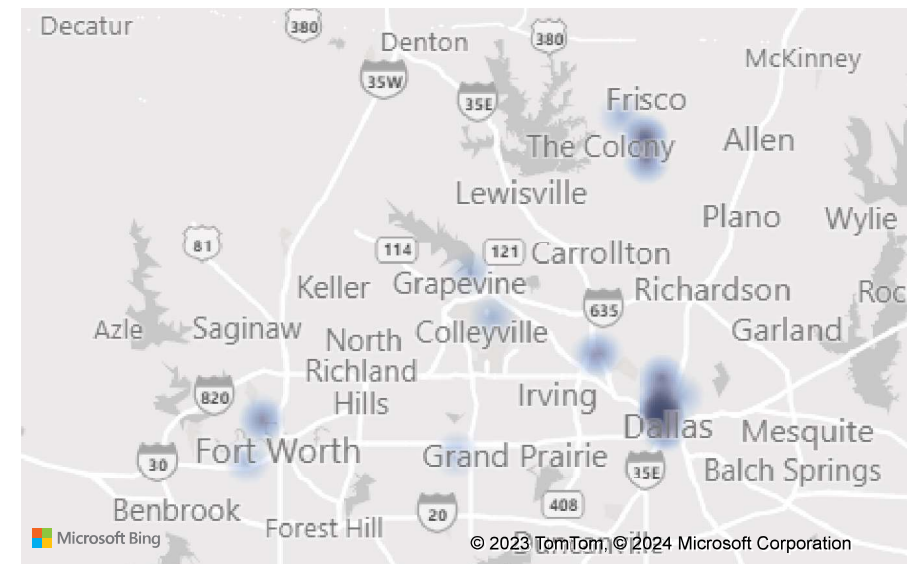
MSA

Dallas-Fort Worth

Location Map



Heat Map



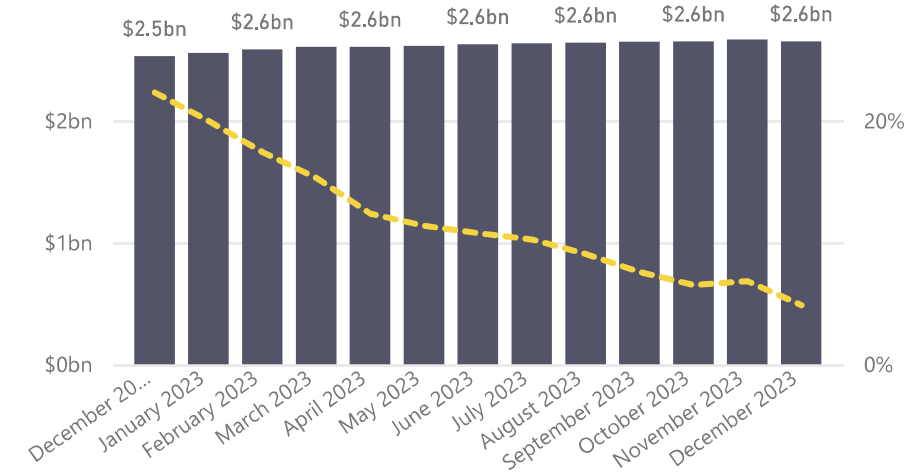
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Dallas-Fort Worth</b>	<b>\$223,566,754</b>	<b>-6.7%</b>	<b>\$2,649,682,546</b>	<b>113.4%</b>	<b>\$2,649,682,546</b>	<b>\$2,527,518,933</b>	<b>5%</b>
Dallas	\$96,251,823	-9.9%	\$1,192,566,379	65.4%	\$1,192,566,379	\$1,151,414,465	4%
Fort Worth	\$35,146,920	-2.2%	\$417,940,678	327.2%	\$417,940,678	\$392,261,553	7%
Arlington	\$19,092,630	-4.1%	\$191,236,581	32.0%	\$191,236,581	\$178,743,635	7%
Plano	\$16,026,965	-7.4%	\$172,300,279	189.6%	\$172,300,279	\$174,122,777	-1%
Grapevine	\$12,415,805	-6.5%	\$137,852,960	32.5%	\$137,852,960	\$126,233,775	9%
Frisco	\$11,451,078	12.2%	\$118,950,638	151.4%	\$118,950,638	\$99,673,198	19%
Irving	\$6,847,656	-4.9%	\$90,043,925	82.0%	\$90,043,925	\$89,913,063	0%
Mckinney	\$4,406,113	3.7%	\$50,889,132	33.0%	\$50,889,132	\$45,812,339	11%
The Colony	\$4,231,063	-4.6%	\$51,457,616	43.4%	\$51,457,616	\$49,166,264	5%
Southlake	\$3,708,450	1.1%	\$35,497,873	18.3%	\$35,497,873	\$34,336,027	3%
Denton	\$3,321,941	-11.8%	\$43,001,661	9.7%	\$43,001,661	\$43,736,987	-2%
Richardson	\$3,307,119	-16.8%	\$46,336,231	30.0%	\$46,336,231	\$44,473,991	4%
Allen	\$2,784,913	-11.7%	\$33,471,728	7.6%	\$33,471,728	\$31,599,191	6%
Lewisville	\$2,325,576	-19.3%	\$34,255,921	60.3%	\$34,255,921	\$33,367,114	3%
Grand Prairie	\$2,248,702	-19.0%	\$33,880,944	2.3%	\$33,880,944	\$32,664,554	4%
<b>Total</b>	<b>\$223,566,754</b>	<b>-6.7%</b>	<b>\$2,649,682,546</b>	<b>113.4%</b>	<b>\$2,649,682,546</b>	<b>\$2,527,518,933</b>	<b>5%</b>

MSA

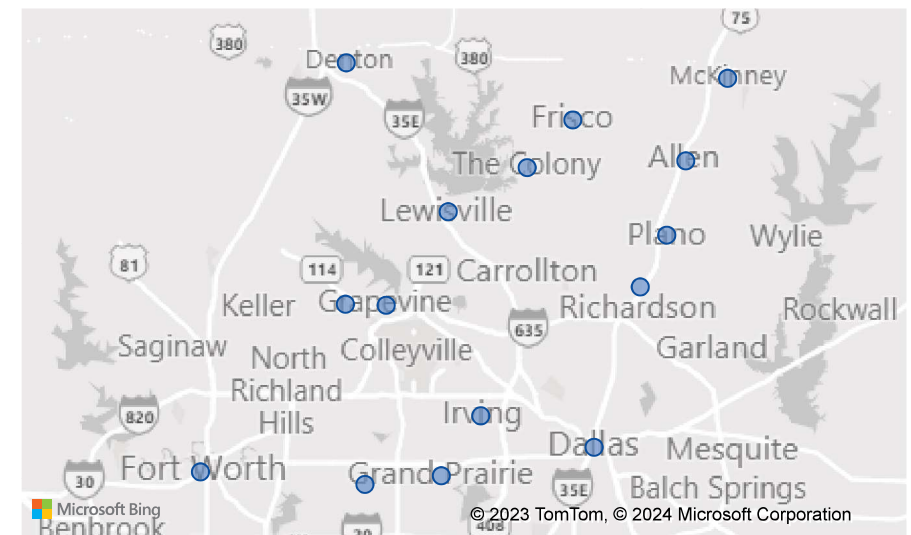
Dallas-Fort Worth

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



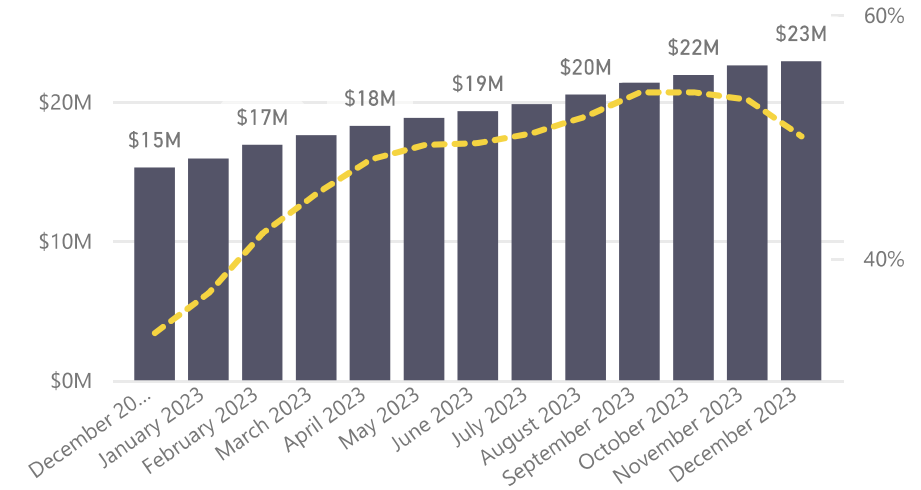
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Dallas-Fort Worth</b>	<b>\$1,855,484</b>	<b>20.4%</b>	<b>\$22,890,999</b>	<b>141.5%</b>	<b>\$22,890,999</b>	<b>\$15,257,812</b>	<b>50%</b>
Melissa	\$44,765	75.2%	\$562,482	1,073.1%	\$562,482	\$163,261	245%
Northlake	\$303,329	15.0%	\$4,316,255	795.7%	\$4,316,255	\$1,816,254	138%
Aledo	\$131,510	93.4%	\$1,085,077	32.7%	\$1,085,077	\$543,450	100%
Nevada	\$33,300	38.4%	\$519,618	14.2%	\$519,618	\$298,235	74%
Princeton	\$34,358	11.6%	\$478,304	229.1%	\$478,304	\$295,221	62%
Anna	\$318,931	65.3%	\$3,115,969	30.5%	\$3,115,969	\$2,206,665	41%
Corinth	\$82,206	-22.0%	\$1,389,652	4.9%	\$1,389,652	\$992,364	40%
Krum	\$25,540	-2.7%	\$542,963	3.2%	\$542,963	\$402,184	35%
River Oaks	\$5,475	16.5%	\$76,724	33.2%	\$76,724	\$57,606	33%
Wylie	\$334,791	26.0%	\$4,491,595	15.2%	\$4,491,595	\$3,431,085	31%
Seagoville	\$12,977	69.6%	\$109,707	25.0%	\$109,707	\$85,150	29%
Sunnyvale	\$70,532	17.5%	\$795,182	45.6%	\$795,182	\$622,900	28%
Joshua	\$23,354	-78.8%	\$1,288,583	47.0%	\$1,288,583	\$1,019,593	26%
University Park	\$430,528	22.1%	\$4,038,257	19.1%	\$4,038,257	\$3,258,407	24%
Chico	\$3,888	0.3%	\$80,631	23.2%	\$80,631	\$65,437	23%
<b>Total</b>	<b>\$1,855,484</b>	<b>20.4%</b>	<b>\$22,890,999</b>	<b>141.5%</b>	<b>\$22,890,999</b>	<b>\$15,257,812</b>	<b>50%</b>

MSA

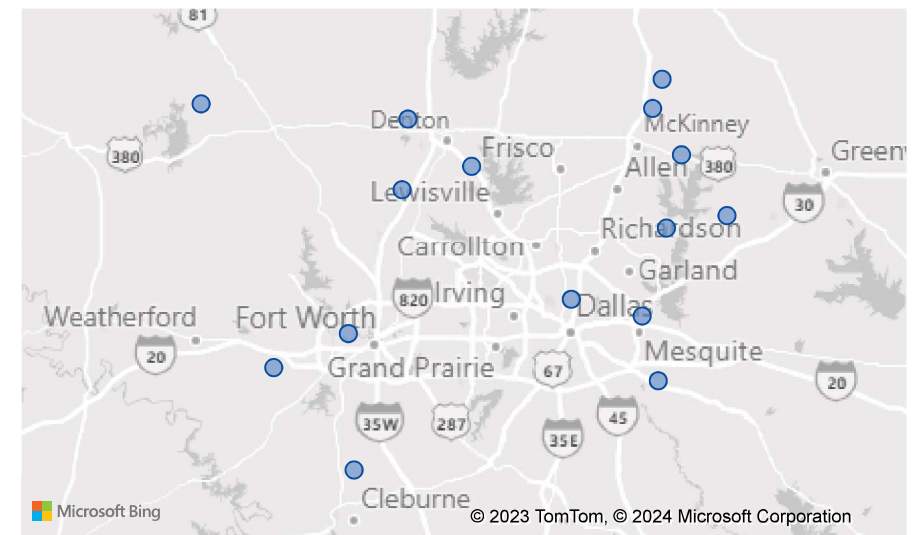
Dallas-Fort Worth

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



**Subject MSA** ▼  
 Dallas-Fort Worth ▼

**City - 1** ▼  
 Dallas-Fort Worth (Region) + Dallas (City) ▼

**City - 2** ▼  
 Dallas-Fort Worth (Region) + Fort Wort... ▼

**City - 3** ▼  
 Dallas-Fort Worth (Region) + Arlington ... ▼

**City - 4** ▼  
 Dallas-Fort Worth (Region) + Plano (City) ▼

**Dallas-Fort Worth**

**\$3,227,757,400**  
CY-Trailing 12 Month

**4.9%**  
CY-Trailing 12 Month YoY %

**\$3,076,189,902**  
PY-Trailing 12 Month

**Dallas**

**\$1,192,566,379**  
CY-Trailing 12 Month

**3.6%**  
CY-Trailing 12 Month YoY %

**\$1,151,414,465**  
PY-Trailing 12 Month

**Fort Worth**

**\$417,940,678**  
CY-Trailing 12 Month

**6.55%**  
CY-Trailing 12 Month YoY %

**\$392,261,553**  
PY-Trailing 12 Month

**Arlington**

**\$191,236,581**  
CY-Trailing 12 Month

**6.99%**  
CY-Trailing 12 Month YoY %

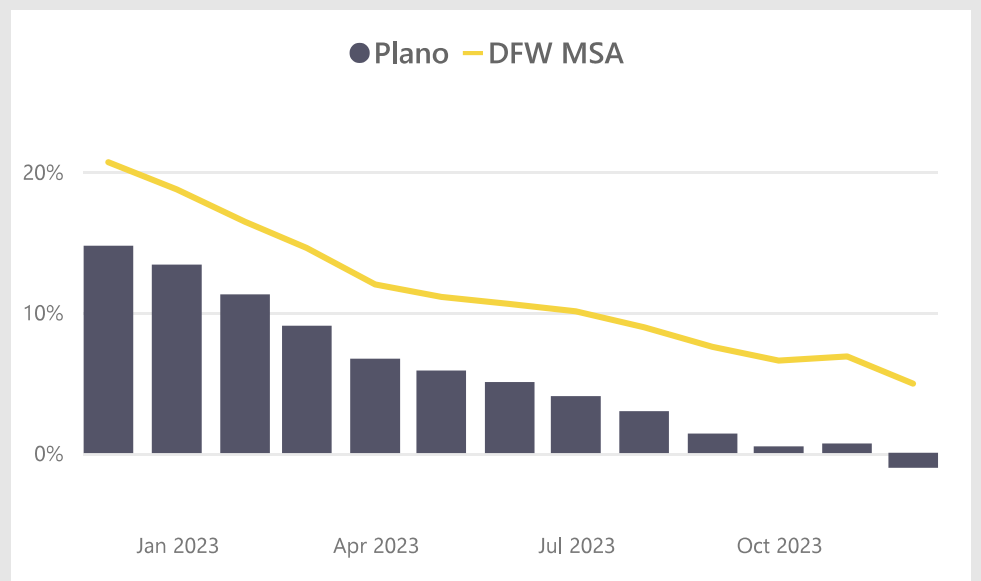
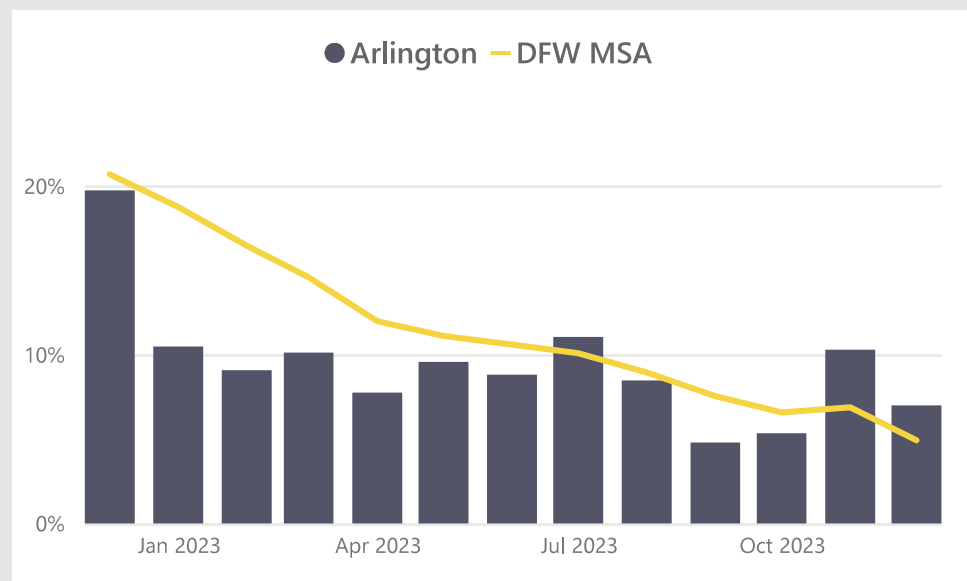
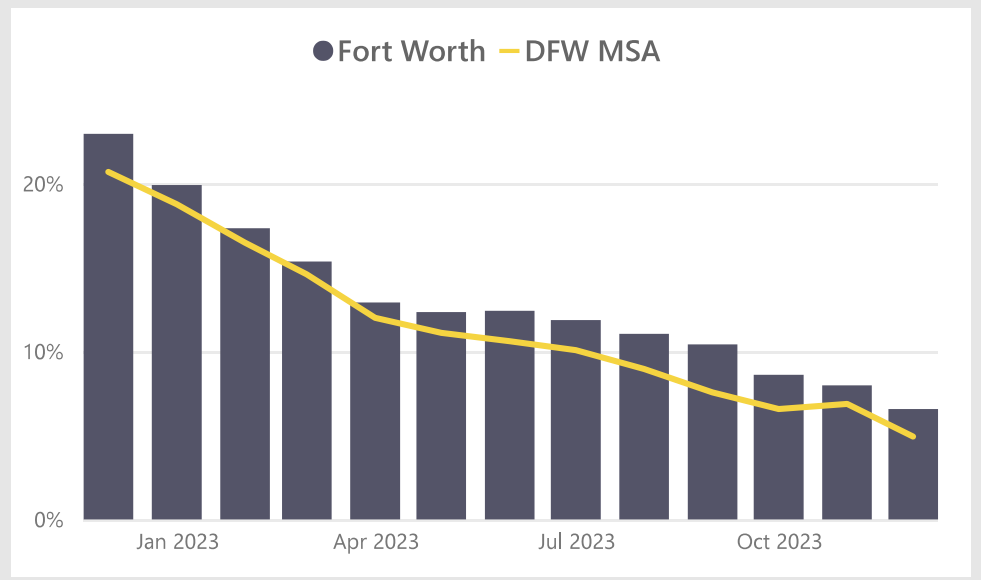
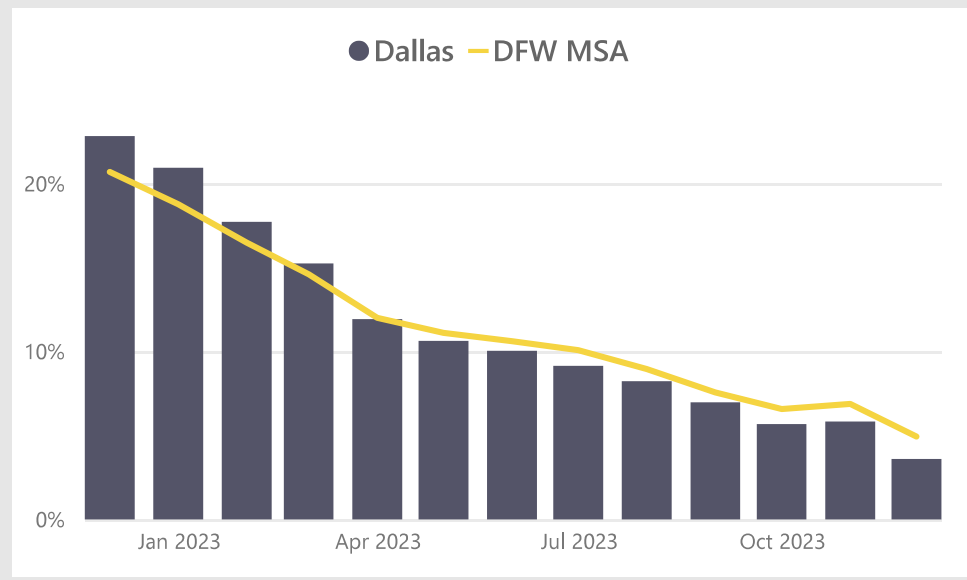
**\$178,743,635**  
PY-Trailing 12 Month

**Plano**

**\$172,300,279**  
CY-Trailing 12 Month

**-1.05%**  
CY-Trailing 12 Month YoY %

**\$174,122,777**  
PY-Trailing 12 Month





Subject MSA: **Dallas-Fort Worth** | 
 MSA - 1: **Houston-The Woodlands-Sugarland** | 
 MSA - 2: **Austin-Round Rock-San Marcos** | 
 MSA - 3: **San Antonio-New Braunfels** | 
 MSA - 4: **El Paso**

**Dallas-Fort Worth**

**\$3,227,757,400** **4.9%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$3,076,189,902**  
 PY-Trailing 12 Month

**Houston-The Woodlands-Sugarland**

**\$2,459,437,842** **4.4%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$2,356,122,549**  
 PY-Trailing 12 Month

**Austin-Round Rock-San Marcos**

**\$1,463,127,499** **4.46%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$1,400,623,014**  
 PY-Trailing 12 Month

**San Antonio-New Braunfels**

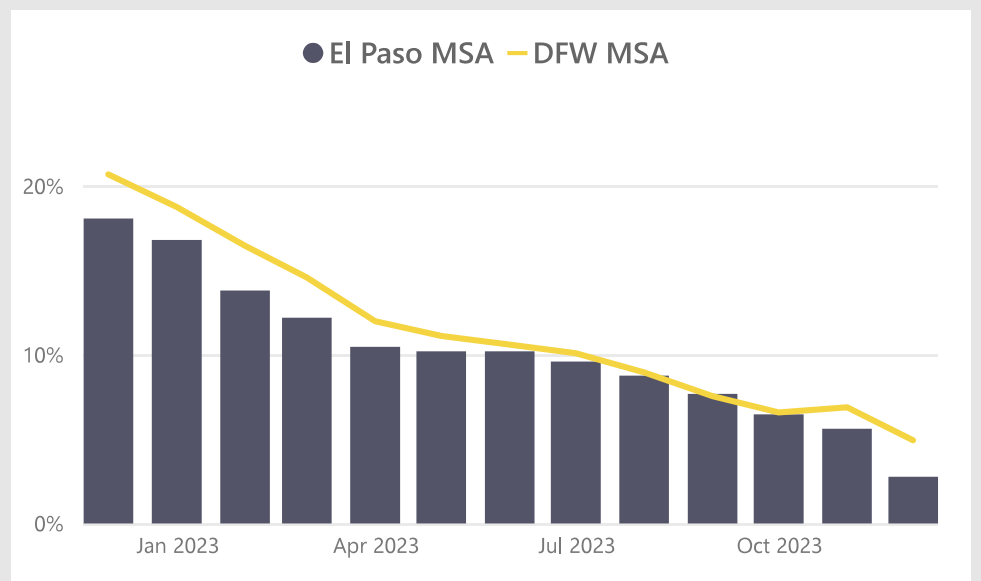
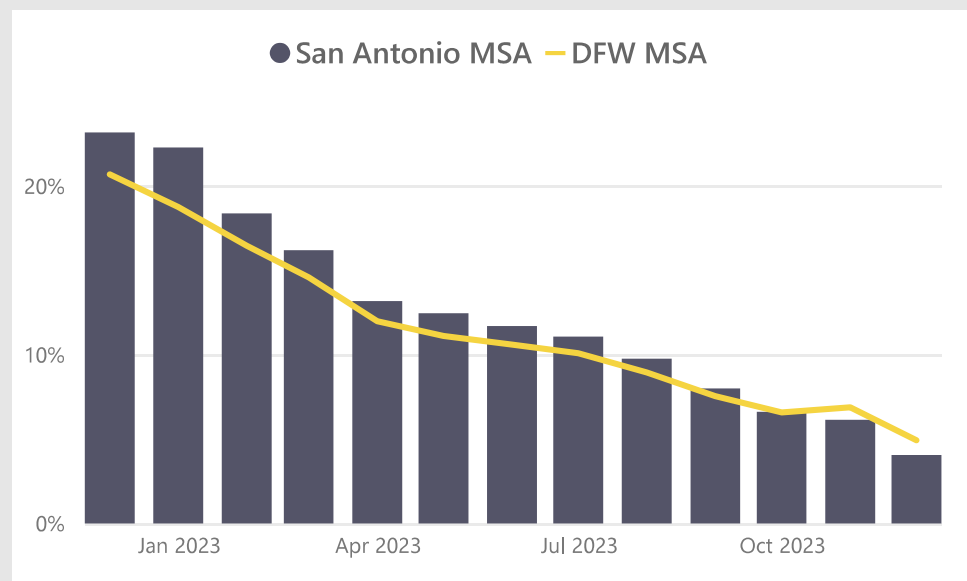
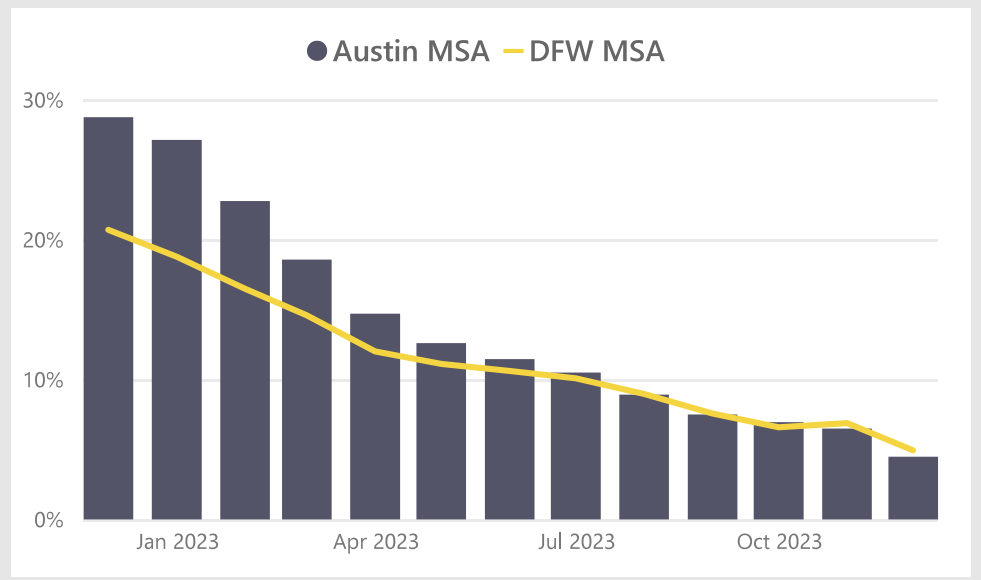
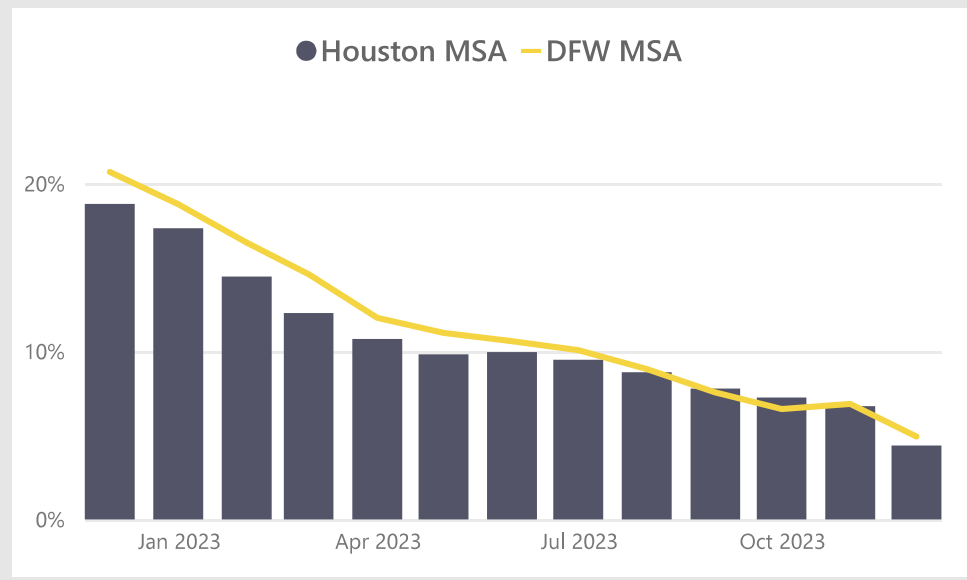
**\$975,053,931** **4.04%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$937,184,202**  
 PY-Trailing 12 Month

**El Paso**

**\$239,012,760** **2.76%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$232,590,537**  
 PY-Trailing 12 Month



MSA

Dallas-Fort Worth

MSA Snapshot

4.9%

City YoY %

\$3,227,757,400

CY-Trailing 12 Month

\$3,076,189,902

PY-Trailing 12 Month

State Snapshot

5%

State YoY %

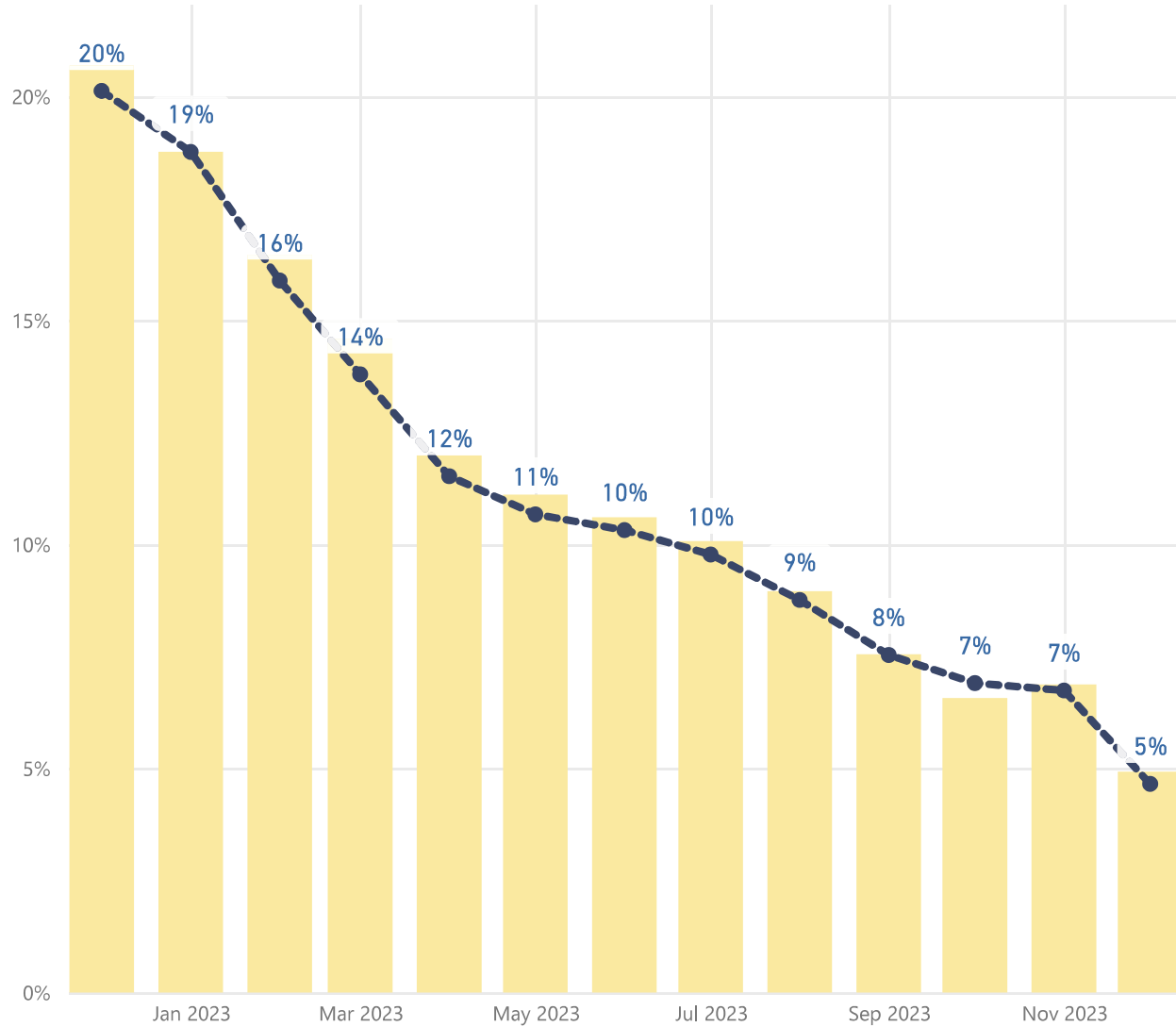
\$10,104,148,928

CY-Trailing 12 Month

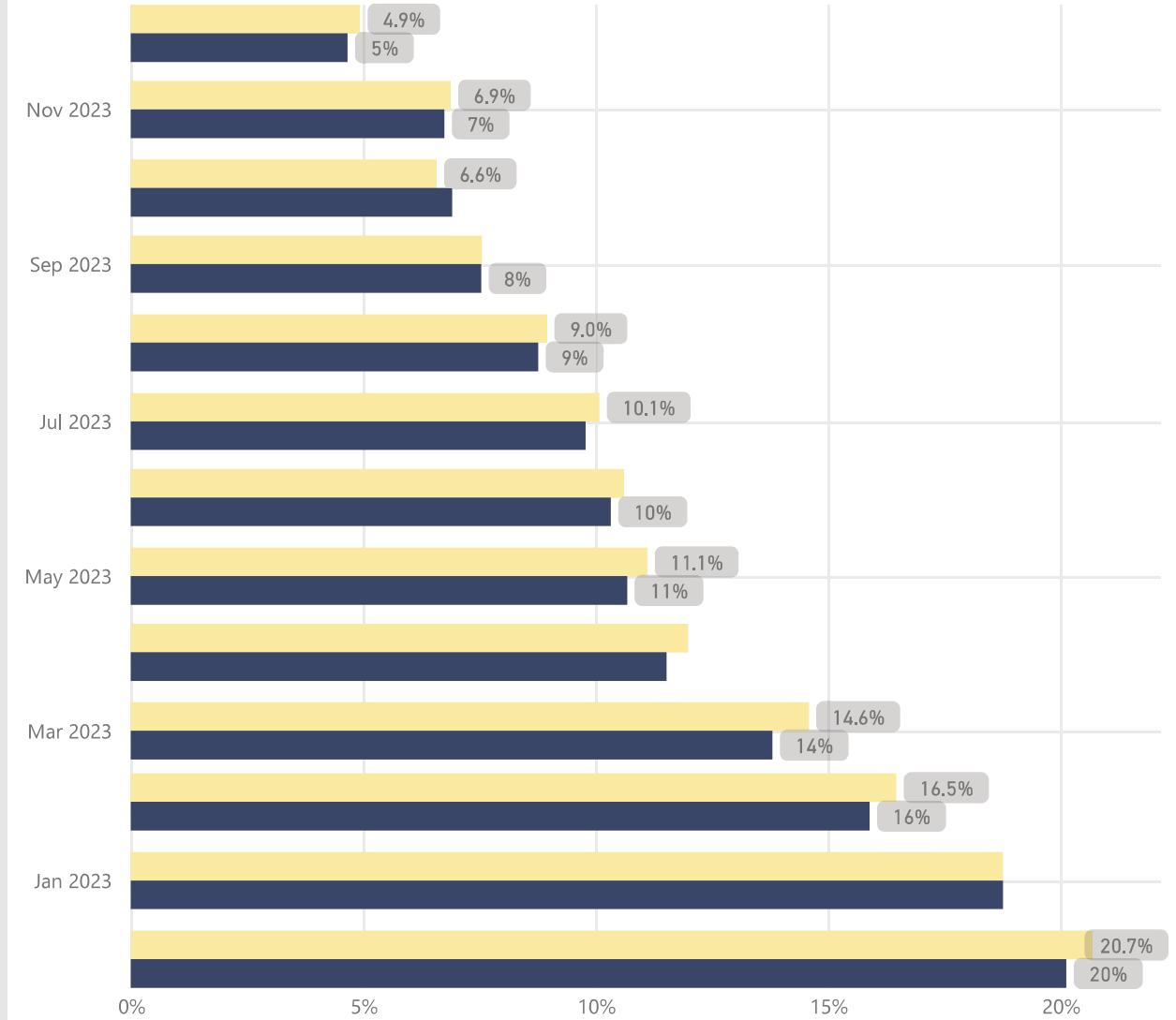
\$9,654,511,710

PY-Trailing 12 Month

● DFW MSA ● State



● DFW MSA ● State



# HOUSTON MSA

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TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

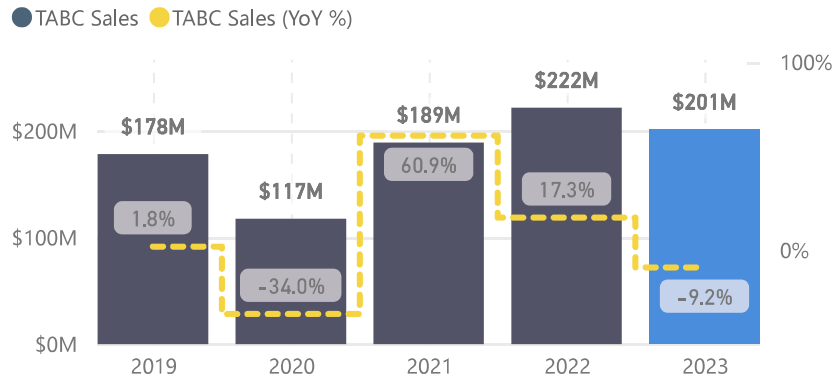
Comparison – Adjacent Cities

Comparison – Region + Top Cities

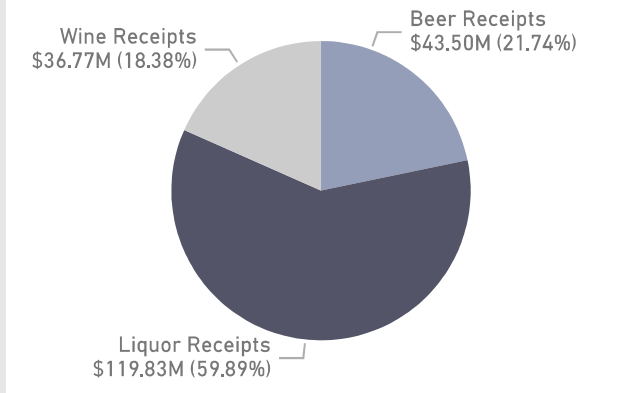
Comparison – State



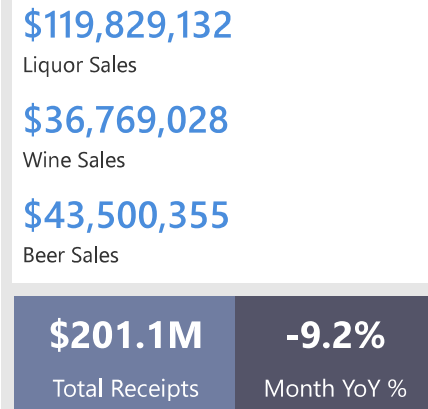
YoY Dec 2023 Comparison



Dec 2023 Category %



Dec 2023 Receipts



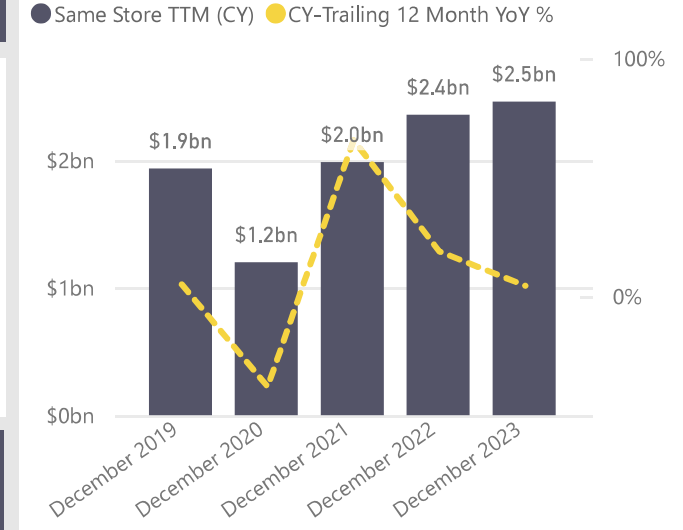
MSA

Houston-The Woodlands-Sugarland

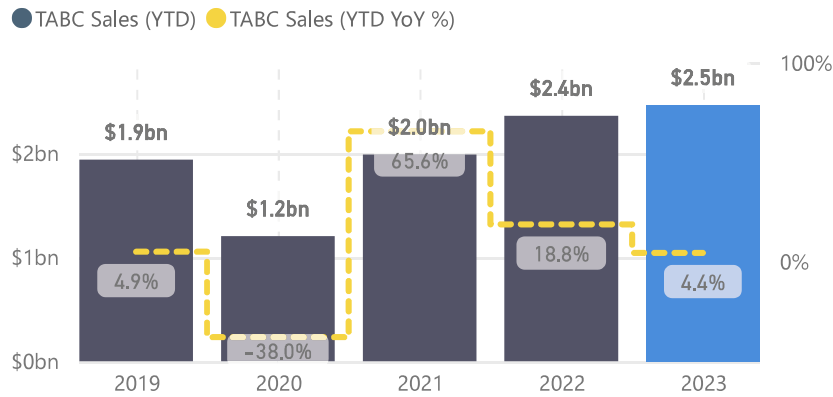
Houston-The Woodlands-Sugarland

2,746      \$895,644

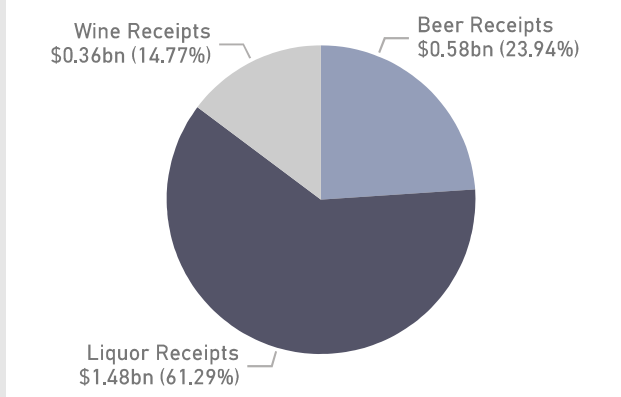
TTM YoY Comparison Dec 2023



YTD Dec 2023 Comparison



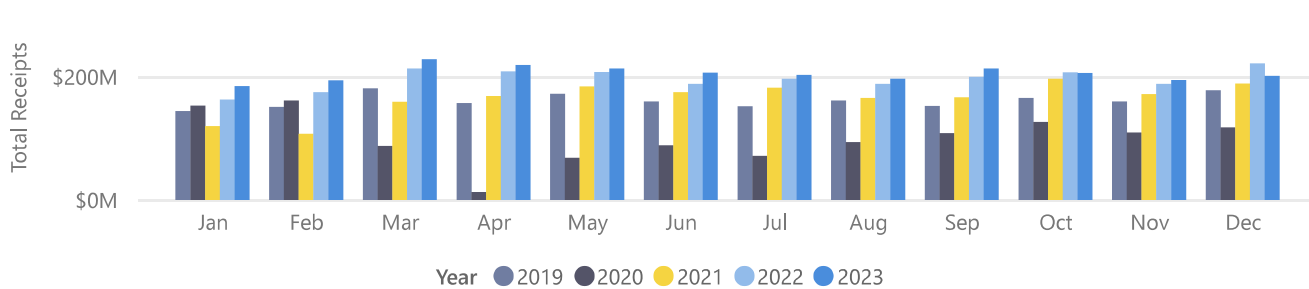
YTD Dec 2023 - Category %



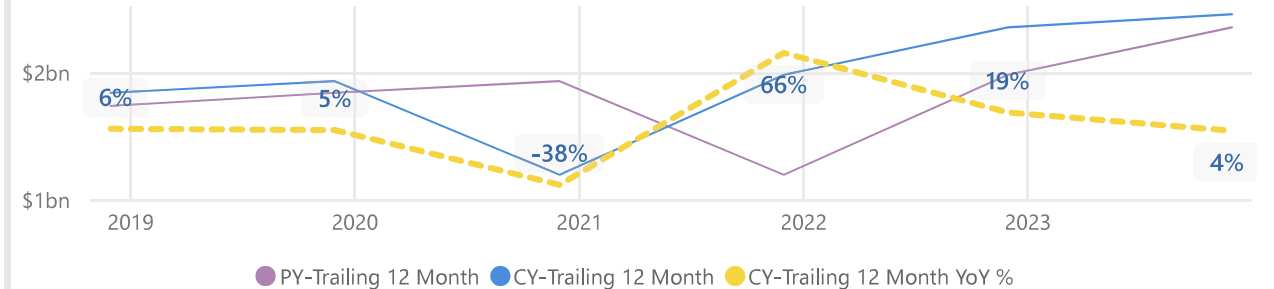
YTD Dec 2023 Receipts



YTD MoM + YoY Comparison Dec 2023



TTM YoY % Comparison Dec 2023



City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
<b>Houston</b>	<b>\$19,417,933</b>	<b>23.2%</b>	<b>\$158,192,821</b>	<b>13.9%</b>	<b>\$158,192,821</b>	<b>14%</b>
THE POST OAK/MASTRO'S/WILLIE G'S (HOUS...)	\$2,236,289	-0.7%	\$18,760,546	-3.0%	\$18,760,546	-3%
LEVY RESTAURANTS AT TOYOTA CENTER (HO...)	\$2,048,219	40.5%	\$16,335,039	15.4%	\$16,335,039	15%
ARAMARK SPORTS & ENTERTAINMENT SER O...	\$1,929,541	59.1%	\$15,593,012	37.8%	\$15,593,012	38%
MARRIOTT MARQUIS HOUSTON (HOUSTON ...)	\$921,992	-7.7%	\$11,965,059	15.9%	\$11,965,059	16%
HILTON AMERICAS - HOUSTON (HOUSTON - ...)	\$851,905	-20.8%	\$7,784,680	22.3%	\$7,784,680	22%
STEAK 48 (HOUSTON - 77027 - 1)	\$851,434	-7.1%	\$7,016,031	-3.6%	\$7,016,031	-4%
PAPPAS BROS STEAKHOUSE (HOUSTON - 770...)	\$742,751	11.1%	\$5,571,756	8.4%	\$5,571,756	8%
KIRBY ICE HOUSE (HOUSTON - 77055 - 1)	\$732,634	4.8%	\$7,553,615	-3.0%	\$7,553,615	-3%
HOTEL ZA ZA (HOUSTON - 77005 - 1)	\$697,022	-7.7%	\$4,600,768	1.7%	\$4,600,768	2%
CONEJO MALO (HOUSTON - 77002 - 2)	\$638,774		\$4,591,674		\$4,591,674	
CAMPUS BEVERAGE INC (HOUSTON - 77024 ...)	\$629,611	3.0%	\$4,886,862	19.0%	\$4,886,862	19%
THE ANNIE CAFE & BAR (HOUSTON - 77056 - ...)	\$629,432	-2.1%	\$4,737,775	10.7%	\$4,737,775	11%
MCINTYRE'S WEBSTER (HOUSTON - 77058 - 1)	\$576,739		\$576,739		\$576,739	
MCINTYRE'S (HOUSTON - 77008 - 1)	\$551,977	15.1%	\$6,166,002	-22.1%	\$6,166,002	-22%
B & B BUTCHERS (HOUSTON - 77007 - 1)	\$548,264	-1.7%	\$4,429,765	1.5%	\$4,429,765	1%
BEST REGARDS (HOUSTON - 77008 - 1)	\$546,182		\$1,936,564		\$1,936,564	
KIRBY ICE HOUSE (HOUSTON - 77098 - 1)	\$511,446	-1.9%	\$6,292,976	-4.6%	\$6,292,976	-5%
VIC & ANTHONY'S STEAKHOUSE (HOUSTON ...)	\$498,262	3.2%	\$4,327,000	-6.5%	\$4,327,000	-7%
TASTE OF TEXAS (HOUSTON - 77024 - 2)	\$491,581	2.2%	\$3,788,339	8.4%	\$3,788,339	8%
CARRABBA'S (HOUSTON - 77098 - 1)	\$469,236	-3.5%	\$3,701,279	-3.7%	\$3,701,279	-4%
ESCAPADE 2001 HOUSTON (HOUSTON - 770...)	\$468,037	9.5%	\$6,022,903	6.3%	\$6,022,903	6%
BRASSERIE 19 (HOUSTON - 77019 - 1)	\$464,174	-3.7%	\$4,305,812	3.2%	\$4,305,812	3%
HOUSTON COUNTRY CLUB (HOUSTON - 770...)	\$462,010	38.4%	\$3,387,943	38.3%	\$3,387,943	38%
AFE BEVERAGE (HOUSTON - 77024 - 4)	\$460,734	113.5%	\$1,400,063	24.3%	\$1,400,063	24%
TI AMO (HOUSTON - 77027 - 1)	\$459,687		\$2,460,619		\$2,460,619	
<b>Webster</b>	<b>\$1,241,167</b>		<b>\$2,090,908</b>		<b>\$2,090,908</b>	
LITTLE WOODROW'S (WEBSTER - 77598 - 1)	\$1,241,167		\$2,090,908		\$2,090,908	
<b>The Woodlands</b>	<b>\$1,231,245</b>	<b>63.5%</b>	<b>\$12,209,616</b>	<b>318.4%</b>	<b>\$12,209,616</b>	
KIRBY ICE HOUSE WOODLANDS (THE WOOD...)	\$755,482	0.3%	\$7,921,168	171.5%	\$7,921,168	
SIXTY VINES (THE WOODLANDS - 77380 - 1)	\$475,763		\$4,288,448		\$4,288,448	
<b>Conroe</b>	<b>\$1,031,096</b>	<b>17,116.5%</b>	<b>\$3,557,117</b>	<b>27.8%</b>	<b>\$3,557,117</b>	<b>28%</b>
SPECTRUM CATERING (CONROE - 77385 - 45)	\$1,031,096	17,116.5%	\$3,557,117	27.8%	\$3,557,117	28%
<b>Sugar Land</b>	<b>\$529,122</b>	<b>308.3%</b>	<b>\$5,074,674</b>	<b>32.3%</b>	<b>\$5,074,674</b>	<b>32%</b>
SMART FINANCIAL CENTRE AT SUGAR LAND ...	\$529,122	308.3%	\$5,074,674	32.3%	\$5,074,674	32%
<b>Total</b>	<b>\$23,450,563</b>	<b>40.9%</b>	<b>\$181,125,136</b>	<b>22.0%</b>	<b>\$181,125,136</b>	<b>22%</b>

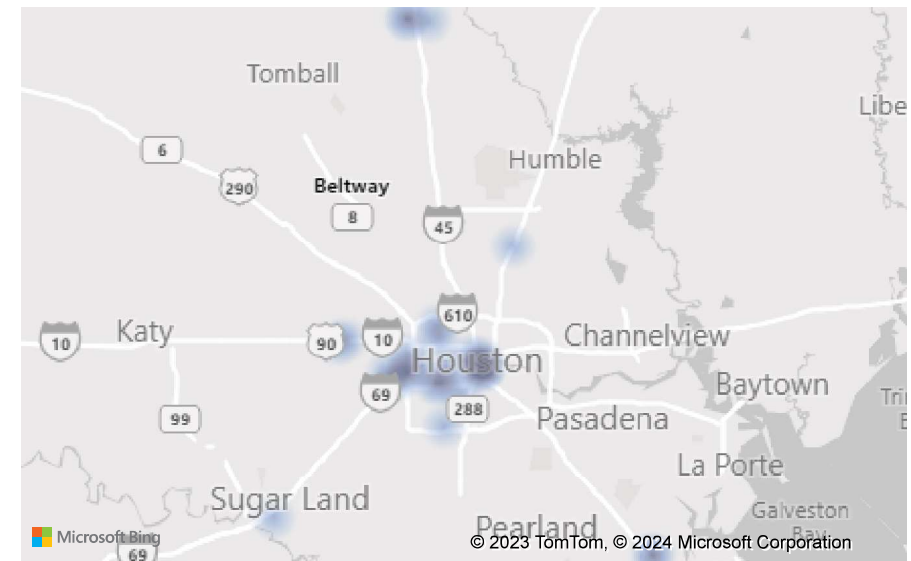
MSA

Houston-The Woodlands-Sugarland

Location Map



Heat Map



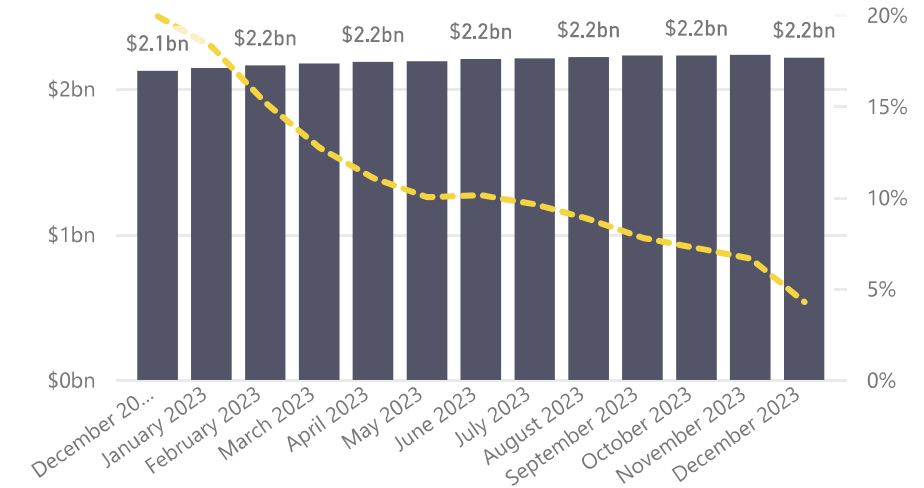
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Houston-The Woo...</b>	<b>\$182,293,817</b>	<b>-9.2%</b>	<b>\$2,211,591,435</b>	<b>204.0%</b>	<b>\$2,211,591,435</b>	<b>\$2,121,201,417</b>	<b>4%</b>
Houston	\$128,334,342	-11.6%	\$1,571,101,506	281.7%	\$1,571,101,506	\$1,517,758,916	4%
The Woodlands	\$7,902,057	0.1%	\$81,743,386	27.0%	\$81,743,386	\$71,336,612	15%
Katy	\$7,353,540	-6.7%	\$89,687,341	265.2%	\$89,687,341	\$84,668,776	6%
Spring	\$5,669,515	-13.7%	\$73,849,699	22.2%	\$73,849,699	\$73,713,572	0%
Galveston	\$5,299,925	-7.7%	\$78,752,900	132.8%	\$78,752,900	\$73,046,143	8%
Webster	\$4,576,758	27.9%	\$39,565,591	-0.2%	\$39,565,591	\$37,260,518	6%
Sugar Land	\$4,146,854	4.1%	\$45,808,951	21.4%	\$45,808,951	\$43,259,852	6%
Humble	\$3,519,091	-9.6%	\$45,177,388	14.0%	\$45,177,388	\$44,414,007	2%
Conroe	\$3,310,060	34.6%	\$31,566,680	23.0%	\$31,566,680	\$28,738,838	10%
Tomball	\$2,617,832	-4.7%	\$30,151,781	37.9%	\$30,151,781	\$29,806,574	1%
Friendswood	\$2,342,773	-18.3%	\$26,291,284	37.0%	\$26,291,284	\$26,483,609	-1%
Pearland	\$2,220,267	-11.2%	\$28,556,128	88.1%	\$28,556,128	\$27,937,509	2%
Richmond	\$1,740,767	-10.5%	\$22,601,171	74.0%	\$22,601,171	\$18,762,827	20%
Pasadena	\$1,723,410	-6.2%	\$22,446,313	19.7%	\$22,446,313	\$20,646,209	9%
Montgomery	\$1,536,626	-12.7%	\$24,291,316	0.4%	\$24,291,316	\$23,367,455	4%
<b>Total</b>	<b>\$182,293,817</b>	<b>-9.2%</b>	<b>\$2,211,591,435</b>	<b>204.0%</b>	<b>\$2,211,591,435</b>	<b>\$2,121,201,417</b>	<b>4%</b>

MSA

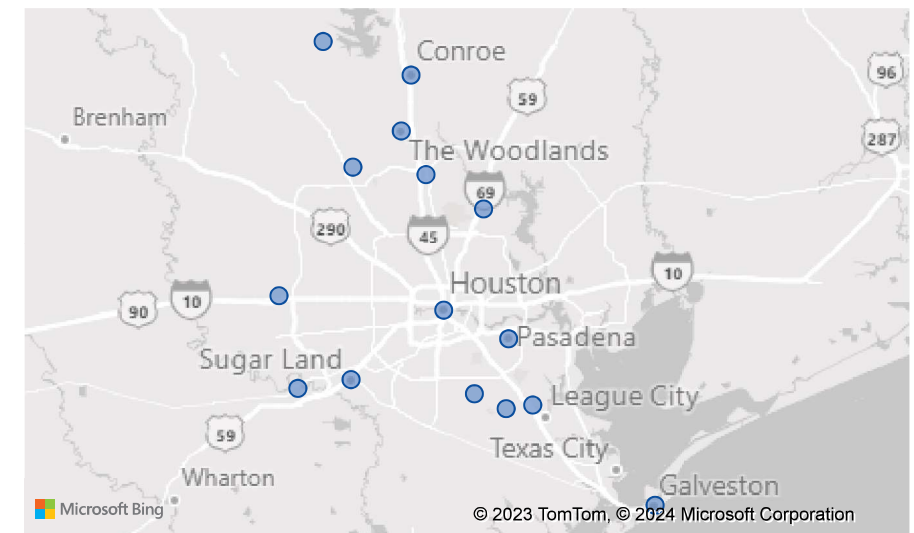
Houston-The Woodlands-Sugarland

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



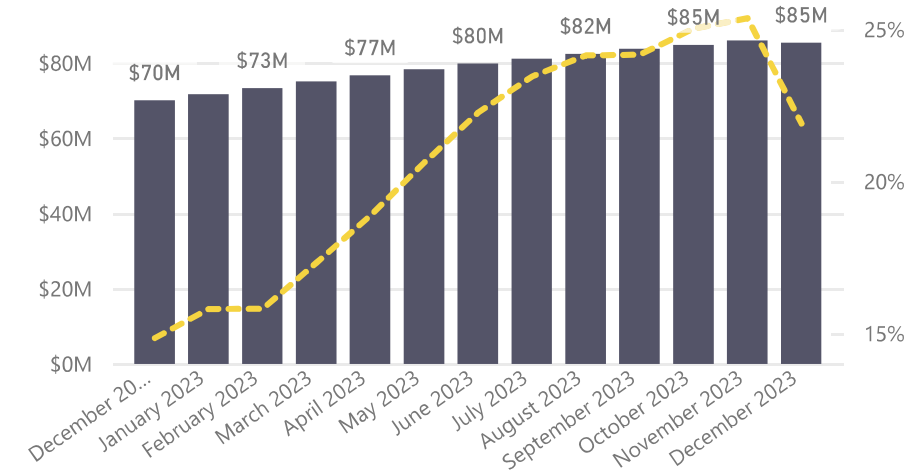
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Houston-The Woo...</b>	<b>\$6,331,802</b>	<b>-8.7%</b>	<b>\$85,313,342</b>	<b>85.6%</b>	<b>\$85,313,342</b>	<b>\$69,989,391</b>	<b>22%</b>
Channelview	\$70,183	18.4%	\$1,317,037	573.5%	\$1,317,037	\$741,193	78%
Brazoria	\$21,092	-65.5%	\$696,906		\$696,906	\$417,266	67%
West University ...	\$166,126	60.7%	\$1,212,613	0.8%	\$1,212,613	\$860,009	41%
Deer Park	\$54,962	-31.1%	\$1,671,515	15.8%	\$1,671,515	\$1,195,705	40%
Liberty	\$147,366	-17.6%	\$2,212,741	56.2%	\$2,212,741	\$1,715,061	29%
Sealy	\$135,907	10.0%	\$1,507,526	49.6%	\$1,507,526	\$1,169,171	29%
Wallis	\$16,915	98.9%	\$124,898	14.8%	\$124,898	\$99,282	26%
Hempstead	\$96,635	-16.3%	\$1,690,074	49.0%	\$1,690,074	\$1,353,608	25%
Stafford	\$1,603,472	-1.7%	\$20,345,682	20.7%	\$20,345,682	\$16,800,125	21%
Alvin	\$352,673	-1.6%	\$4,635,761	10.7%	\$4,635,761	\$3,828,140	21%
Bellaire	\$260,660	-15.3%	\$3,550,178	17.6%	\$3,550,178	\$2,940,606	21%
Richmond	\$1,740,767	-10.5%	\$22,601,171	74.0%	\$22,601,171	\$18,762,827	20%
Atascocita	\$43,937	-47.4%	\$1,240,197	267.9%	\$1,240,197	\$1,039,837	19%
Missouri City	\$509,019	-13.0%	\$7,296,738	74.1%	\$7,296,738	\$6,175,794	18%
Magnolia	\$1,112,088	-14.1%	\$15,210,305	121.7%	\$15,210,305	\$12,890,767	18%
<b>Total</b>	<b>\$6,331,802</b>	<b>-8.7%</b>	<b>\$85,313,342</b>	<b>85.6%</b>	<b>\$85,313,342</b>	<b>\$69,989,391</b>	<b>22%</b>

MSA

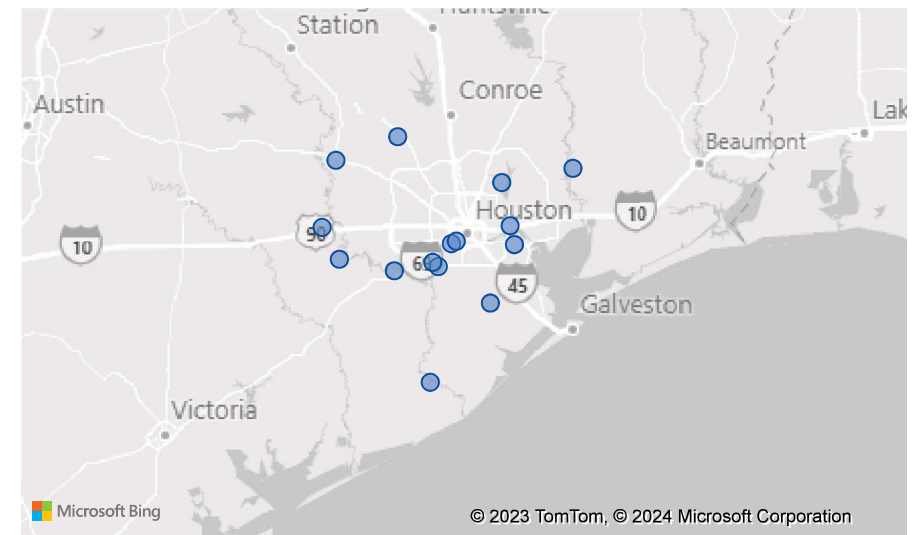
Houston-The Woodlands-Sugarland

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map





**Subject MSA** ▼  
 Houston-The Woodlands-Sugarland ▼

**City - 1** ▼  
 Houston-The Woodlands-Sugarland (Re... ▼

**City - 2** ▼  
 Houston-The Woodlands-Sugarland (Re... ▼

**City - 3** ▼  
 Houston-The Woodlands-Sugarland (Re... ▼

**City - 4** ▼  
 Houston-The Woodlands-Sugarland (Re... ▼

**Houston-The Woodlands-Sugarland**

**\$2,459,437,842**  
CY-Trailing 12 Month

**4.4%**  
CY-Trailing 12 Month YoY %

**\$2,356,122,549**  
PY-Trailing 12 Month

**Houston**

**\$1,571,101,506**  
CY-Trailing 12 Month

**3.5%**  
CY-Trailing 12 Month YoY %

**\$1,517,758,916**  
PY-Trailing 12 Month

**The Woodlands**

**\$81,743,386**  
CY-Trailing 12 Month

**14.59%**  
CY-Trailing 12 Month YoY %

**\$71,336,612**  
PY-Trailing 12 Month

**Sugar Land**

**\$45,808,951**  
CY-Trailing 12 Month

**5.89%**  
CY-Trailing 12 Month YoY %

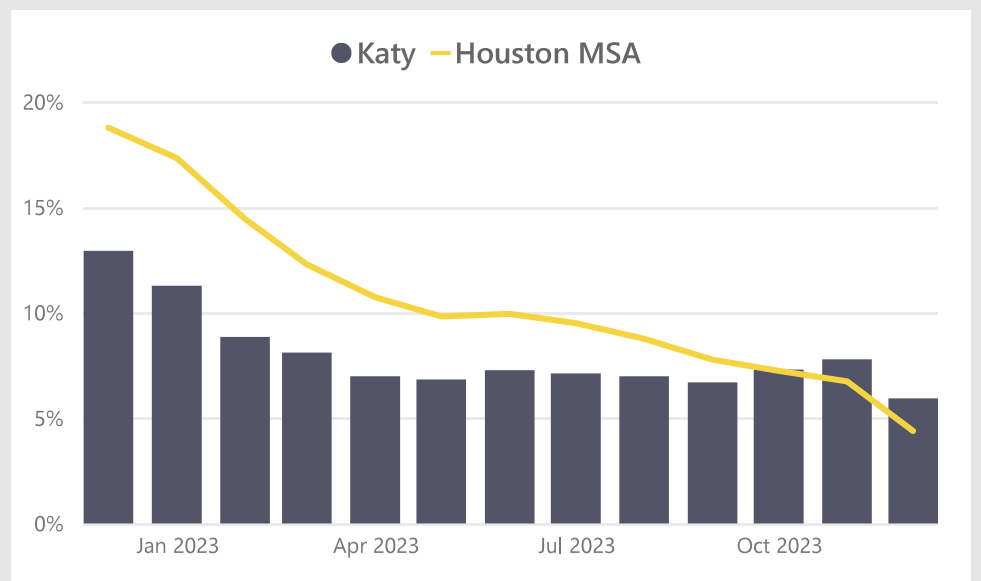
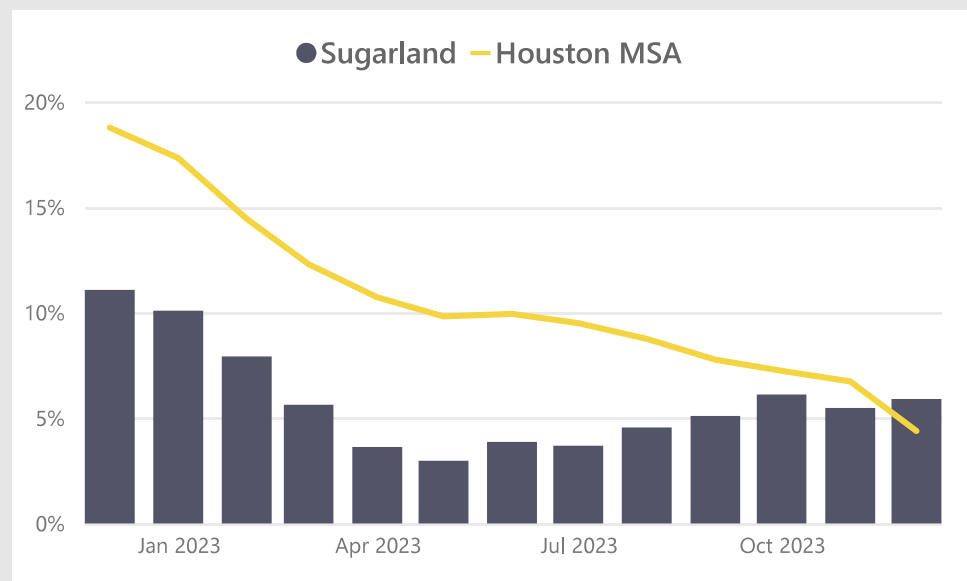
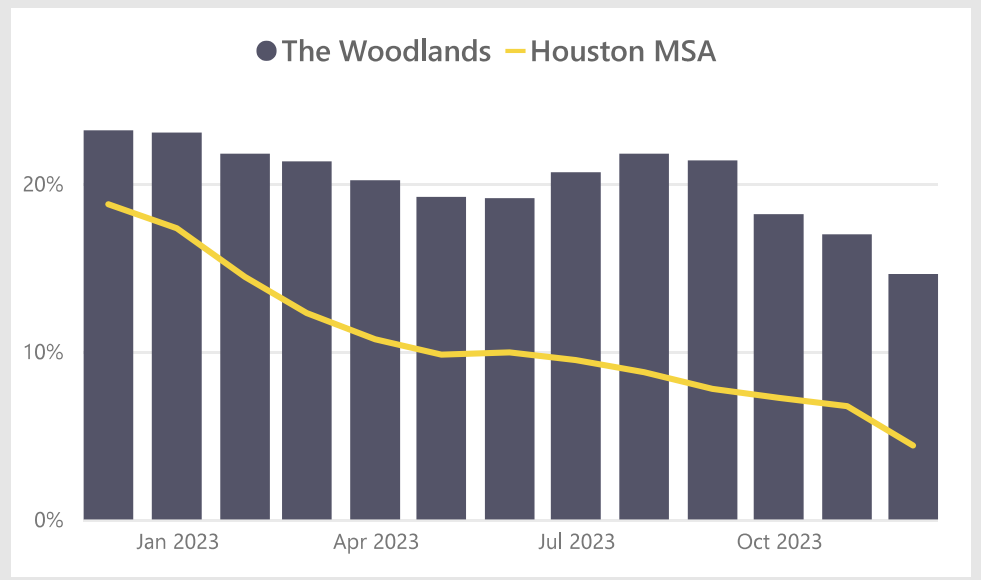
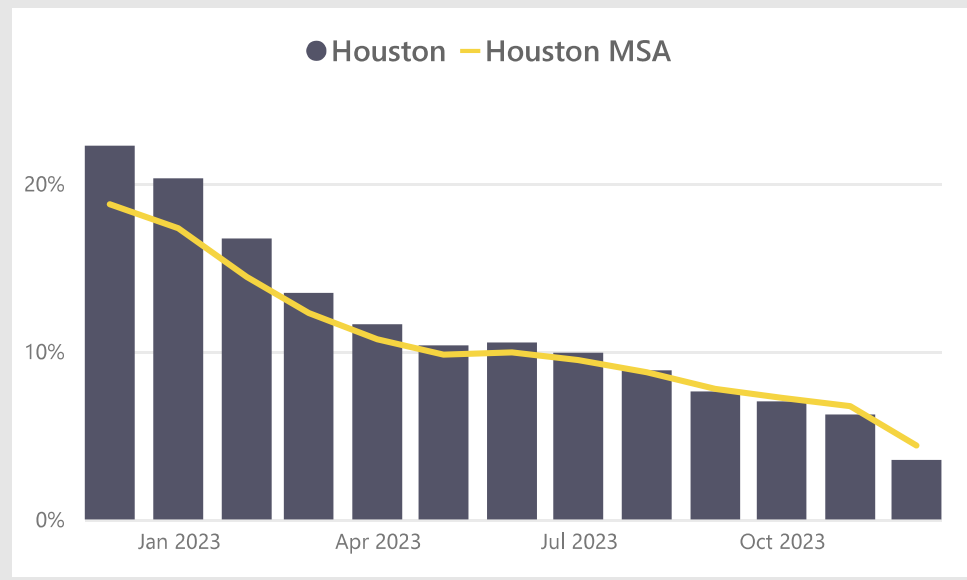
**\$43,259,852**  
PY-Trailing 12 Month

**Katy**

**\$89,687,341**  
CY-Trailing 12 Month

**5.93%**  
CY-Trailing 12 Month YoY %

**\$84,668,776**  
PY-Trailing 12 Month





Subject MSA ▼ **Houston-The Woodlands-Sugarland** ▼
 MSA - 1 ▼ **Dallas-Fort Worth** ▼
 MSA - 2 ▼ **Austin-Round Rock-San Marcos** ▼
 MSA - 3 ▼ **San Antonio-New Braunfels** ▼
 MSA - 4 ▼ **El Paso** ▼

**Houston-The Woodlands-Sugarland**

**\$2,459,437,842** **4.4%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$2,356,122,549**  
 PY-Trailing 12 Month

**Dallas-Fort Worth**

**\$3,227,757,400** **4.9%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$3,076,189,902**  
 PY-Trailing 12 Month

**Austin-Round Rock-San Marcos**

**\$1,463,127,499** **4.46%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$1,400,623,014**  
 PY-Trailing 12 Month

**San Antonio-New Braunfels**

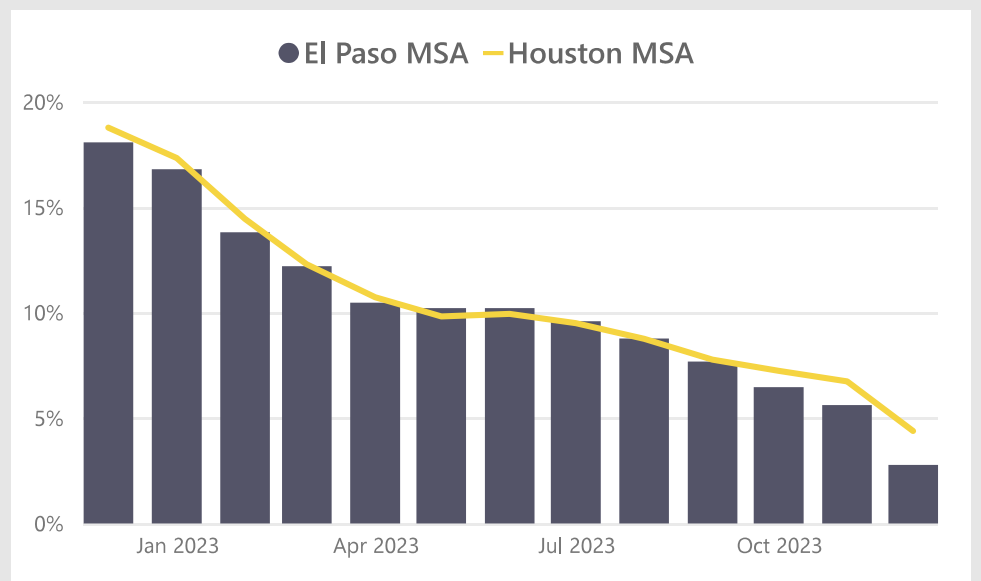
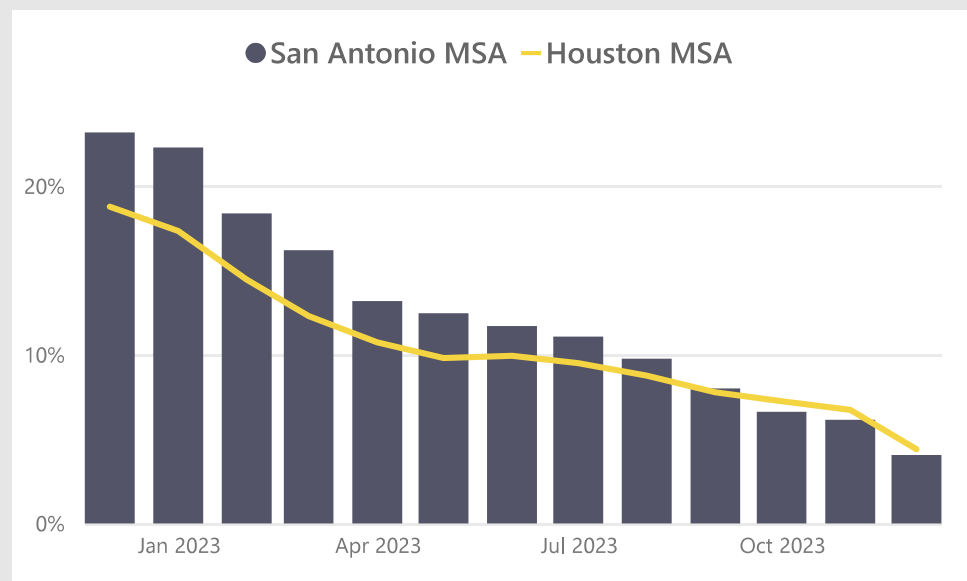
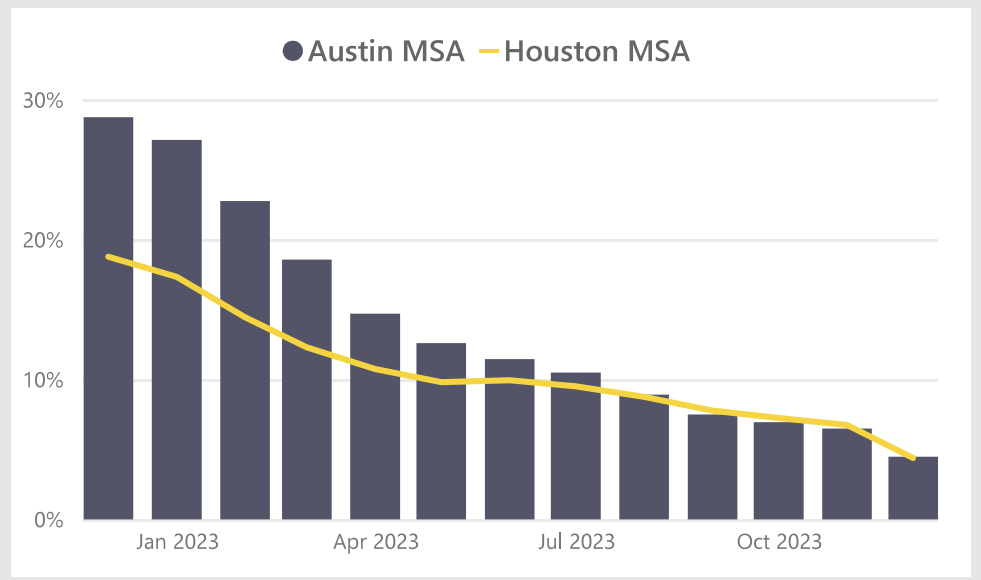
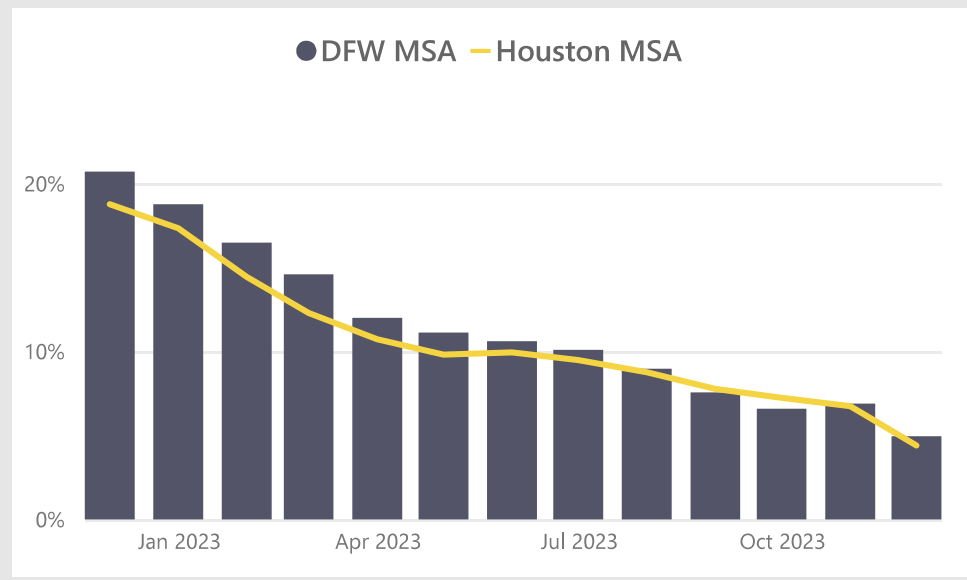
**\$975,053,931** **4.04%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$937,184,202**  
 PY-Trailing 12 Month

**El Paso**

**\$239,012,760** **2.76%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$232,590,537**  
 PY-Trailing 12 Month



MSA

Houston-The Woodlands-Sugarland

MSA Snapshot

4.4%

City YoY %

\$2,459,437,842

CY-Trailing 12 Month

\$2,356,122,549

PY-Trailing 12 Month

State Snapshot

5%

State YoY %

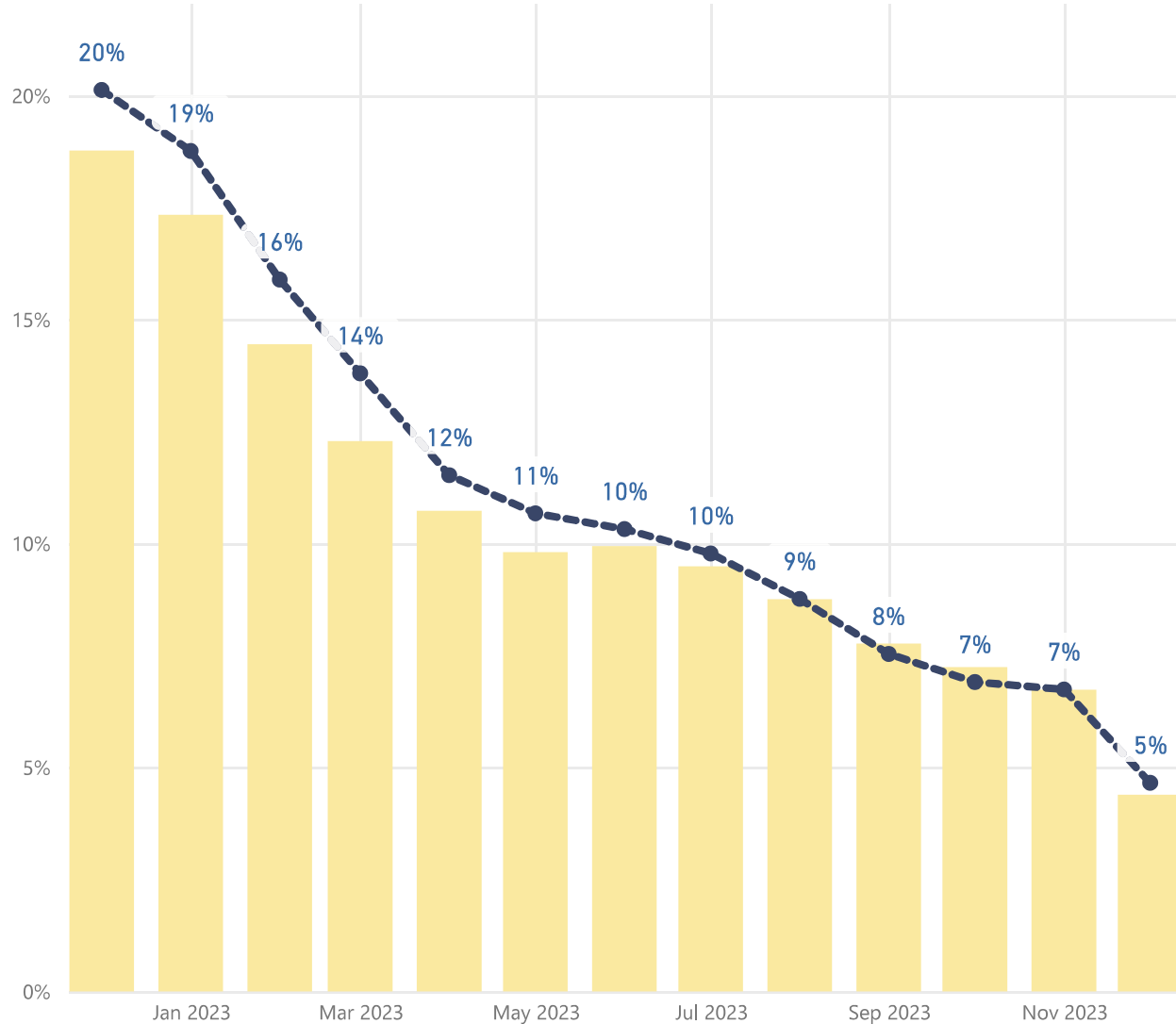
\$10,104,148,928

CY-Trailing 12 Month

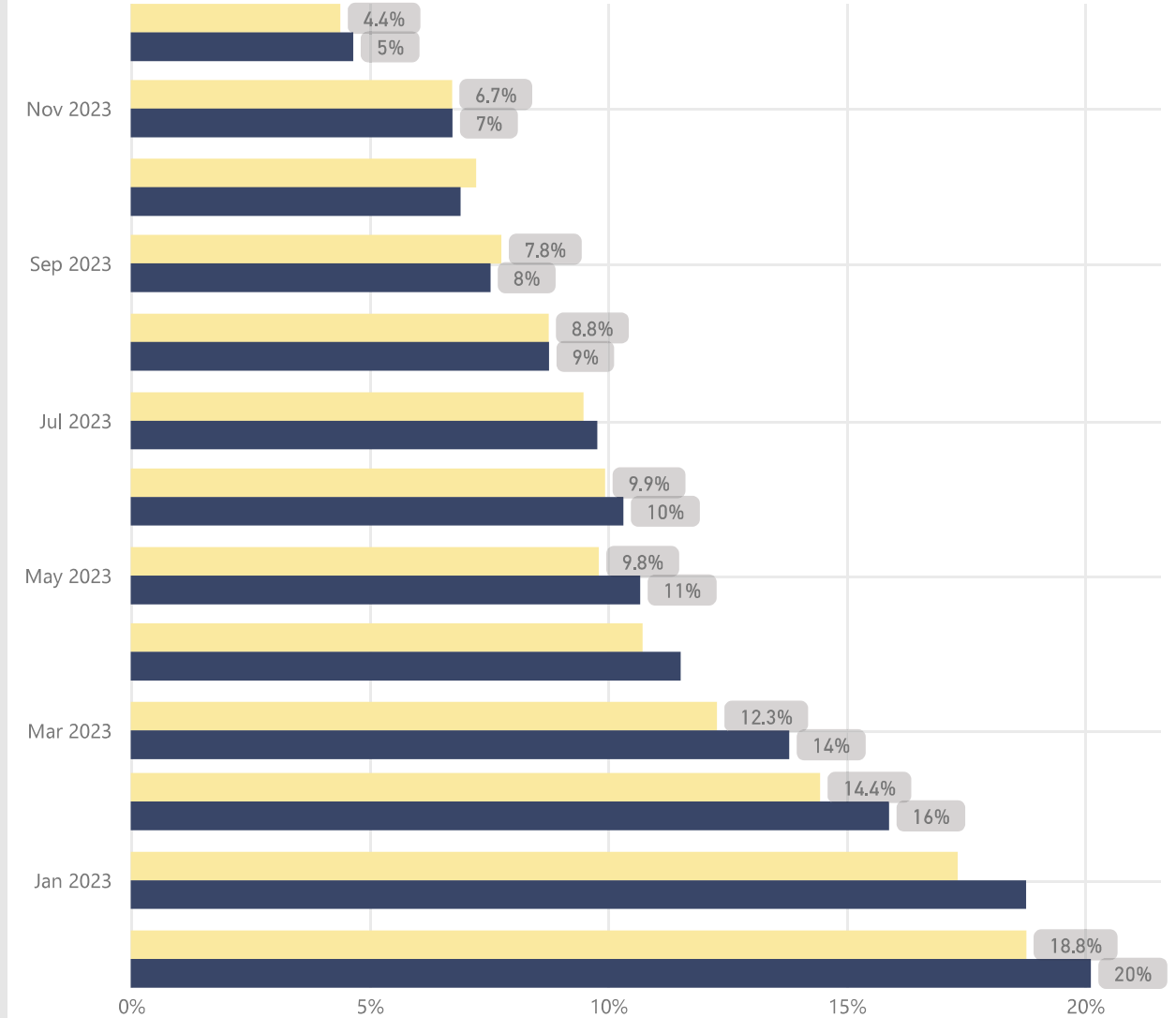
\$9,654,511,710

PY-Trailing 12 Month

● Houston MSA ● State



● Houston MSA ● State



# SAN ANTONIO MSA

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TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

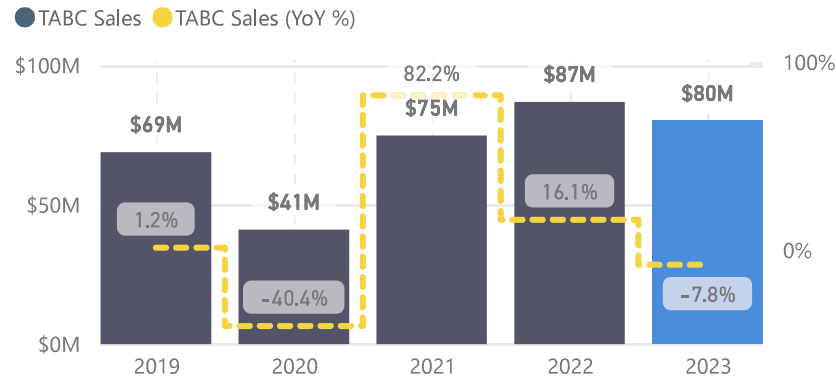
Comparison – Adjacent Cities

Comparison – Region + Top Cities

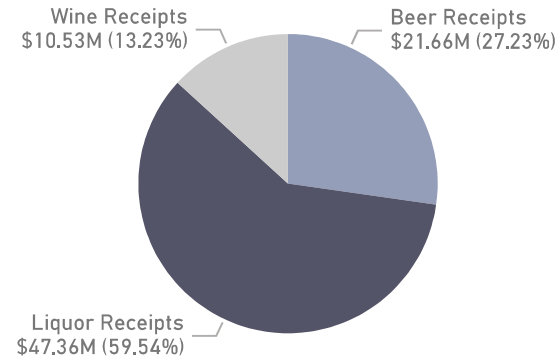
Comparison – State



YoY Dec 2023 Comparison



Dec 2023 Category %



Dec 2023 Receipts

**\$47,357,581**  
Liquor Sales

**\$10,525,635**  
Wine Sales

**\$21,659,025**  
Beer Sales

**\$80.0M** Total Receipts

**-7.8%** Month YoY %

MSA

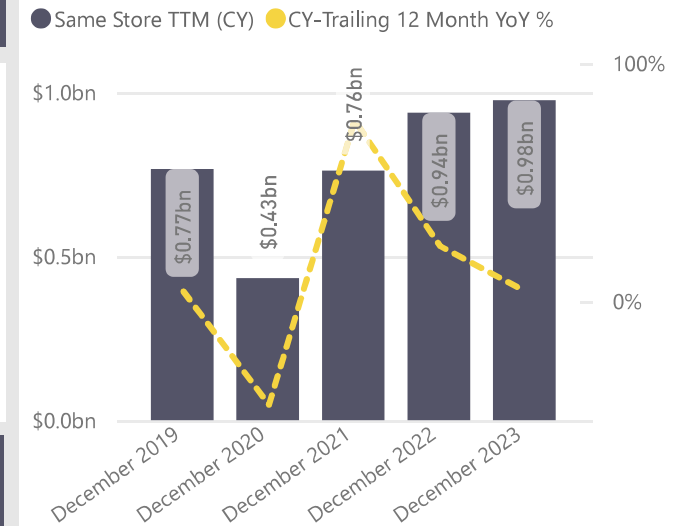
**San Antonio-New Braunfels**

San Antonio-New Braunfels

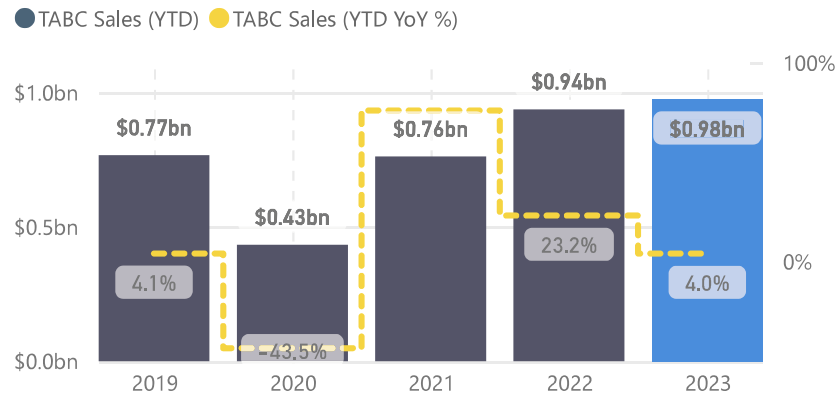
**1,118** Locations Reporting > \$0

**\$872,141** TTM Per Location

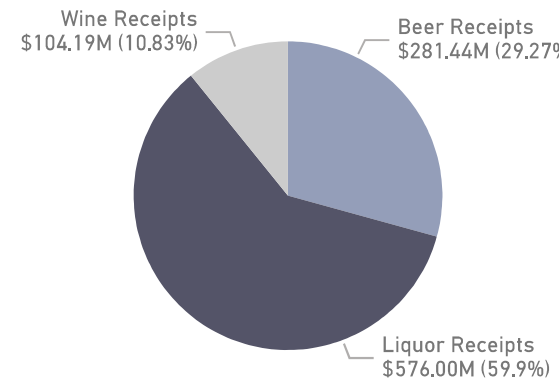
TTM YoY Comparison Dec 2023



YTD Dec 2023 Comparison



YTD Dec 2023 - Category %



YTD Dec 2023 Receipts

**\$575,998,698**  
Liquor Sales

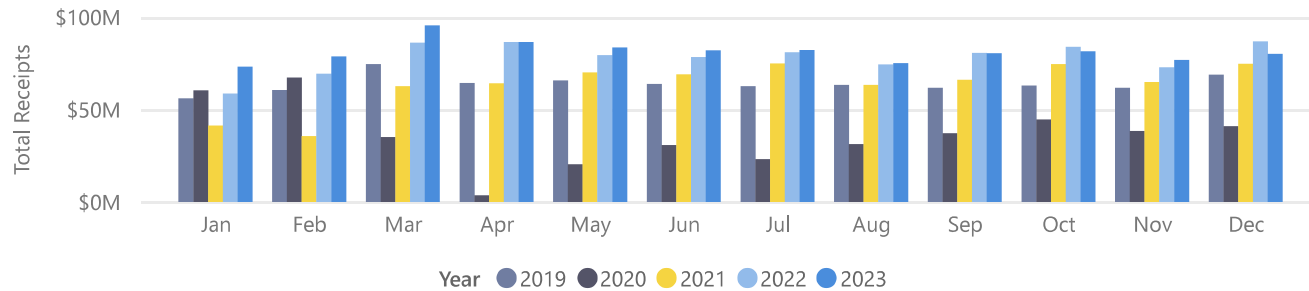
**\$104,189,872**  
Wine Sales

**\$281,435,474**  
Beer Sales

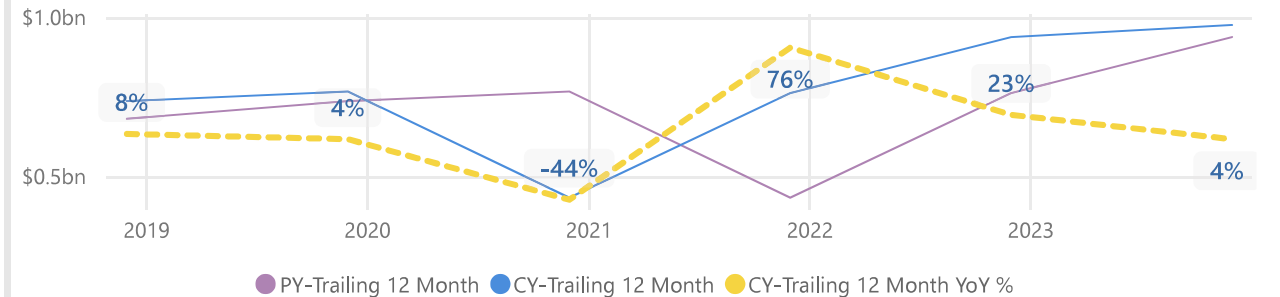
**\$975.1M** Total Receipts

**4.0%** YTD YoY %

YTD MoM + YoY Comparison Dec 2023



TTM YoY % Comparison Dec 2023

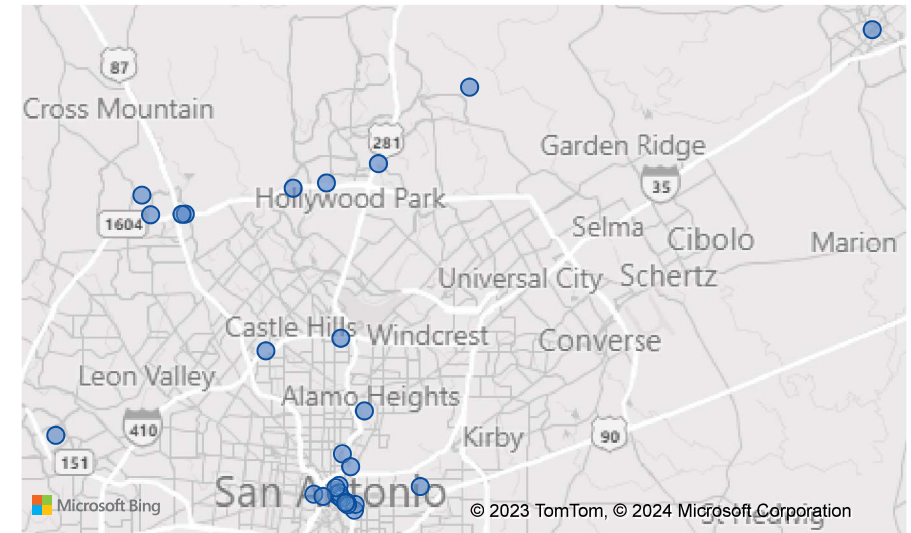


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
<b>San Antonio</b>	<b>\$13,634,434</b>	<b>27.5%</b>	<b>\$125,329,267</b>	<b>13.0%</b>	<b>\$125,329,267</b>	<b>13%</b>
HOSPITALITY INTERNATIONAL, INC. (SAN AN...	\$1,665,124	47.3%	\$20,879,584	8.0%	\$20,879,584	8%
ARAMARK SPORTS AND ENTERTAINMENT SE...	\$1,233,515		\$5,515,761		\$5,515,761	
HOTEL EMMA (SAN ANTONIO - 78215 - 1)	\$885,144	9.2%	\$6,731,193	-5.6%	\$6,731,193	-6%
LA CANTERA RESORT AND SPA (SAN ANTONI...	\$731,740	-8.5%	\$9,861,295	-11.1%	\$9,861,295	-11%
ALAMODOME (SAN ANTONIO - 78203 - 1)	\$575,137	-47.8%	\$6,378,466	6.8%	\$6,378,466	7%
GRAND RIVERWALK BEVERAGE LLC (SAN ANT...	\$552,310	8.1%	\$4,342,663	-8.8%	\$4,342,663	-9%
HRHC, LLC (SAN ANTONIO - 78251 - 1)	\$517,187	46.2%	\$5,236,053	4.0%	\$5,236,053	4%
CHAMA GAUCHA BRAZILIAN STEAKHOUSE (S...	\$487,984	10.2%	\$3,276,476	5.2%	\$3,276,476	5%
TOPGOLF USA SAN ANTONIO (SAN ANTONI...	\$419,142	7.6%	\$3,810,170	-4.1%	\$3,810,170	-4%
MCINTYRE'S CENTURY HEIGHTS (SAN ANTO...	\$386,670		\$2,373,538		\$2,373,538	
KUNG FU SALOON (SAN ANTONIO - 78249 - 1)	\$380,379	37.9%	\$3,513,485	26.3%	\$3,513,485	26%
MICHELINO'S LONE STAR CAFE CAFE OLE AG...	\$379,740	5.3%	\$3,807,836	-4.6%	\$3,807,836	-5%
HILTON PALACIO DEL RIO (SAN ANTONIO - 7...	\$375,012	6.7%	\$3,604,804	6.9%	\$3,604,804	7%
HOWEL AT THE MOON (SAN ANTONIO - 782...	\$374,775	13.5%	\$4,012,020	-6.6%	\$4,012,020	-7%
ROSARIO'S (SAN ANTONIO - 78205 - 4)	\$373,584	100,868.6%	\$3,604,281	974,030.0%	\$3,604,281	
BLU PRIME (SAN ANTONIO - 78248 - 1)	\$370,480		\$665,821		\$665,821	
MAJESTIC THEATRE (SAN ANTONIO - 78205 - ...)	\$364,487	98.3%	\$2,891,742	29.1%	\$2,891,742	29%
PERRY'S STEAKHOUSE & GRILLE (SAN ANTO...	\$356,494	7.2%	\$2,720,898	-3.7%	\$2,720,898	-4%
THE ANGRY ELEPHANT/ROO PUB (SAN ANTO...	\$346,956	20.1%	\$3,336,869	-0.8%	\$3,336,869	-1%
THOMPSON SAN ANTONIO BEVCO, LLC (SAN...	\$334,778	-21.0%	\$3,784,851	-20.2%	\$3,784,851	-20%
BRASS MONKEY (SAN ANTONIO - 78212 - 2)	\$330,432	52.1%	\$3,351,096	13.9%	\$3,351,096	14%
BE KIND & REWIND, LLC (SAN ANTONIO - 78...	\$323,938	-29.6%	\$3,338,853	217.6%	\$3,338,853	
1902 (SAN ANTONIO - 78205 - 1)	\$317,099	-21.8%	\$2,920,836	-14.6%	\$2,920,836	-15%
CHELSEAS CATERING AND BAR SERVICE (SAN...	\$312,542	68.5%	\$2,831,112	44.8%	\$2,831,112	45%
SUGARS (SAN ANTONIO - 78230 - 1)	\$312,201	-18.1%	\$3,596,824	-17.9%	\$3,596,824	-18%
ST. ANTHONY HOTEL (SAN ANTONIO - 78205...	\$310,287	-3.9%	\$3,051,883	-3.1%	\$3,051,883	-3%
MI TIERRA CAFE & BAKERY (SAN ANTONIO - ...)	\$309,550	-7.6%	\$3,295,575	-3.7%	\$3,295,575	-4%
CHART HOUSE/TOWER CAFE (SAN ANTONIO ...)	\$307,747	2.2%	\$2,595,282	0.7%	\$2,595,282	1%
<b>New Braunfels</b>	<b>\$400,377</b>	<b>12.6%</b>	<b>\$4,337,824</b>	<b>475.4%</b>	<b>\$4,337,824</b>	
THE POUR HAUS (NEW BRAUNFELS - 78130 - ...)	\$400,377	12.6%	\$4,337,824	475.4%	\$4,337,824	
<b>Alamo Heights</b>	<b>\$388,544</b>	<b>7.7%</b>	<b>\$2,129,695</b>	<b>-7.4%</b>	<b>\$2,129,695</b>	<b>-7%</b>
THE ARGYLE (ALAMO HEIGHTS - 78209 - 1)	\$388,544	7.7%	\$2,129,695	-7.4%	\$2,129,695	-7%
<b>Total</b>	<b>\$14,423,355</b>	<b>26.4%</b>	<b>\$131,796,786</b>	<b>15.6%</b>	<b>\$131,796,786</b>	<b>16%</b>

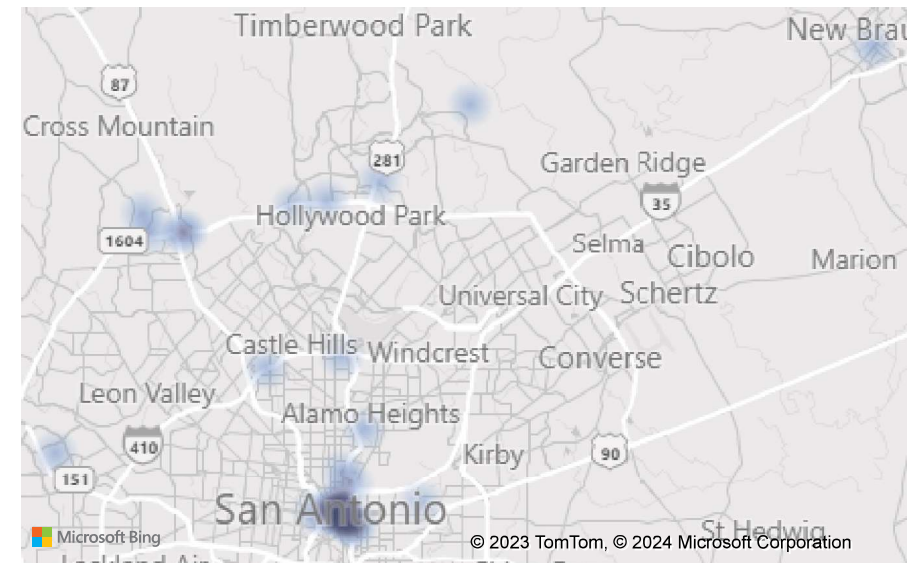
MSA

San Antonio-New Braunfels

Location Map



Heat Map



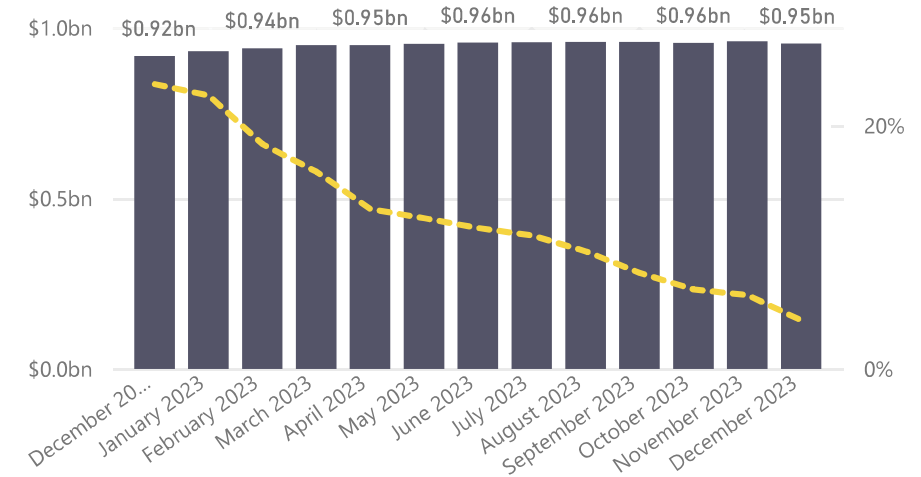
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<input type="checkbox"/> San Antonio-New ...	\$78,513,987	-7.7%	\$952,670,538	913.6%	\$952,670,538	\$916,326,859	4%
San Antonio	\$67,018,579	-8.4%	\$810,813,061	1,078.3%	\$810,813,061	\$782,471,656	4%
New Braunfels	\$4,955,812	-5.1%	\$63,679,929	137.3%	\$63,679,929	\$60,804,699	5%
Boerne	\$1,223,251	32.0%	\$12,059,511	31.3%	\$12,059,511	\$9,755,295	24%
Helotes	\$820,091	3.5%	\$8,640,003	14.7%	\$8,640,003	\$8,500,785	2%
Live Oak	\$662,595	-9.0%	\$7,924,537	1,897.7%	\$7,924,537	\$6,156,535	29%
Alamo Heights	\$557,057	-10.4%	\$4,410,869	-5.9%	\$4,410,869	\$4,979,625	-11%
Selma	\$538,644	-1.4%	\$6,424,999	31.1%	\$6,424,999	\$6,408,418	0%
Spring Branch	\$500,334	-9.9%	\$7,800,188	3.5%	\$7,800,188	\$6,985,071	12%
Seguin	\$475,830	-9.7%	\$6,602,102	4.8%	\$6,602,102	\$6,229,937	6%
Schertz	\$406,891	-23.3%	\$6,004,336	6.9%	\$6,004,336	\$6,549,333	-8%
Universal City	\$350,826	-15.1%	\$4,671,037	10.3%	\$4,671,037	\$4,651,213	0%
Shavano Park	\$269,418	-4.9%	\$2,320,592	-1.1%	\$2,320,592	\$2,392,070	-3%
Cibolo	\$259,761	-7.7%	\$3,969,854	1.5%	\$3,969,854	\$3,973,373	-0%
Canyon Lake	\$246,858	-1.9%	\$3,832,401	-9.9%	\$3,832,401	\$4,161,430	-8%
Bandera	\$228,040	4.1%	\$3,517,119	45.3%	\$3,517,119	\$2,307,419	52%
<b>Total</b>	<b>\$78,513,987</b>	<b>-7.7%</b>	<b>\$952,670,538</b>	<b>913.6%</b>	<b>\$952,670,538</b>	<b>\$916,326,859</b>	<b>4%</b>

MSA

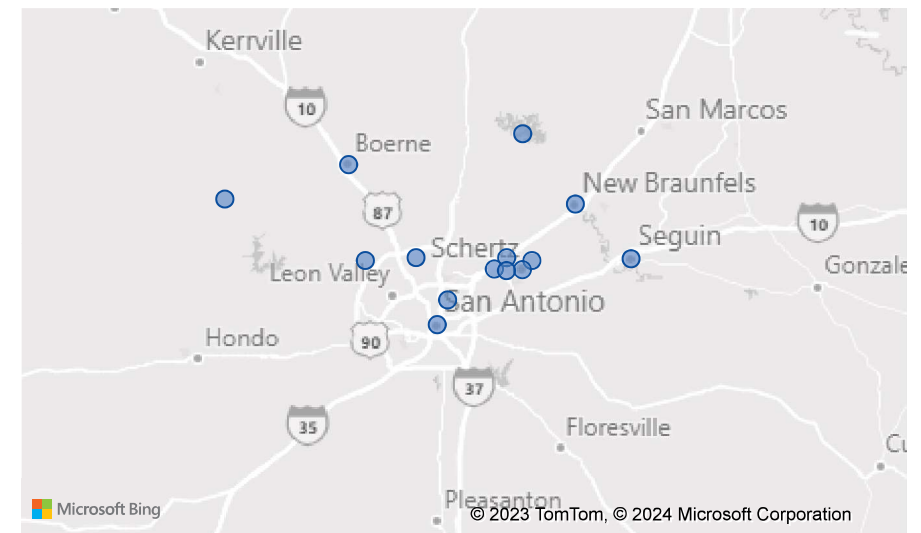
San Antonio-New Braunfels

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map





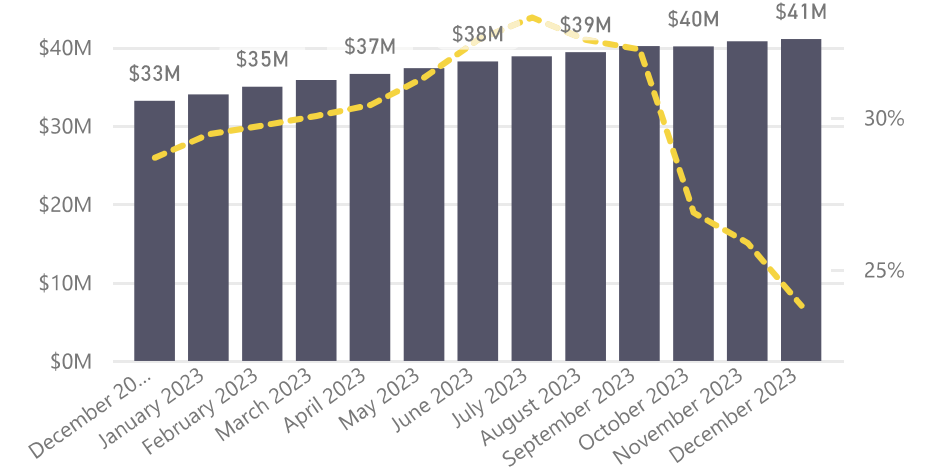
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>San Antonio-New ...</b>	<b>\$3,423,236</b>	<b>8.4%</b>	<b>\$41,019,237</b>	<b>423.8%</b>	<b>\$41,019,237</b>	<b>\$33,130,429</b>	<b>24%</b>
Comfort	\$64,866	23.5%	\$791,665	2,266.1%	\$791,665	\$465,692	70%
Lytle	\$57,768	27.2%	\$645,070	39.8%	\$645,070	\$390,800	65%
Bandera	\$228,040	4.1%	\$3,517,119	45.3%	\$3,517,119	\$2,307,419	52%
Hondo	\$62,919	121.9%	\$605,807	-27.6%	\$605,807	\$410,298	48%
Devine	\$41,281	-11.0%	\$515,515	35.1%	\$515,515	\$374,199	38%
Live Oak	\$662,595	-9.0%	\$7,924,537	1,897.7%	\$7,924,537	\$6,156,535	29%
Balcones Heights	\$22,720	28.0%	\$256,084	24.7%	\$256,084	\$205,329	25%
Castle Hills	\$172,184	3.2%	\$1,884,443	13.3%	\$1,884,443	\$1,512,299	25%
Boerne	\$1,223,251	32.0%	\$12,059,511	31.3%	\$12,059,511	\$9,755,295	24%
Medina	\$7,944	-23.5%	\$112,037	18.6%	\$112,037	\$94,482	19%
China Grove	\$56,042	28.9%	\$655,670	16.6%	\$655,670	\$562,366	17%
Leon Valley	\$50,893	-10.2%	\$808,875	-5.7%	\$808,875	\$721,823	12%
Spring Branch	\$500,334	-9.9%	\$7,800,188	3.5%	\$7,800,188	\$6,985,071	12%
Bulverde	\$104,751	18.9%	\$1,281,910	21.3%	\$1,281,910	\$1,180,550	9%
Pleasanton	\$167,648	-2.6%	\$2,160,806	19.8%	\$2,160,806	\$2,008,271	8%
<b>Total</b>	<b>\$3,423,236</b>	<b>8.4%</b>	<b>\$41,019,237</b>	<b>423.8%</b>	<b>\$41,019,237</b>	<b>\$33,130,429</b>	<b>24%</b>

MSA

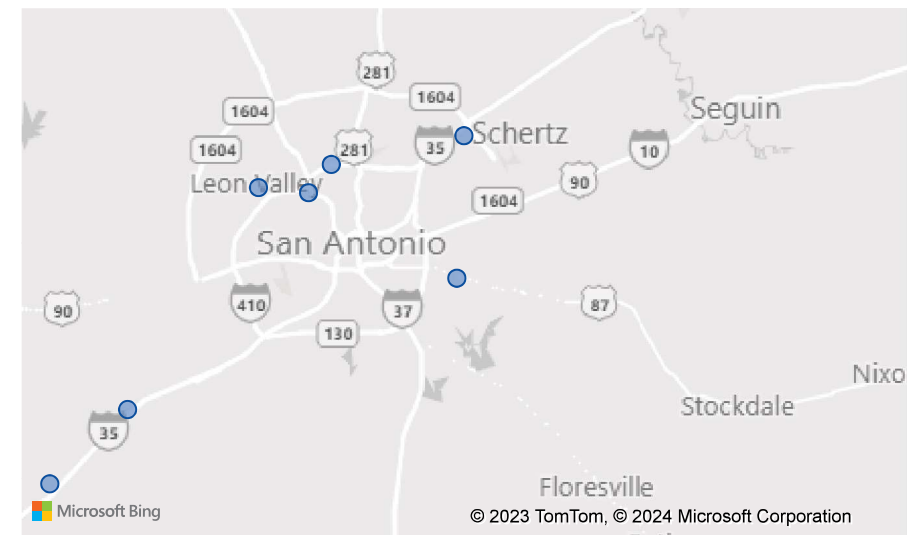
San Antonio-New Braunfels

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



**Subject MSA** ▼  
 San Antonio-New Braunfels ▼

**City - 1** ▼  
 San Antonio-New Braunfels (Region) + ... ▼

**City - 2** ▼  
 San Antonio-New Braunfels (Region) + ... ▼

**City - 3** ▼  
 San Antonio-New Braunfels (Region) + ... ▼

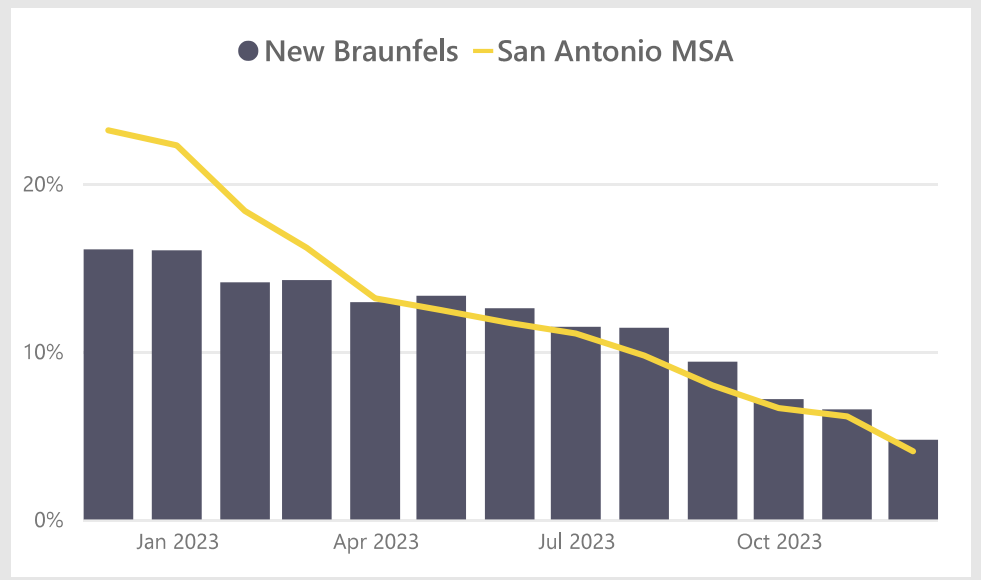
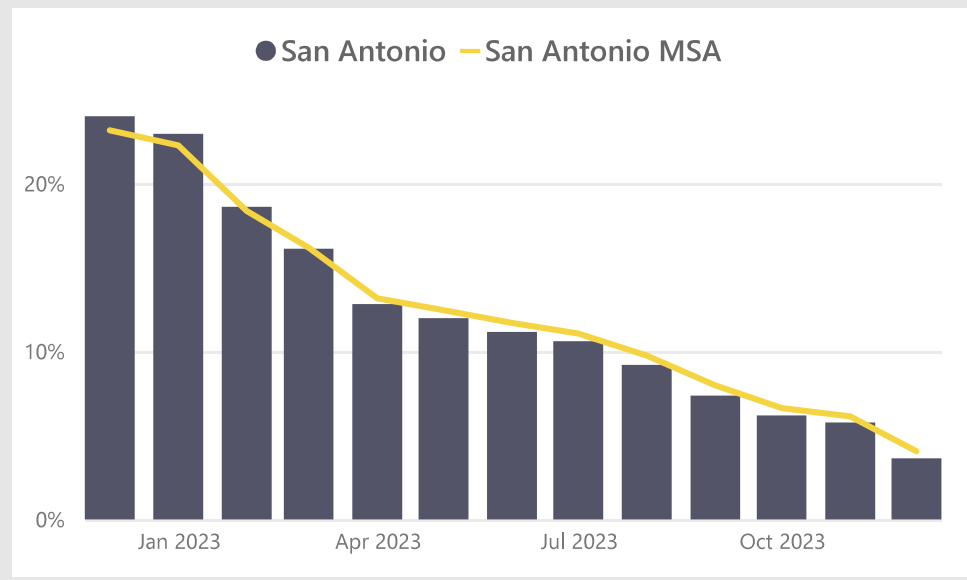
**City - 4** ▼  
 San Antonio-New Braunfels (Region) + ... ▼

**San Antonio-New Braunfels**

**\$975,053,931**  
CY-Trailing 12 Month

**4.0%**  
CY-Trailing 12 Month YoY %

**\$937,184,202**  
PY-Trailing 12 Month



**San Antonio**

**\$810,813,061**  
CY-Trailing 12 Month

**3.6%**  
CY-Trailing 12 Month YoY %

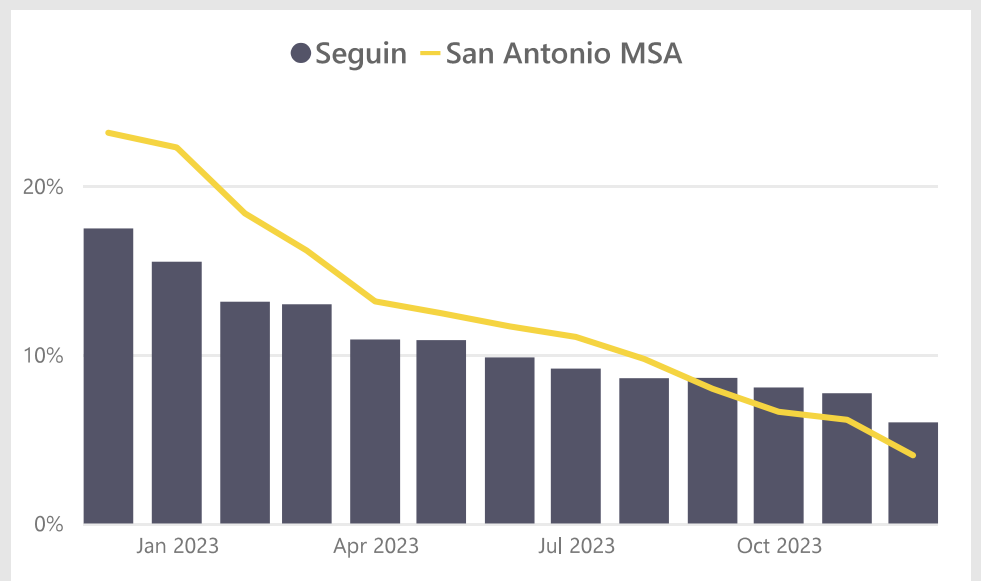
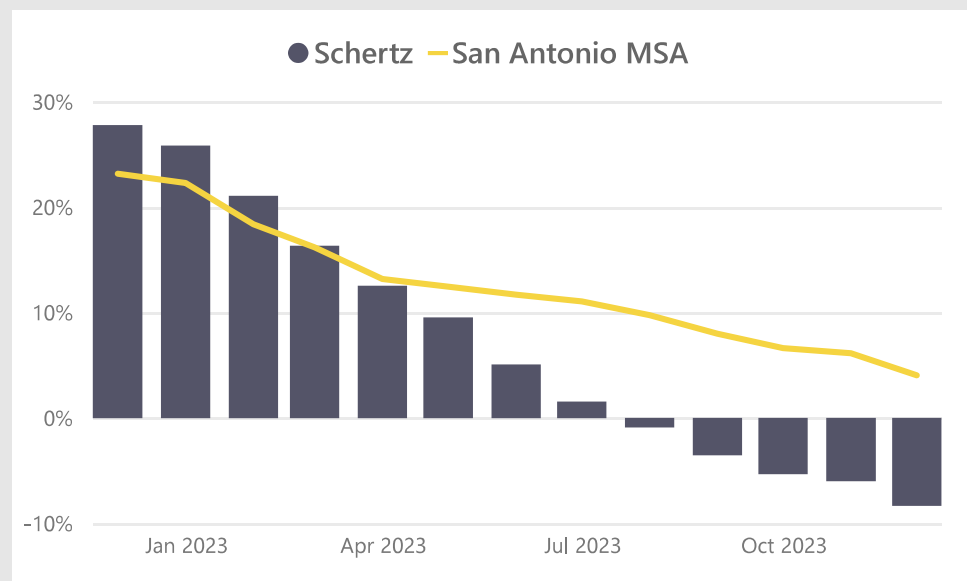
**\$782,471,656**  
PY-Trailing 12 Month

**New Braunfels**

**\$63,679,929**  
CY-Trailing 12 Month

**4.73%**  
CY-Trailing 12 Month YoY %

**\$60,804,699**  
PY-Trailing 12 Month



**Schertz**

**\$6,004,336**  
CY-Trailing 12 Month

**-8.32%**  
CY-Trailing 12 Month YoY %

**\$6,549,333**  
PY-Trailing 12 Month

**Seguin**

**\$6,602,102**  
CY-Trailing 12 Month

**5.97%**  
CY-Trailing 12 Month YoY %

**\$6,229,937**  
PY-Trailing 12 Month



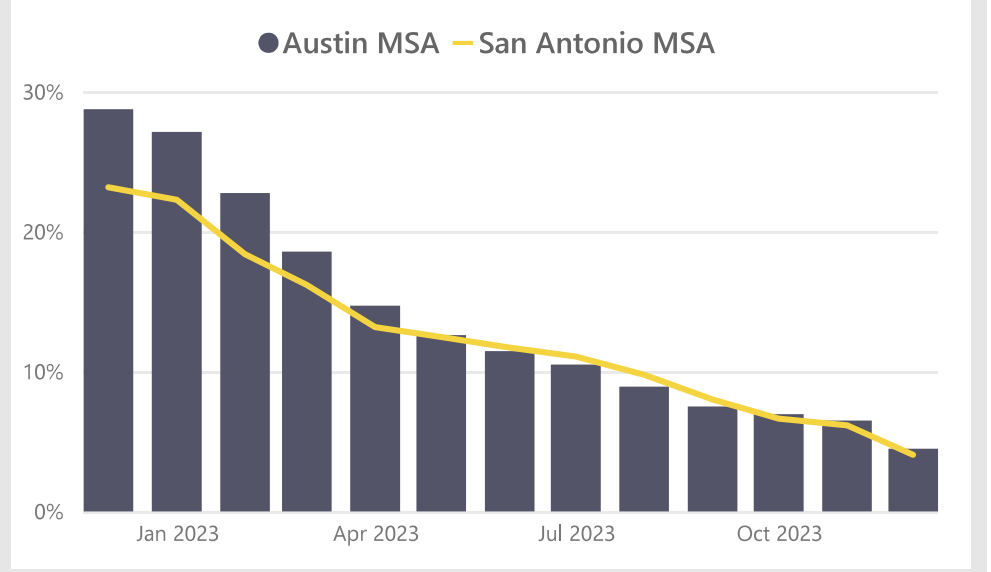
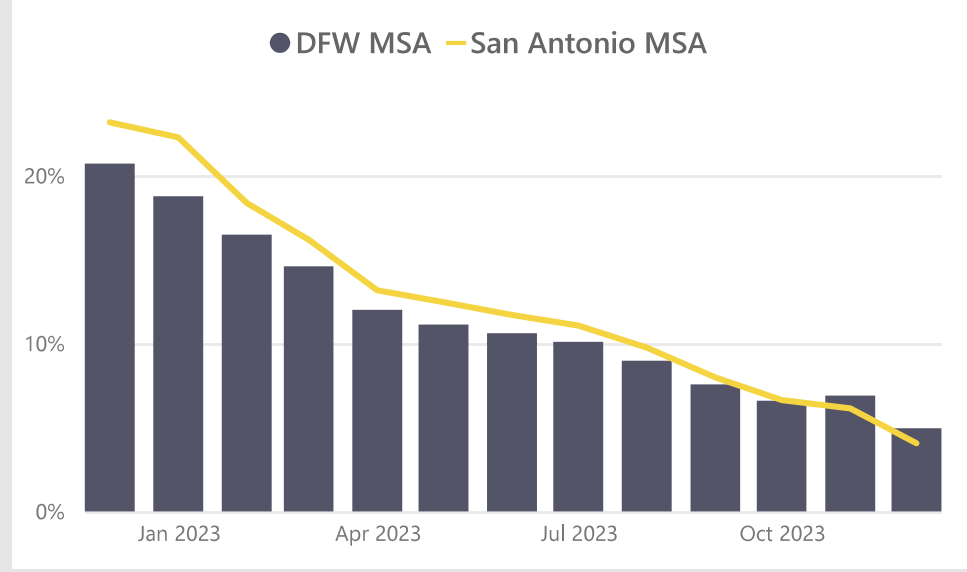
Subject MSA ▼ **San Antonio-New Braunfels** ▼
 MSA - 1 ▼ **Dallas-Fort Worth** ▼
 MSA - 2 ▼ **Austin-Round Rock-San Marcos** ▼
 MSA - 3 ▼ **Houston-The Woodlands-Sugarland** ▼
 MSA - 4 ▼ **El Paso** ▼

**San Antonio-New Braunfels**

**\$975,053,931**  
CY-Trailing 12 Month

**4.0%**  
CY-Trailing 12 Month YoY %

**\$937,184,202**  
PY-Trailing 12 Month



**Dallas-Fort Worth**

**\$3,227,757,400**  
CY-Trailing 12 Month

**4.9%**  
CY-Trailing 12 Month YoY %

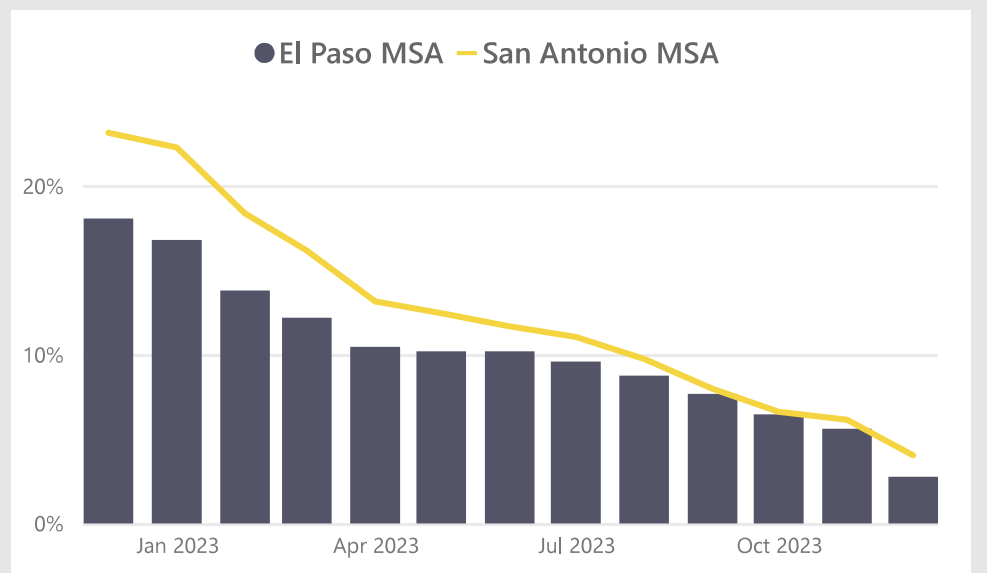
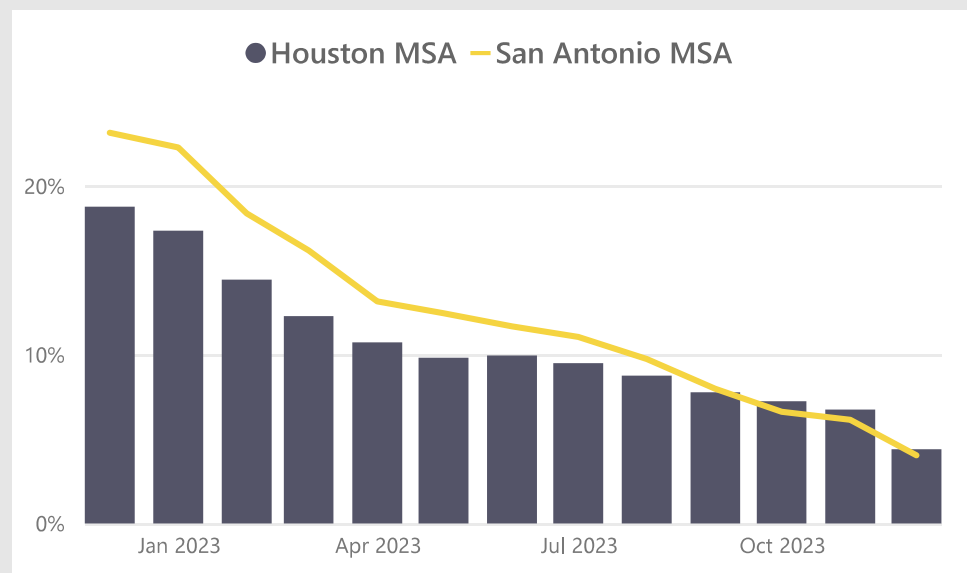
**\$3,076,189,902**  
PY-Trailing 12 Month

**Austin-Round Rock-San Marcos**

**\$1,463,127,499**  
CY-Trailing 12 Month

**4.46%**  
CY-Trailing 12 Month YoY %

**\$1,400,623,014**  
PY-Trailing 12 Month



**Houston-The Woodlands-Sugarland**

**\$2,459,437,842**  
CY-Trailing 12 Month

**4.38%**  
CY-Trailing 12 Month YoY %

**\$2,356,122,549**  
PY-Trailing 12 Month

**El Paso**

**\$239,012,760**  
CY-Trailing 12 Month

**2.76%**  
CY-Trailing 12 Month YoY %

**\$232,590,537**  
PY-Trailing 12 Month

MSA

San Antonio-New Braunfels

MSA Snapshot

4.0%  
City YoY %

\$975,053,931  
CY-Trailing 12 Month

\$937,184,202  
PY-Trailing 12 Month

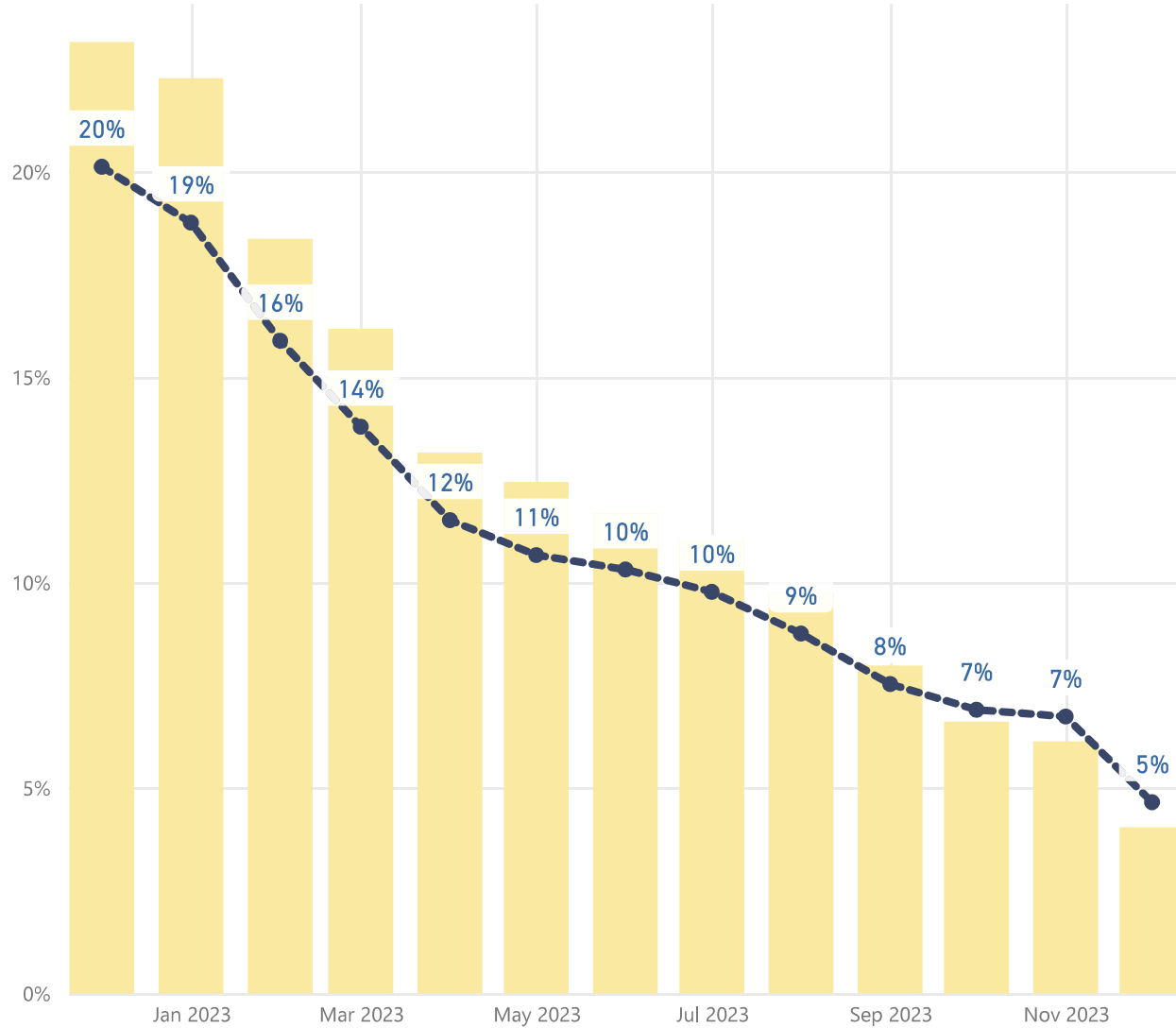
State Snapshot

5%  
State YoY %

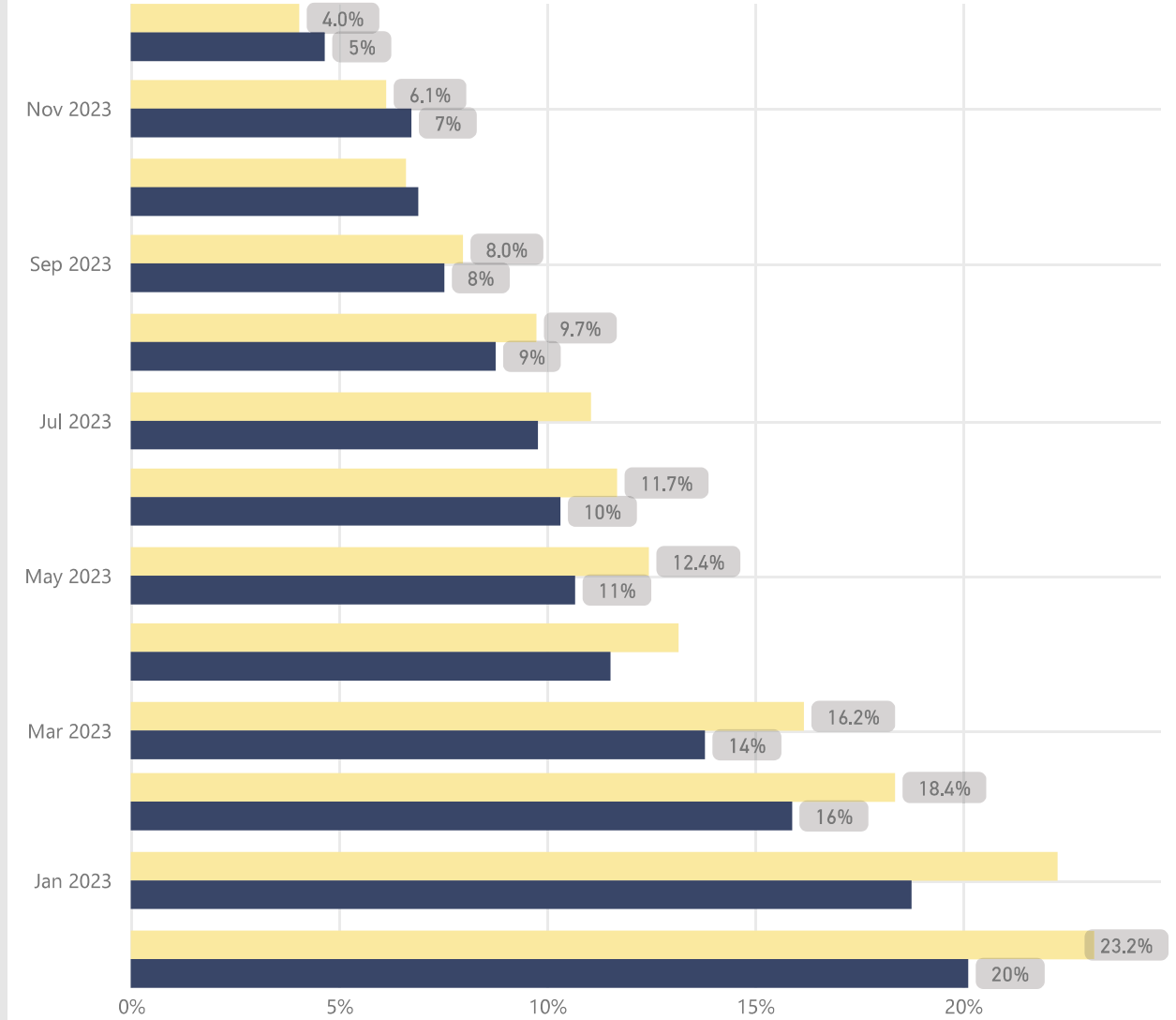
\$10,104,148,928  
CY-Trailing 12 Month

\$9,654,511,710  
PY-Trailing 12 Month

● San Antonio MSA ● State



● San Antonio MSA ● State



# AUSTIN MSA

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TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

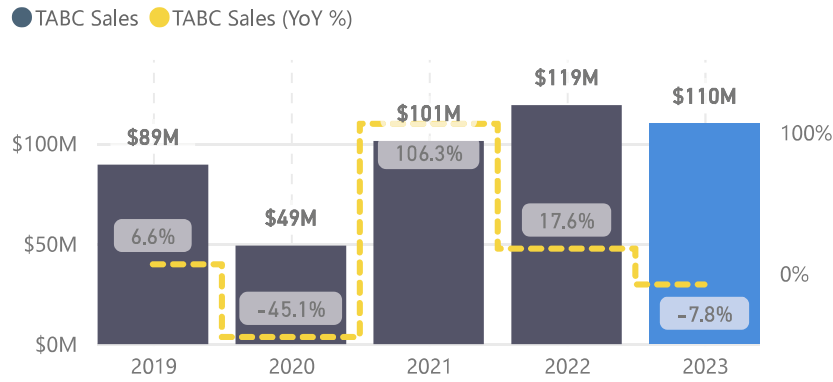
Comparison – Adjacent Cities

Comparison – Region + Top Cities

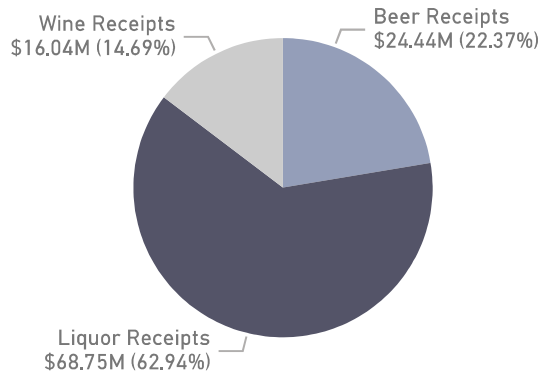
Comparison – State



YoY Dec 2023 Comparison



Dec 2023 Category %



Dec 2023 Receipts

**\$68,751,907**  
Liquor Sales

**\$16,040,798**  
Wine Sales

**\$24,435,274**  
Beer Sales

**\$109.6M** Total Receipts  
**-7.8%** Month YoY %

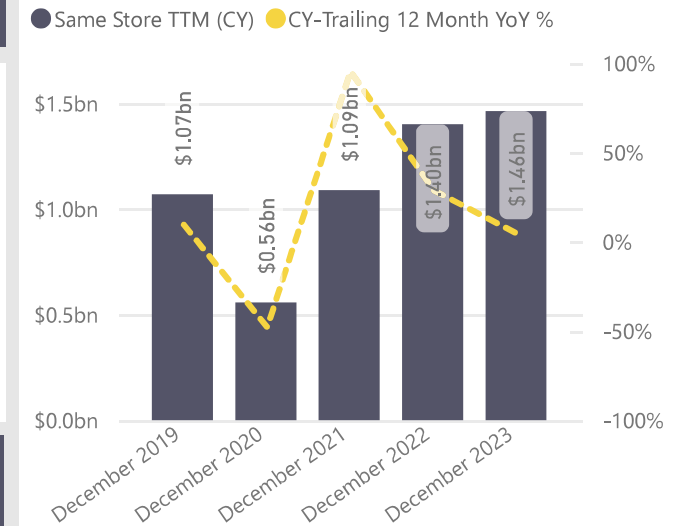
MSA

Austin-Round Rock-San Marcos

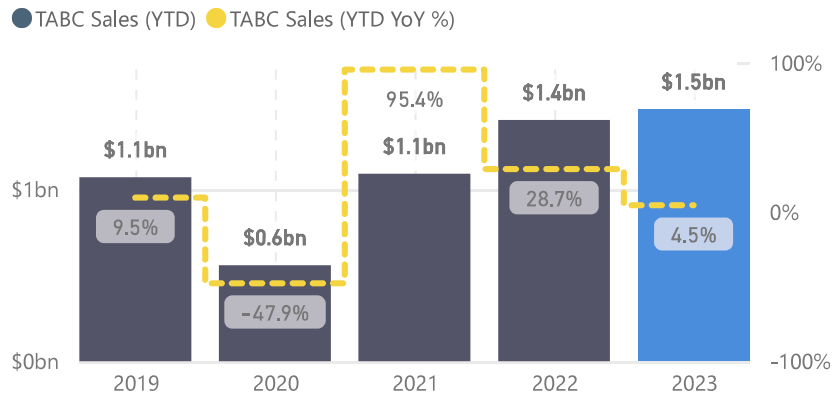
Austin-Round Rock-San Marcos

**1,370** Locations Reporting > \$0  
**\$1,067,976** TTM Per Location

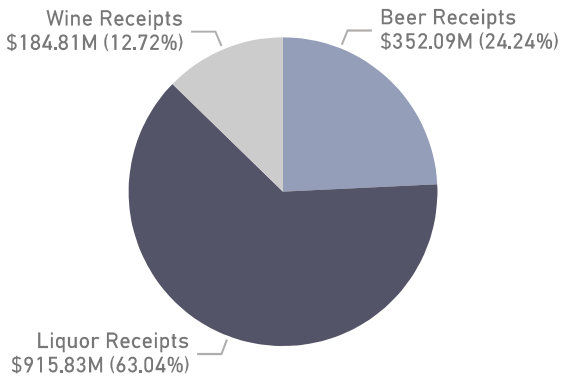
TTM YoY Comparison Dec 2023



YTD Dec 2023 Comparison



YTD Dec 2023 - Category %



YTD Dec 2023 Receipts

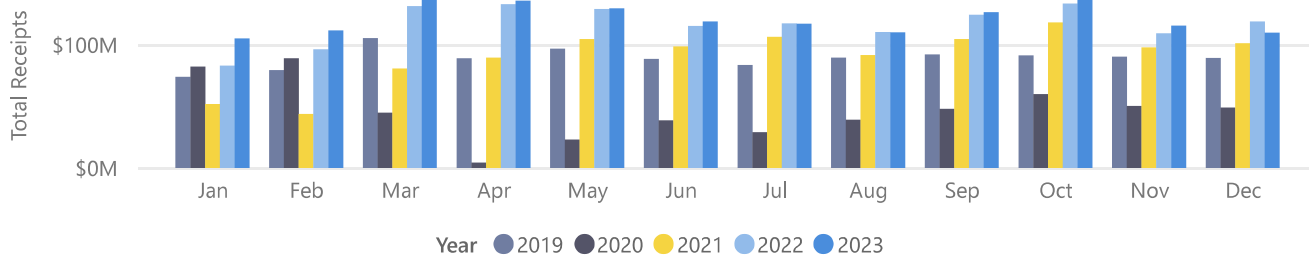
**\$915,828,131**  
Liquor Sales

**\$184,808,796**  
Wine Sales

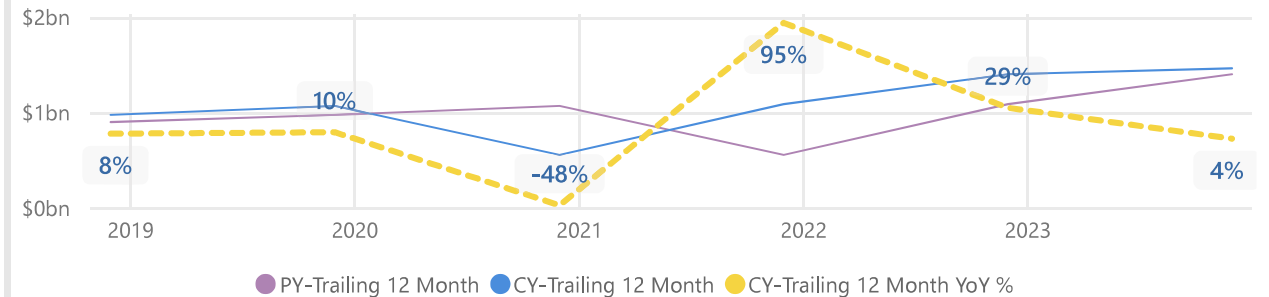
**\$352,089,068**  
Beer Sales

**\$1.5bn** Total Receipts  
**4.5%** YTD YoY %

YTD MoM + YoY Comparison Dec 2023



TTM YoY % Comparison Dec 2023

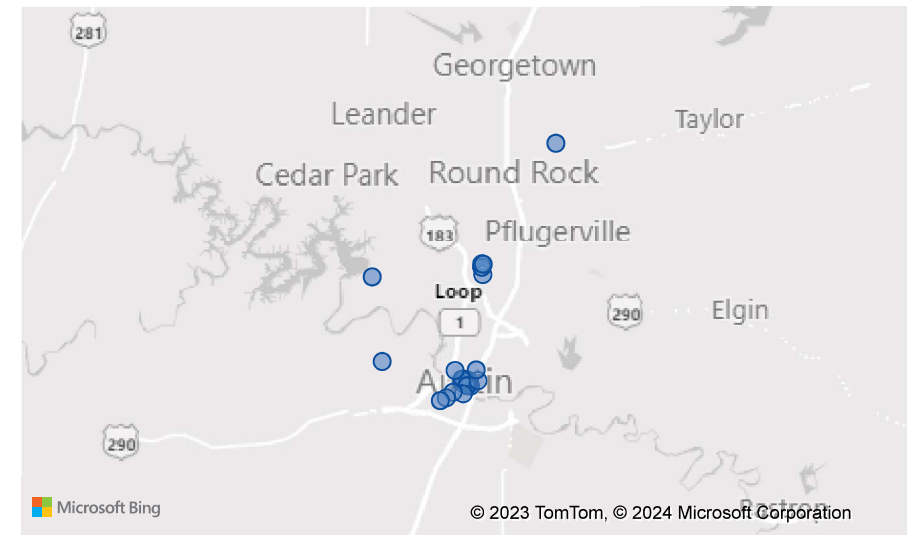


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
<b>Austin</b>	<b>\$16,264,264</b>	<b>13.5%</b>	<b>\$172,076,045</b>	<b>12.3%</b>	<b>\$172,076,045</b>	<b>12%</b>
WLS BEVERAGE CO (AUSTIN - 78701 - 37)	\$1,350,902	1.8%	\$17,424,559	16.6%	\$17,424,559	17%
MOODY CENTER AT UNIVERSITY OF TEXAS (AUSTIN - 78701 - 1)	\$972,318	-5.6%	\$17,739,072	29.9%	\$17,739,072	24%
PROPER HOTEL (AUSTIN - 78701 - 1)	\$891,774	22.4%	\$9,610,379	23.9%	\$9,610,379	24%
THE ROOSEVELT ROOM & THE ELEANOR (AUSTIN - 78701 - 1)	\$735,665	1.1%	\$3,568,266	-2.7%	\$3,568,266	-3%
OMNI BARTON CREEK RESORT & SPA (AUSTIN - 78701 - 1)	\$734,651	3.9%	\$9,263,156	11.7%	\$9,263,156	12%
MATT'S EL RANCHO, INC. (AUSTIN - 78704 - 3)	\$686,824	7.6%	\$7,919,374	6.7%	\$7,919,374	7%
SAN JACINTO BEVERAGE COMPANY LLC (AUSTIN - 78704 - 1)	\$674,126	15.5%	\$5,586,415	-0.1%	\$5,586,415	-0%
GIBSON BAR (AUSTIN - 78704 - 1)	\$657,139	28.7%	\$2,601,198	1.2%	\$2,601,198	1%
3TEN THEATER & ACL LIVE AT MOODY THEATRE (AUSTIN - 78701 - 1)	\$643,757		\$6,048,857		\$6,048,857	
DH BEVERAGE LLC (AUSTIN - 78701 - 2)	\$627,892	16.2%	\$4,248,192	16.2%	\$4,248,192	16%
BLACK SHEEP LODGE (AUSTIN - 78704 - 1)	\$602,400	11.6%	\$2,481,282	1.2%	\$2,481,282	1%
FAIRMONT AUSTIN HOTEL (AUSTIN - 78701 - 1)	\$555,474	1.1%	\$10,056,315	-8.7%	\$10,056,315	-9%
ROSE ROOM/ 77 DEGREES (AUSTIN - 78758 - 1)	\$539,045	-5.4%	\$6,294,393	-23.6%	\$6,294,393	-24%
JEFFREY'S RESTAURANT & BAR/JOSEPHINE HALL (AUSTIN - 78701 - 1)	\$494,650	15.0%	\$4,854,170	5.0%	\$4,854,170	5%
OJOS LOCOS SPORTS CANTINA (AUSTIN - 78701 - 1)	\$476,352	13.0%	\$5,624,956	10.6%	\$5,624,956	11%
ASYLUM CC, LLC (AUSTIN - 78701 - 1)	\$462,653		\$4,523,216		\$4,523,216	
BUFORD'S (AUSTIN - 78701 - 1)	\$453,083	3.8%	\$5,977,045	24.7%	\$5,977,045	25%
TOP GOLF (AUSTIN - 78758 - 4)	\$440,282	0.8%	\$4,199,581	-11.2%	\$4,199,581	-11%
ELEMENT AUSTIN NORTHWEST (AUSTIN - 78701 - 1)	\$437,720	36,468.1%	\$491,498	2,499.1%	\$491,498	2,499%
PERRY'S STEAKHOUSE & GRILLE (AUSTIN - 78701 - 1)	\$423,095	0.1%	\$3,729,660	-2.0%	\$3,729,660	-2%
NICKEL CITY (AUSTIN - 78702 - 1)	\$410,626	-0.7%	\$3,005,273	10.1%	\$3,005,273	10%
ABA AUSTIN (AUSTIN - 78704 - 1)	\$402,783	15.3%	\$5,775,018	17.7%	\$5,775,018	18%
WONDER BAR (AUSTIN - 78758 - 1)	\$377,730	-25.7%	\$4,306,398	-21.7%	\$4,306,398	-22%
YARD HOUSE USA, INC. (AUSTIN - 78758 - 5)	\$376,555	-1.9%	\$3,840,958	-3.3%	\$3,840,958	-3%
PERRY'S STEAKHOUSE & GRILLE (AUSTIN - 78701 - 1)	\$374,961	-12.0%	\$3,944,742	-8.9%	\$3,944,742	-9%
WLS BEVERAGE COMPANY (AUSTIN - 78701 - 1)	\$374,056	-25.5%	\$7,482,168	-1.9%	\$7,482,168	-2%
THE BEEZ KNEEZ/THE CAT'S PAJAMAS (AUSTIN - 78701 - 1)	\$365,585	6.7%	\$4,455,615	15.9%	\$4,455,615	16%
STEINER STEAKHOUSE, LLC (AUSTIN - 78732 - 1)	\$363,992	-9.1%	\$3,482,833	-16.0%	\$3,482,833	-16%
EDDIE V'S PRIME SEAFOOD (AUSTIN - 78701 - 1)	\$358,174	-9.6%	\$3,541,456	-6.6%	\$3,541,456	-7%
<b>Round Rock</b>	<b>\$1,200,986</b>	<b>6.6%</b>	<b>\$13,249,377</b>	<b>7.1%</b>	<b>\$13,249,377</b>	<b>7%</b>
KALAHARI RESORT (ROUND ROCK - 78665 - 1)	\$1,200,986	6.6%	\$13,249,377	7.1%	\$13,249,377	7%
<b>Total</b>	<b>\$17,465,250</b>	<b>13.0%</b>	<b>\$185,325,422</b>	<b>11.9%</b>	<b>\$185,325,422</b>	<b>12%</b>

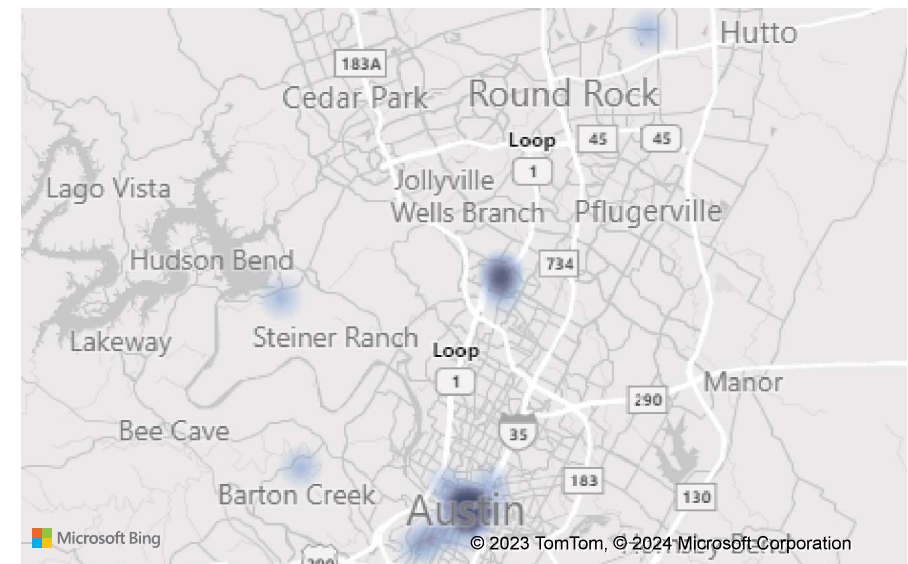
MSA

Austin-Round Rock-San Marcos

Location Map



Heat Map



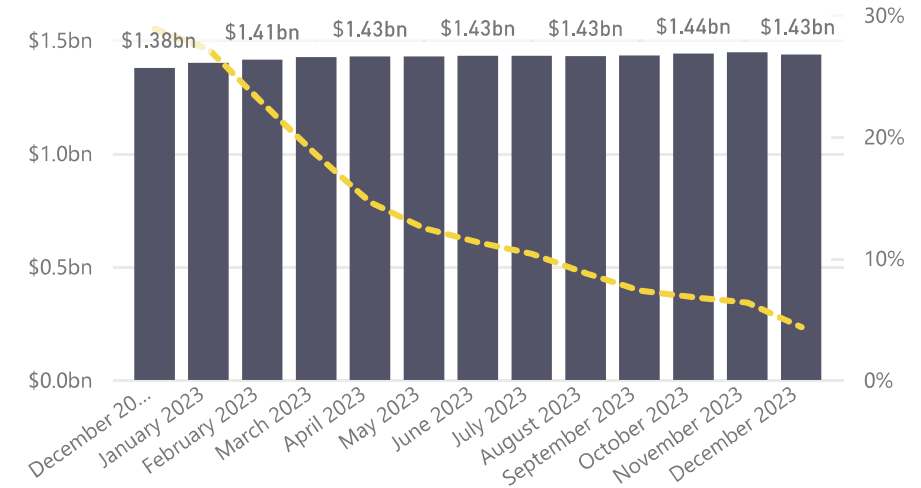
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Austin-Round Roc...</b>	<b>\$107,520,963</b>	<b>-7.8%</b>	<b>\$1,434,800,922</b>	<b>78.3%</b>	<b>\$1,434,800,922</b>	<b>\$1,375,304,386</b>	<b>4%</b>
<b>Austin</b>	\$86,726,933	-8.4%	\$1,173,194,527	74.1%	\$1,173,194,527	\$1,130,723,213	4%
<b>Round Rock</b>	\$5,854,555	-1.4%	\$69,719,380	136.6%	\$69,719,380	\$64,828,780	8%
<b>Cedar Park</b>	\$2,598,893	-5.2%	\$31,270,798	17.6%	\$31,270,798	\$30,042,253	4%
<b>Georgetown</b>	\$2,512,950	13.3%	\$25,151,480	41.5%	\$25,151,480	\$22,914,453	10%
<b>San Marcos</b>	\$2,461,210	-28.2%	\$40,258,739	102.3%	\$40,258,739	\$39,760,929	1%
<b>Pflugerville</b>	\$1,260,674	-9.8%	\$17,680,451	42.2%	\$17,680,451	\$16,064,101	10%
<b>Buda</b>	\$1,021,988	14.6%	\$12,237,789	20.2%	\$12,237,789	\$9,919,571	23%
<b>Kyle</b>	\$791,892	22.5%	\$8,759,394	33.5%	\$8,759,394	\$7,479,114	17%
<b>Lakeway</b>	\$765,445	-25.3%	\$12,138,048	109.5%	\$12,138,048	\$12,658,595	-4%
<b>Dripping Springs</b>	\$753,801	-1.4%	\$10,303,236	146.4%	\$10,303,236	\$9,831,694	5%
<b>Bee Cave</b>	\$717,021	-27.1%	\$9,216,774	39.0%	\$9,216,774	\$9,544,927	-3%
<b>Bastrop</b>	\$631,432	-0.6%	\$7,595,026	13.7%	\$7,595,026	\$7,154,798	6%
<b>Leander</b>	\$601,180	27.0%	\$6,709,342	-2.3%	\$6,709,342	\$6,067,103	11%
<b>Wimberley</b>	\$500,349	0.6%	\$6,636,903	561.9%	\$6,636,903	\$5,374,586	23%
<b>Liberty Hill</b>	\$322,640	3.9%	\$3,929,035	117.4%	\$3,929,035	\$2,940,269	34%
<b>Total</b>	<b>\$107,520,963</b>	<b>-7.8%</b>	<b>\$1,434,800,922</b>	<b>78.3%</b>	<b>\$1,434,800,922</b>	<b>\$1,375,304,386</b>	<b>4%</b>

MSA

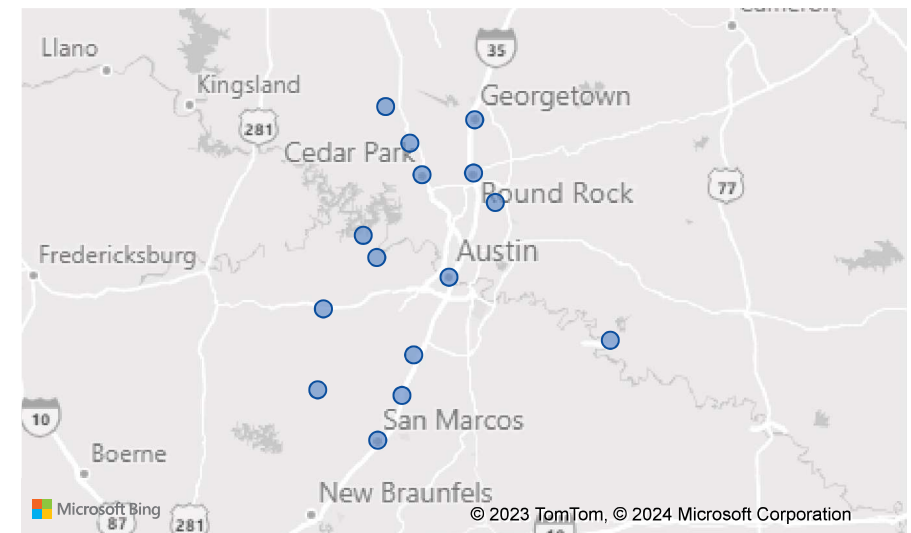
Austin-Round Rock-San Marcos

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



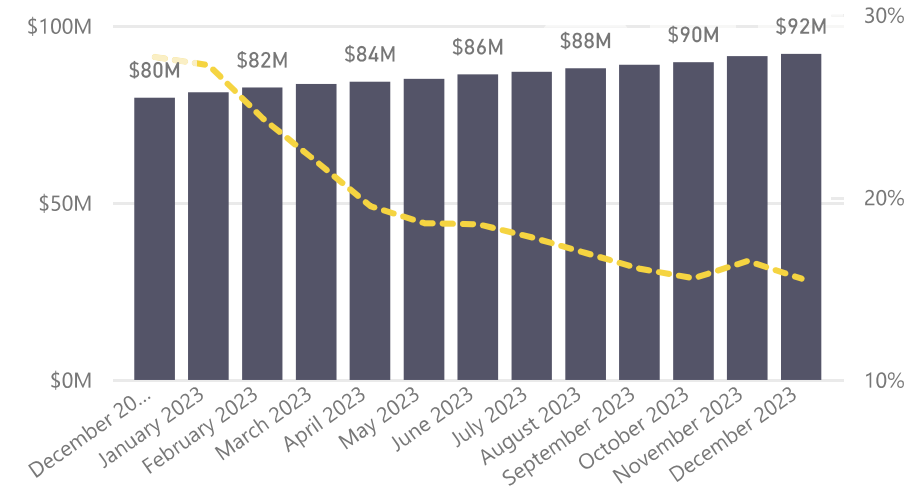
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<b>Austin-Round Roc...</b>	<b>\$7,834,212</b>	<b>8.6%</b>	<b>\$91,990,223</b>	<b>71.7%</b>	<b>\$91,990,223</b>	<b>\$79,617,897</b>	<b>16%</b>
Luling	\$42,982	305.0%	\$181,483	-49.2%	\$181,483	\$126,028	44%
Liberty Hill	\$322,640	3.9%	\$3,929,035	117.4%	\$3,929,035	\$2,940,269	34%
Taylor	\$177,639	36.9%	\$2,095,046	2.7%	\$2,095,046	\$1,593,904	31%
Florence	\$18,866	-62.2%	\$967,766	-19.7%	\$967,766	\$754,950	28%
Jarrell	\$133,520	35.5%	\$1,493,292	4.3%	\$1,493,292	\$1,189,867	26%
Manor	\$169,922	-12.3%	\$2,475,687	8.0%	\$2,475,687	\$1,991,882	24%
Wimberley	\$500,349	0.6%	\$6,636,903	561.9%	\$6,636,903	\$5,374,586	23%
Buda	\$1,021,988	14.6%	\$12,237,789	20.2%	\$12,237,789	\$9,919,571	23%
Kyle	\$791,892	22.5%	\$8,759,394	33.5%	\$8,759,394	\$7,479,114	17%
Rollingwood	\$34,958	-5.0%	\$335,807	15.8%	\$335,807	\$289,970	16%
Jonestown	\$146,692	5.2%	\$1,837,570	37.2%	\$1,837,570	\$1,599,263	15%
Elgin	\$97,960	-17.3%	\$1,499,178	1.3%	\$1,499,178	\$1,312,836	14%
Leander	\$601,180	27.0%	\$6,709,342	-2.3%	\$6,709,342	\$6,067,103	11%
Pflugerville	\$1,260,674	-9.8%	\$17,680,451	42.2%	\$17,680,451	\$16,064,101	10%
Georgetown	\$2,512,950	13.3%	\$25,151,480	41.5%	\$25,151,480	\$22,914,453	10%
<b>Total</b>	<b>\$7,834,212</b>	<b>8.6%</b>	<b>\$91,990,223</b>	<b>71.7%</b>	<b>\$91,990,223</b>	<b>\$79,617,897</b>	<b>16%</b>

MSA

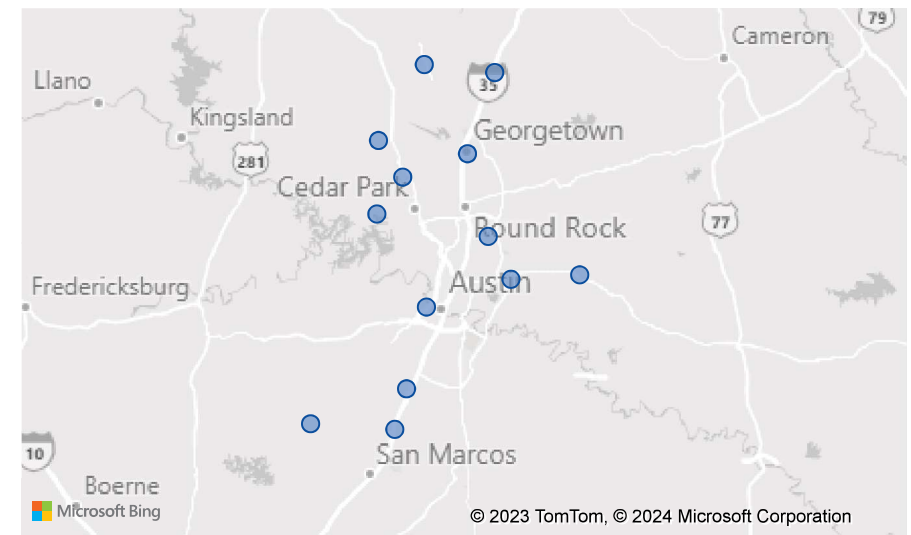
Austin-Round Rock-San Marcos

Top 15 - YoY Comparison

● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



Location Map



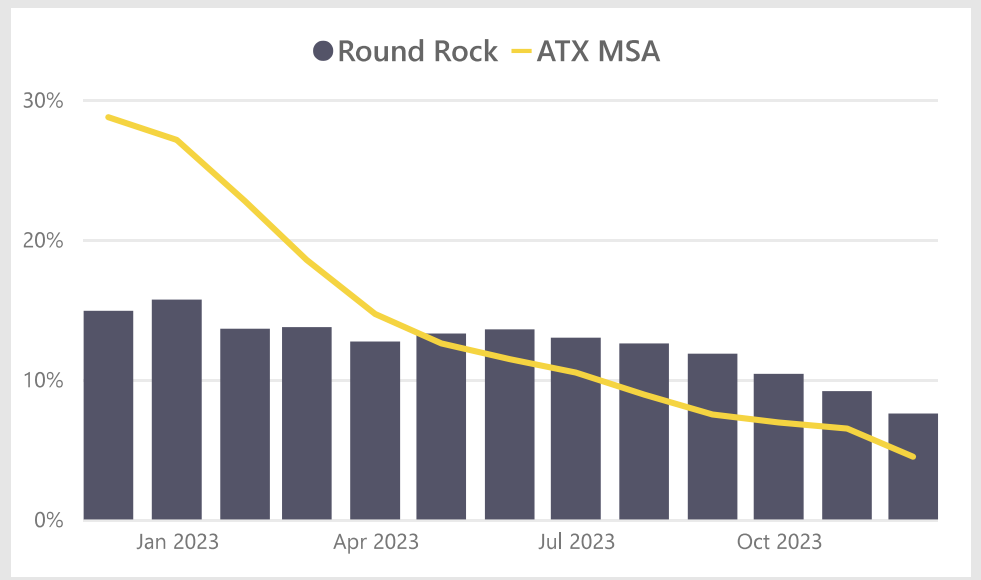
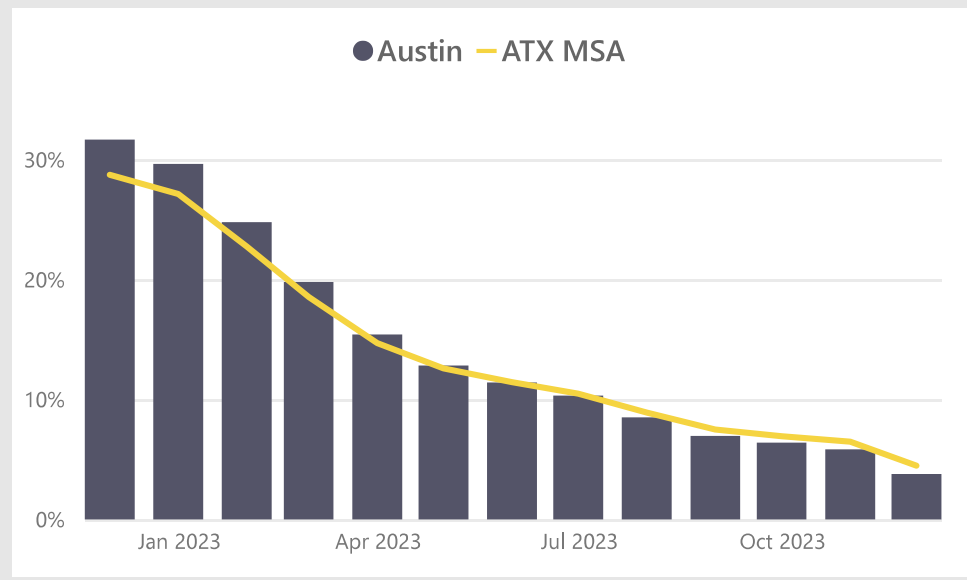


Subject MSA: **Austin-Round Rock-San Marcos** | 
 City - 1: **Austin-Round Rock-San Marcos (Region...** | 
 City - 2: **Austin-Round Rock-San Marcos (Region...** | 
 City - 3: **Austin-Round Rock-San Marcos (Region...** | 
 City - 4: **Austin-Round Rock-San Marcos (Region...**

**Austin-Round Rock-San Marcos**

**\$1,463,127,499** **4.5%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

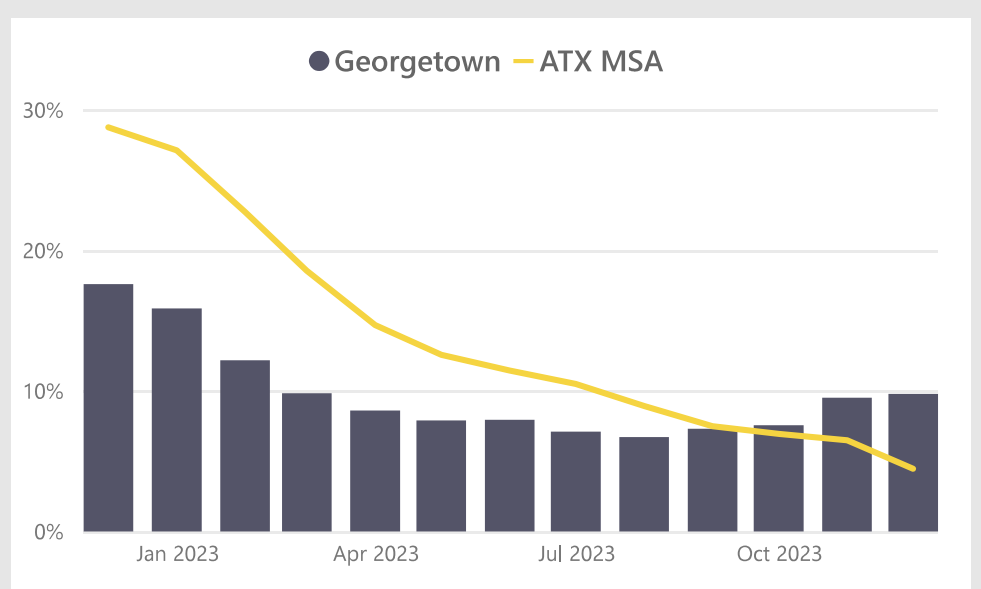
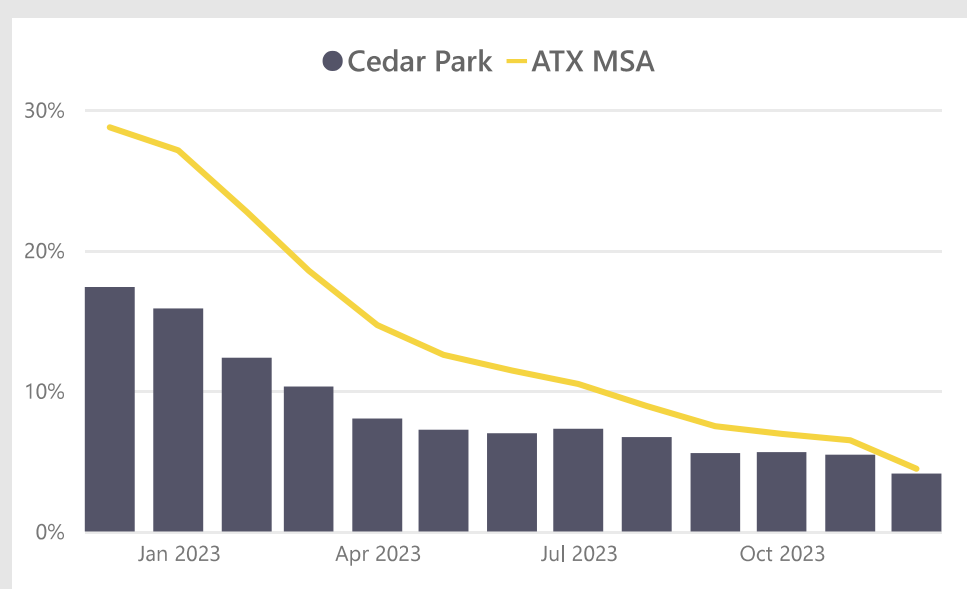
**\$1,400,623,014**  
 PY-Trailing 12 Month



**Austin**

**\$1,173,194,527** **3.8%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$1,130,723,213**  
 PY-Trailing 12 Month



**Round Rock**

**\$69,719,380** **7.54%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$64,828,780**  
 PY-Trailing 12 Month

**Cedar Park**

**\$31,270,798** **4.09%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$30,042,253**  
 PY-Trailing 12 Month

**Georgetown**

**\$25,151,480** **9.76%**  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

**\$22,914,453**  
 PY-Trailing 12 Month



Subject MSA ▼  
 Austin-Round Rock-San Marcos ▼

MSA - 1 ▼  
 Houston-The Woodlands-Sugarland ▼

MSA - 2 ▼  
 Dallas-Fort Worth ▼

MSA - 3 ▼  
 San Antonio-New Braunfels ▼

MSA - 4 ▼  
 El Paso ▼

**Austin-Round Rock-San Marcos**

\$1,463,127,499 4.5%  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$1,400,623,014  
 PY-Trailing 12 Month

**Houston-The Woodlands-Sugarland**

\$2,459,437,842 4.4%  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$2,356,122,549  
 PY-Trailing 12 Month

**Dallas-Fort Worth**

\$3,227,757,400 4.93%  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$3,076,189,902  
 PY-Trailing 12 Month

**San Antonio-New Braunfels**

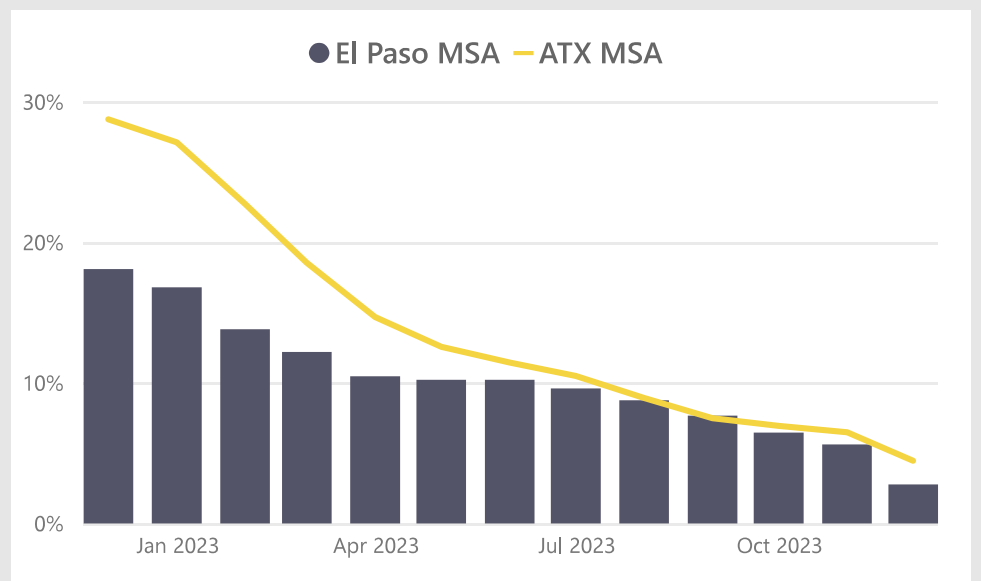
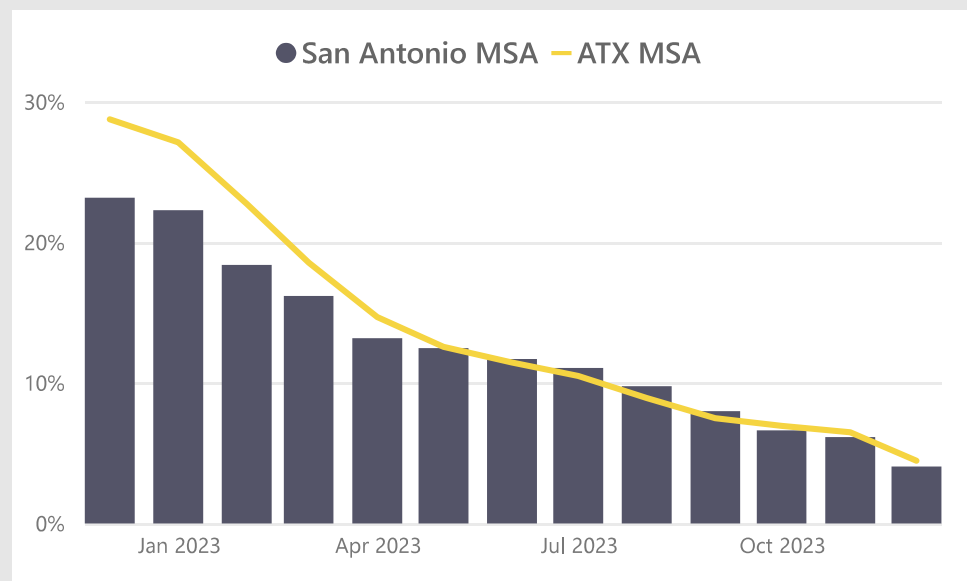
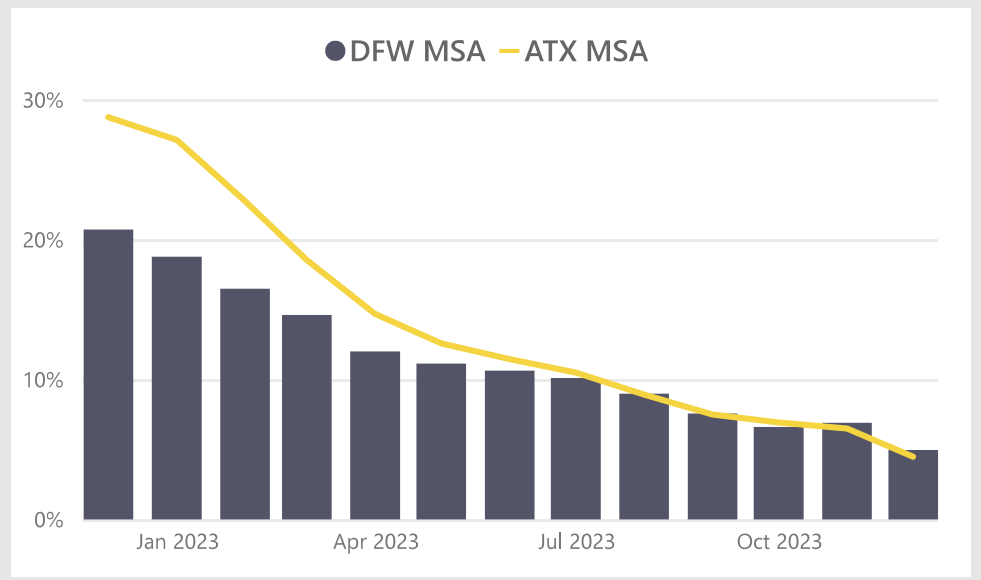
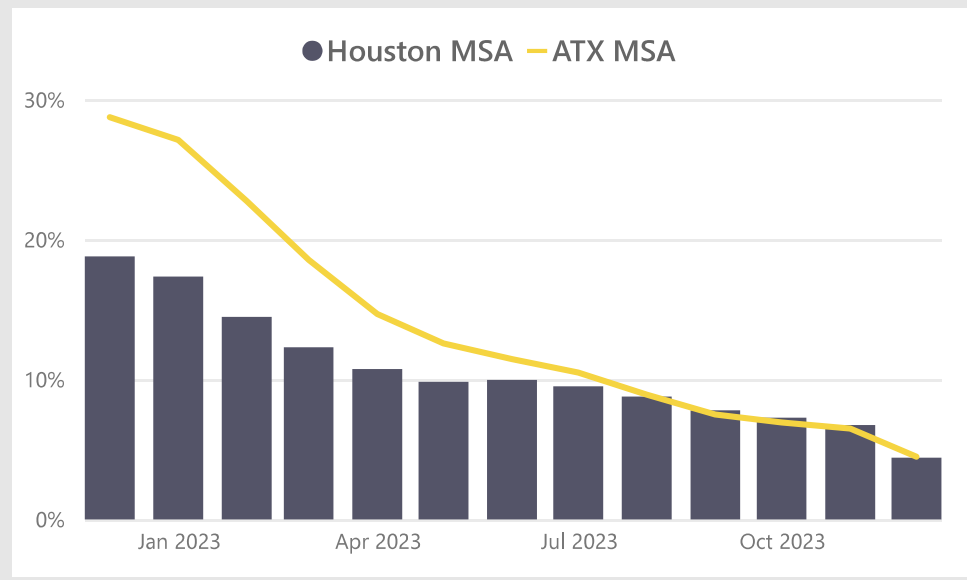
\$975,053,931 4.04%  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$937,184,202  
 PY-Trailing 12 Month

**El Paso**

\$239,012,760 2.76%  
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$232,590,537  
 PY-Trailing 12 Month



MSA

Austin-Round Rock-San Marcos

MSA Snapshot

4.5%

City YoY %

\$1,463,127,499

CY-Trailing 12 Month

\$1,400,623,014

PY-Trailing 12 Month

State Snapshot

5%

State YoY %

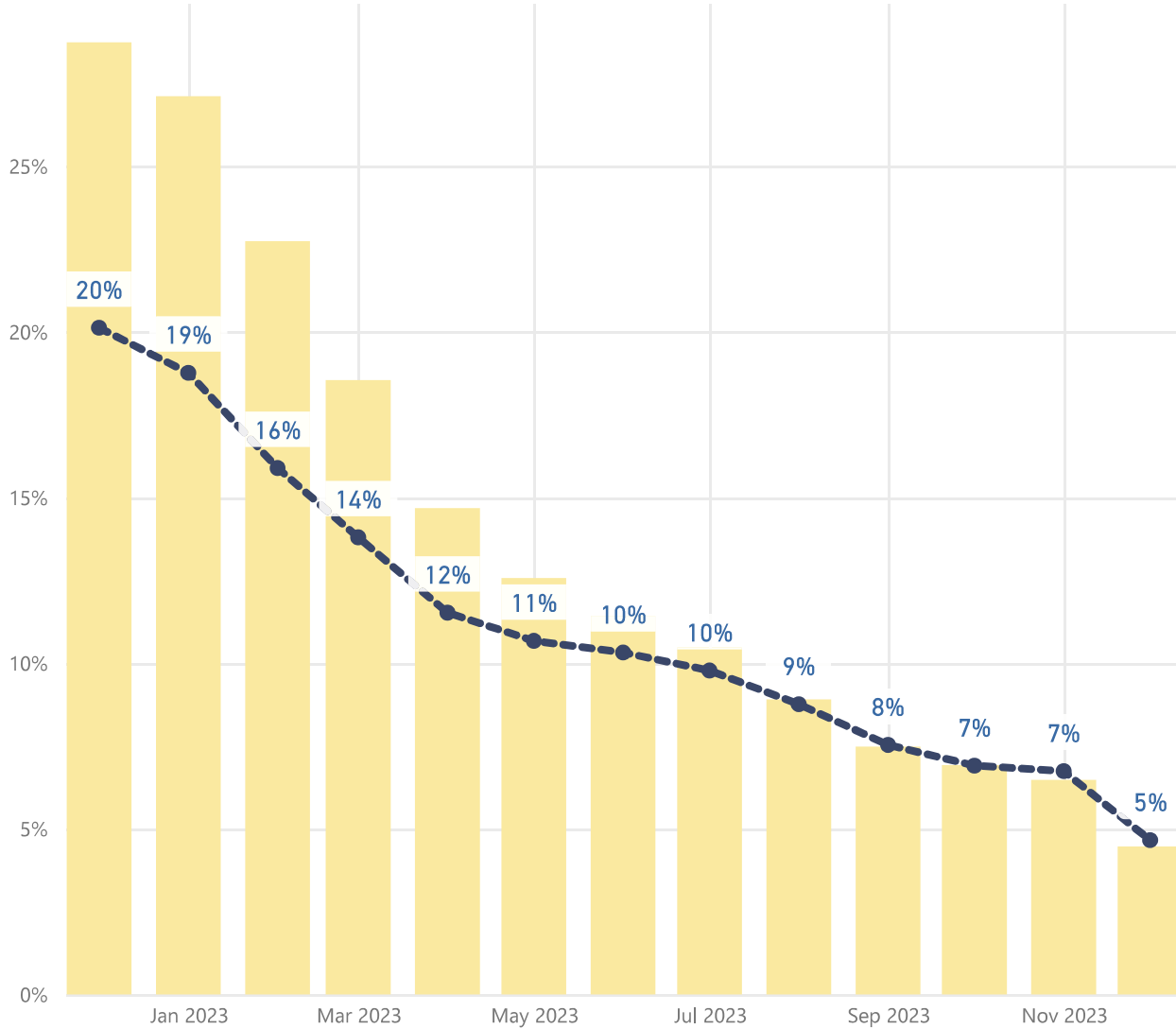
\$10,104,148,928

CY-Trailing 12 Month

\$9,654,511,710

PY-Trailing 12 Month

● ATX MSA ● State



● ATX MSA ● State

