

TEXAS ★ BARTAB

TOP FOUR MSAs, OCT 2023 DATA

TOP FOUR TEXAS MSAs | OCTOBER 2023

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DFW MSA

TABC Sales Summary

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Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

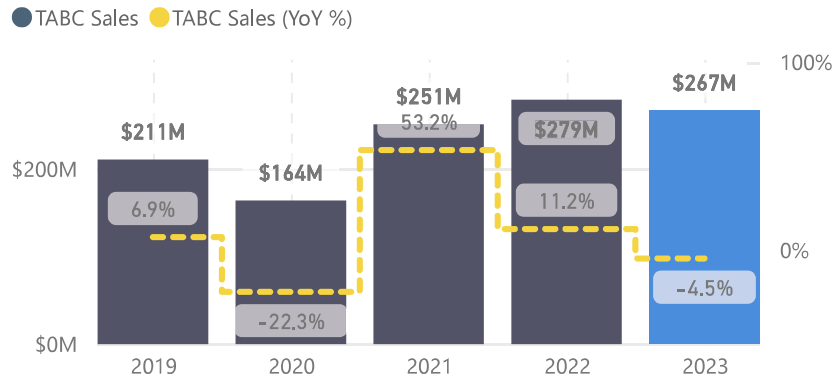
Comparison – Adjacent Cities

Comparison – Region + Top Cities

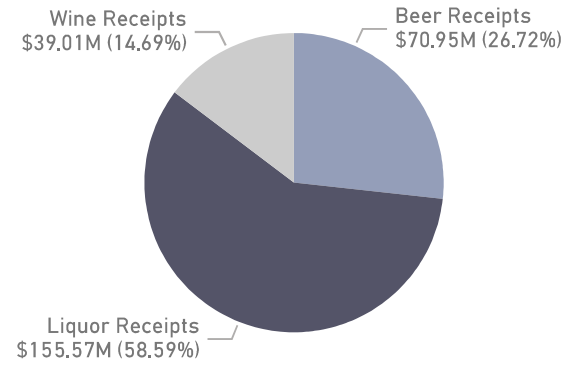
Comparison – State



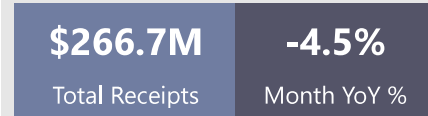
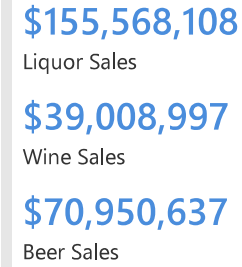
YoY Oct 2023 Comparison



Oct 2023 Category %

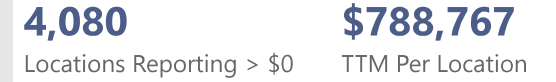


Oct 2023 Receipts

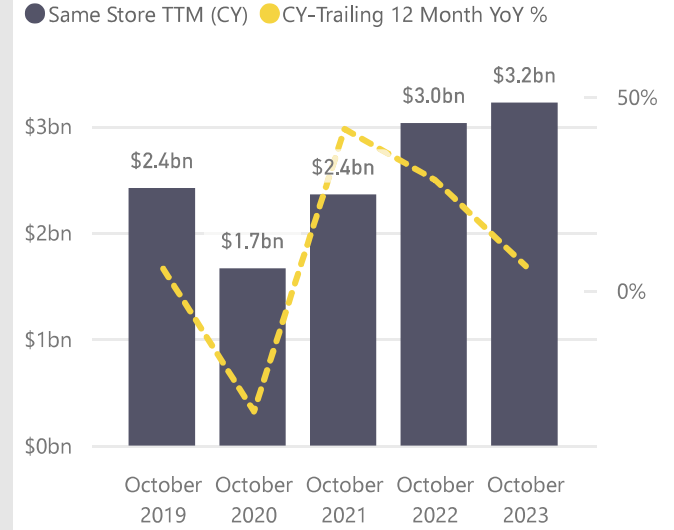


MSA

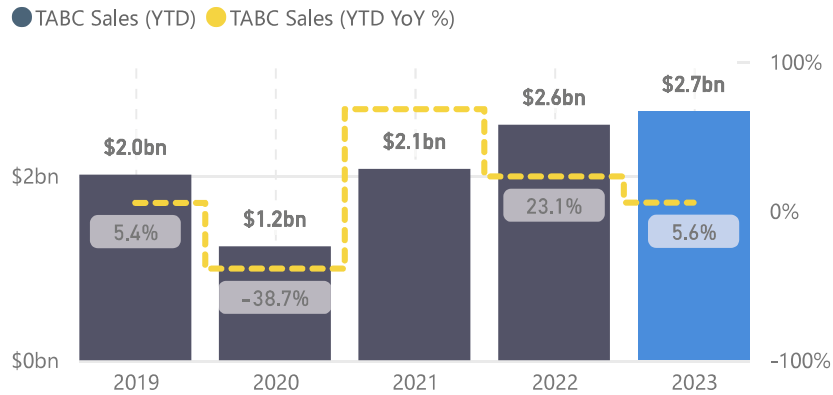
Dallas-Fort Worth



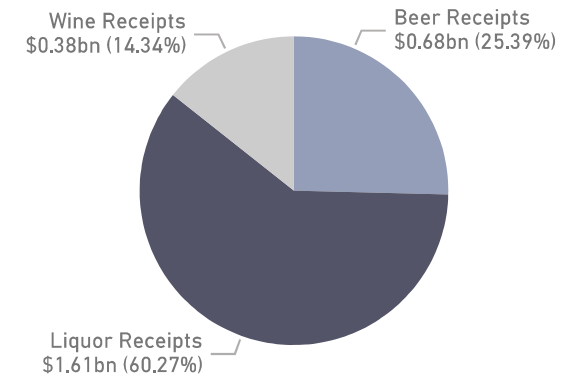
TTM YoY Comparison Oct 2023



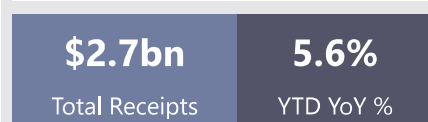
YTD Oct 2023 Comparison



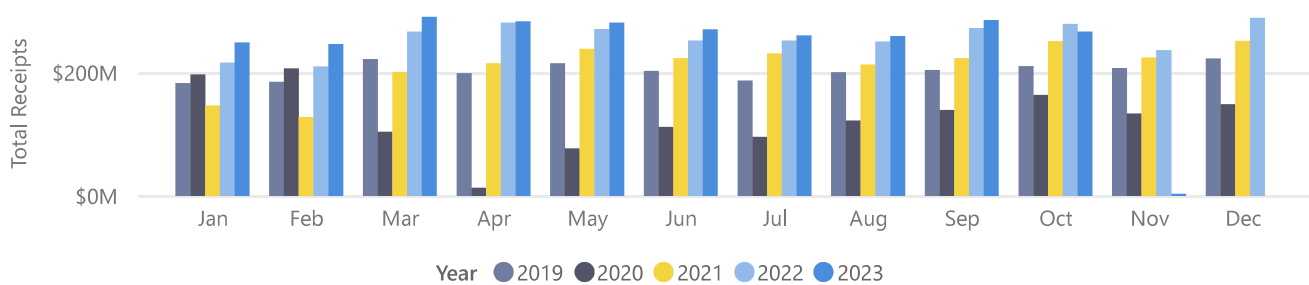
YTD Oct 2023 - Category %



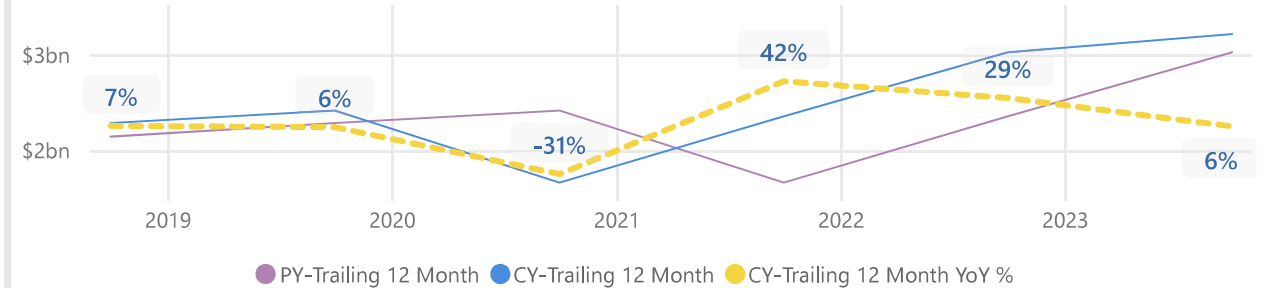
YTD Oct 2023 Receipts



YTD MoM + YoY Comparison Oct 2023



TTM YoY % Comparison Oct 2023

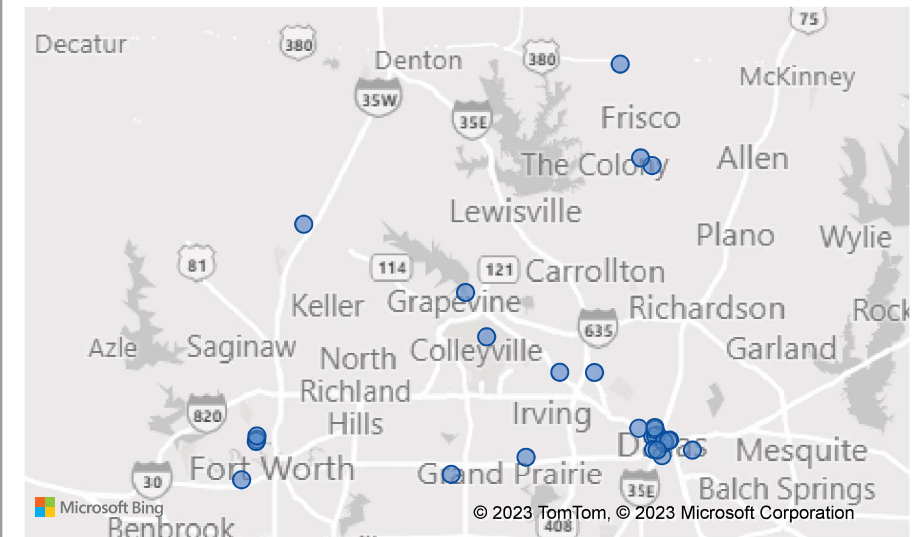


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
Dallas	\$13,160,085	20.2%	\$112,926,237	19.2%	\$130,703,268	18%
LEVY RESTAURANTS (DALLAS - 75219 - 7)	\$1,560,170	1.5%	\$11,615,756	8.2%	\$15,341,840	13%
OMNI DALLAS CONVENTION CENTER (DALLA...	\$1,091,483	11.1%	\$10,167,330	22.0%	\$11,467,222	20%
SHERATON HOTEL AND CONVENTION CEN...	\$1,003,302	63.5%	\$7,068,686	59.2%	\$7,657,183	49%
DOS EQUIS PAVILION (DALLAS - 75210 - 13)	\$973,095	193.5%	\$12,229,415	42.2%	\$12,571,691	46%
BOTTLED BLONDE- THE BACK YARD (DALLAS ...	\$941,181	-17.4%	\$6,179,419	-29.3%	\$7,310,567	-33%
DFB CAPITAL LLC (DALLAS - 75201 - 2)	\$922,323	-5.7%	\$7,765,695	-3.3%	\$8,932,425	-6%
HAPPIEST HOUR, LLC (DALLAS - 75201 - 1)	\$908,677	-20.6%	\$6,975,633	-12.6%	\$8,432,437	-11%
SALC, INC. (DALLAS - 75207 - 16)	\$878,734	11.6%	\$8,845,307	-2.6%	\$10,396,992	4%
BABY DOLLS (DALLAS - 75220 - 1)	\$863,409		\$6,001,615		\$6,001,615	
GILLEY'S DALLAS (DALLAS - 75215 - 3)	\$816,633	10.6%	\$5,565,838	35.5%	\$6,807,411	41%
TRUE KITCHEN & KOCKTAILS/FLAIR COCKTAIL...	\$683,722	6.8%	\$6,183,406	5.0%	\$7,331,719	7%
NICK & SAM'S STEAK & FISH HOUSE (DALLA...	\$667,201	-18.0%	\$6,180,849	-17.1%	\$7,831,963	-14%
GREEN LIGHT SOCIAL (DALLAS - 75204 - 1)	\$656,299	13.1%	\$6,346,969	7.5%	\$7,469,298	26%
HOSPITALITY INTERNATIONAL, INC. (DALLAS ...	\$633,645	-5.2%	\$5,104,690	-6.2%	\$6,455,276	-4%
MONARCH (DALLAS - 75202 - 2)	\$560,211		\$6,695,629		\$6,695,629	
Arlington	\$11,717,838	58.0%	\$67,995,344	12.9%	\$81,839,974	12%
TEXAS RANGER BALLPARK (ARLINGTON - 760...	\$4,393,817	100.6%	\$28,731,173	44.4%	\$29,192,111	43%
AT&T STADIUM (ARLINGTON - 76011 - 1)	\$4,090,815	30.1%	\$22,450,402	-13.6%	\$32,715,524	-4%
BACKYARD C/O TEXAS LIVE! (ARLINGTON - 7...	\$3,233,206	55.3%	\$16,813,769	17.0%	\$19,932,339	10%
Fort Worth	\$4,858,950	23.1%	\$33,336,819	13.1%	\$39,267,185	14%
DICKIES ARENA (FORT WORTH - 76107 - 1)	\$1,547,904	-16.9%	\$10,366,369	11.4%	\$11,836,367	20%
LEVY RESTAURANTS AT TEXAS MOTOR SPEED...	\$1,080,384	3,220.5%	\$1,651,007	203.9%	\$1,809,019	87%
BILLY BOB'S TEXAS (FORT WORTH - 76164 - 1)	\$809,154	22.9%	\$8,759,300	8.1%	\$10,426,247	7%
HOTEL DROVER (FORT WORTH - 76164 - 15)	\$744,252	4.2%	\$6,115,940	5.2%	\$7,698,443	9%
JOE T GARCIA'S MEXICAN DISHES (FORT WO...	\$677,256	-0.5%	\$6,444,203	12.9%	\$7,497,109	10%
Frisco	\$2,832,468		\$8,606,535		\$8,606,535	
OMNI PGA FRISCO RESORT (FRISCO - 75034 - ...	\$1,409,346		\$6,766,642		\$6,766,642	
SIDECAR SOCIAL (FRISCO - 75034 - 1)	\$759,838		\$1,068,959		\$1,068,959	
GREENAWALT HOSPITALITY, LLC (FRISCO - 75...	\$663,284		\$770,934		\$770,934	
Grapevine	\$2,676,010	48.1%	\$23,021,832	21.4%	\$28,242,539	24%
GAYLORD TEXAN (GRAPEVINE - 76051 - 1)	\$2,676,010	48.1%	\$23,021,832	21.4%	\$28,242,539	24%
Irving	\$783,977	-46.9%	\$5,691,643	-4.0%	\$6,733,225	-1%
TOYOTA MUSIC FACTORY (IRVING - 75039 - 20)	\$783,977	-46.9%	\$5,691,643	-4.0%	\$6,733,225	-1%
Grand Prairie	\$561,688	32.5%	\$2,772,146	-8.0%	\$3,403,406	-14%
Total	\$37,149,868	38.7%	\$260,859,135	18.9%	\$306,659,788	18%

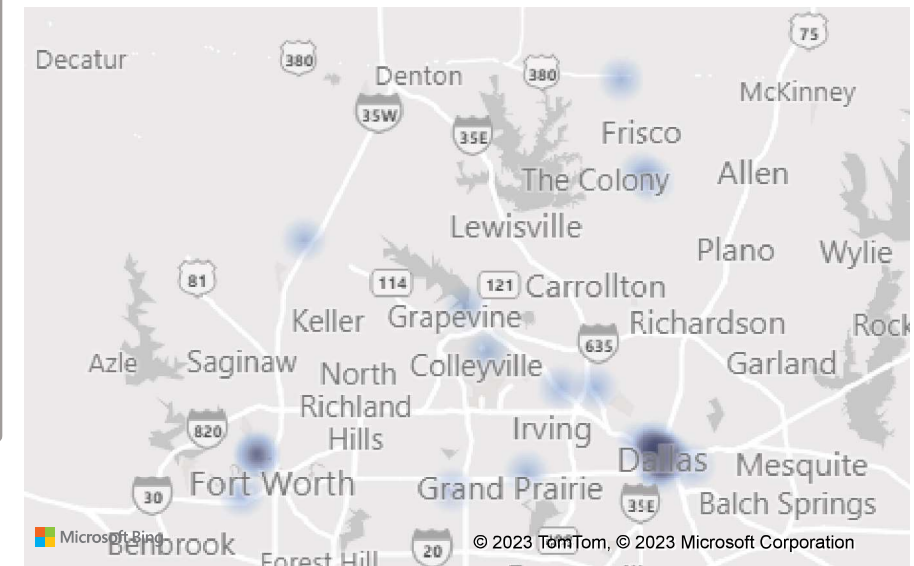
MSA

Dallas-Fort Worth

Location Map



Heat Map



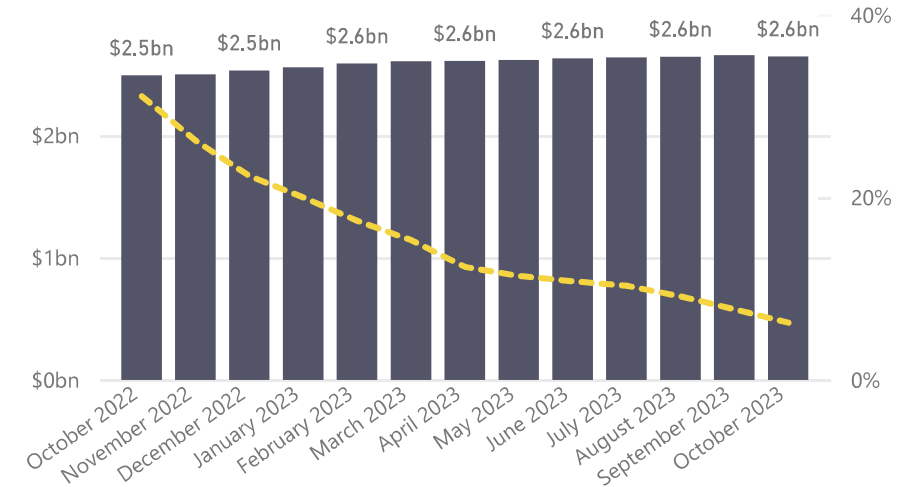
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
Dallas-Fort Worth	\$221,785,916	-4.0%	\$2,207,758,725	53.9%	\$2,642,019,617	\$2,486,607,990	6%
Dallas	\$98,466,279	-7.6%	\$999,433,027	43.8%	\$1,195,019,130	\$1,133,886,736	5%
Fort Worth	\$34,216,183	-7.5%	\$347,332,726	34.1%	\$415,120,122	\$383,619,161	8%
Arlington	\$20,349,028	21.3%	\$155,298,923	22.9%	\$186,358,154	\$177,104,245	5%
Plano	\$12,680,147	-13.2%	\$143,054,466	65.0%	\$173,526,674	\$172,640,001	1%
Grapevine	\$11,411,204	7.9%	\$114,188,388	45.0%	\$137,971,555	\$123,511,714	12%
Frisco	\$11,032,109	28.9%	\$97,253,460	115.9%	\$115,096,501	\$97,843,050	18%
Irving	\$8,063,682	-11.8%	\$76,110,743	80.9%	\$90,679,858	\$88,480,358	2%
Mckinney	\$3,951,160	0.9%	\$41,961,837	50.7%	\$49,670,104	\$45,151,378	10%
The Colony	\$3,715,975	-17.5%	\$43,279,957	482.3%	\$51,318,786	\$48,408,941	6%
Richardson	\$3,625,318	-11.4%	\$39,186,249	42.4%	\$46,581,405	\$43,874,065	6%
Denton	\$3,493,205	-11.1%	\$36,230,458	21.5%	\$43,387,594	\$43,053,985	1%
Grand Prairie	\$3,040,473	2.6%	\$28,356,114	5.0%	\$33,727,133	\$31,937,007	6%
Allen	\$2,716,385	3.0%	\$27,977,369	166.0%	\$33,692,181	\$30,991,684	9%
Southlake	\$2,561,871	-10.0%	\$28,968,773	11.3%	\$35,406,411	\$33,194,266	7%
Lewisville	\$2,462,897	-14.7%	\$29,126,235	51.2%	\$34,464,009	\$32,911,399	5%
Total	\$221,785,916	-4.0%	\$2,207,758,725	53.9%	\$2,642,019,617	\$2,486,607,990	6%

MSA

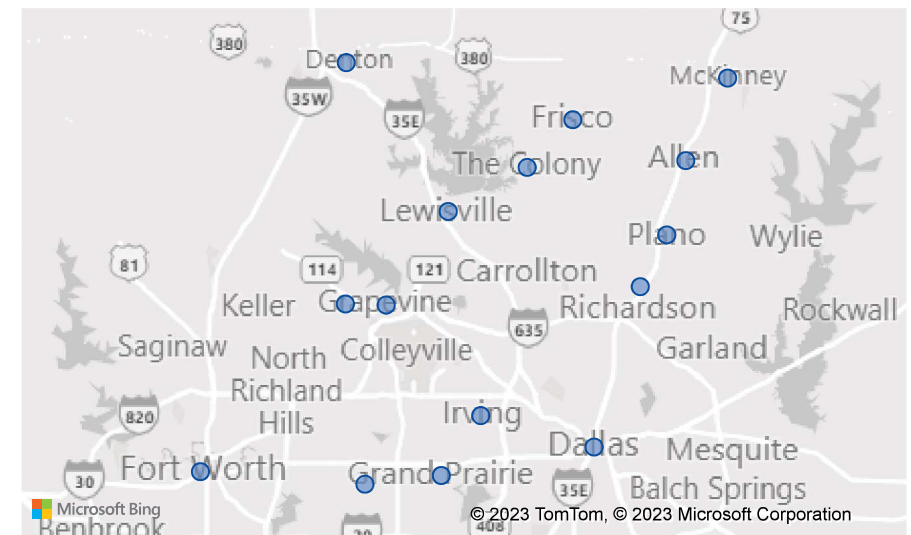
Dallas-Fort Worth

Top 15 - YoY Comparison

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



Location Map



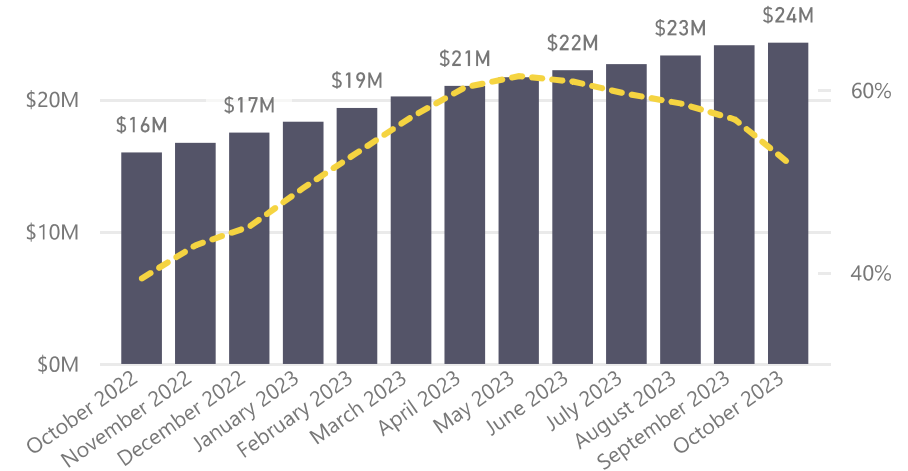
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
Dallas-Fort Worth	\$2,031,231	11.1%	\$20,813,576	70.2%	\$24,255,359	\$15,956,620	52%
Melissa	\$46,818	280.7%	\$472,629	19.1%	\$509,504	\$148,117	244%
Northlake	\$362,845	107.7%	\$3,636,375	30.8%	\$4,068,713	\$1,585,144	157%
Aledo	\$155,041	211.1%	\$822,881	49.1%	\$952,375	\$493,826	93%
Forest Hill	\$11,165	0.8%	\$141,666	68.6%	\$167,147	\$89,975	86%
Princeton	\$42,955	36.1%	\$404,134	720.7%	\$463,442	\$271,189	71%
Cooper	\$8,551	-24.0%	\$215,999	9.7%	\$236,193	\$138,448	71%
River Oaks	\$5,629	-10.6%	\$66,113	36.2%	\$75,162	\$48,557	55%
Corinth	\$170,976	32.5%	\$1,186,800	54.1%	\$1,376,191	\$911,026	51%
Newark	\$3,060	31.9%	\$27,113		\$31,117	\$21,604	44%
Krum	\$55,265	9.2%	\$470,535	70.1%	\$536,606	\$377,990	42%
Nevada	\$30,644	23.1%	\$367,050	10.3%	\$413,615	\$296,327	40%
Anna	\$239,229	12.1%	\$2,573,934	47.4%	\$2,941,289	\$2,143,584	37%
University Park	\$325,315	-15.4%	\$3,193,803	32.9%	\$3,927,864	\$2,948,140	33%
Joshua	\$21,131	-81.2%	\$1,033,186	25.2%	\$1,242,236	\$938,885	32%
Little Elm	\$552,607	-10.1%	\$6,201,358	52.2%	\$7,313,905	\$5,543,808	32%
Total	\$2,031,231	11.1%	\$20,813,576	70.2%	\$24,255,359	\$15,956,620	52%

MSA

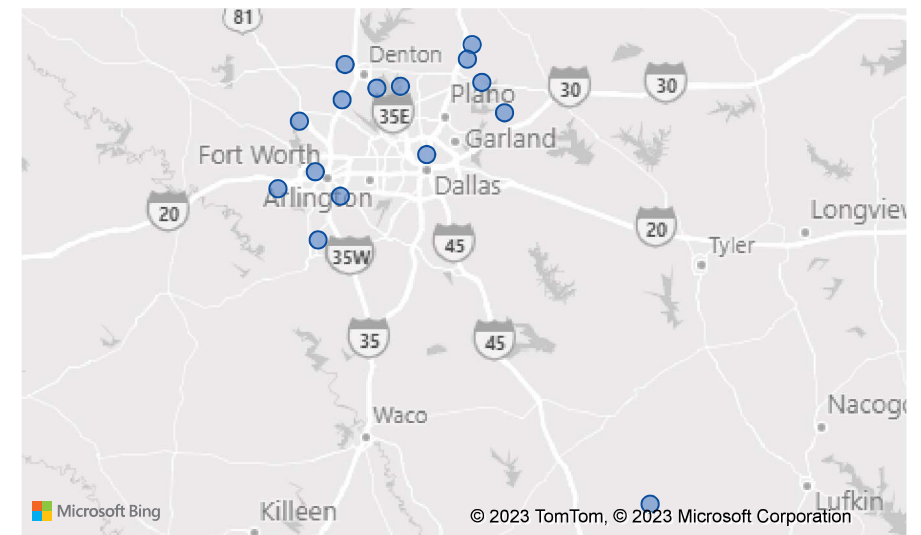
Dallas-Fort Worth

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 ... ▼

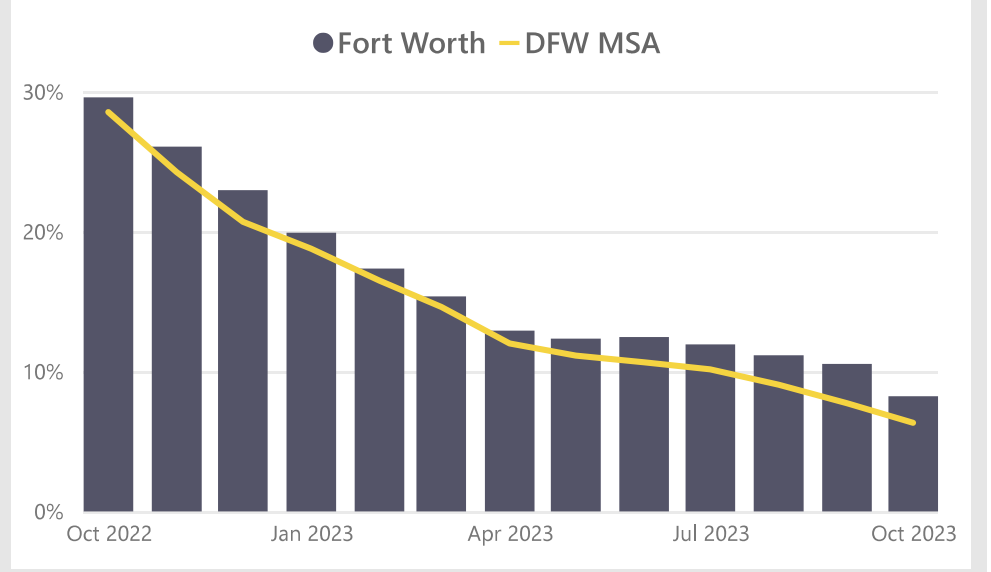
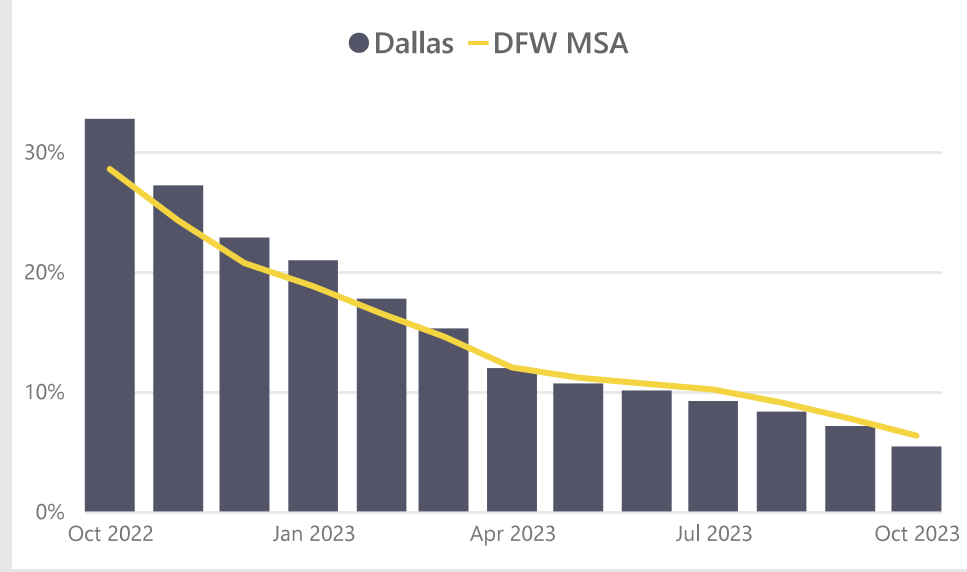
City - 4 ▼
 Dallas-Fort Worth (Region) + Plano (City) ▼

Dallas-Fort Worth

\$3,218,167,622
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$3,027,117,489
PY-Trailing 12 Month

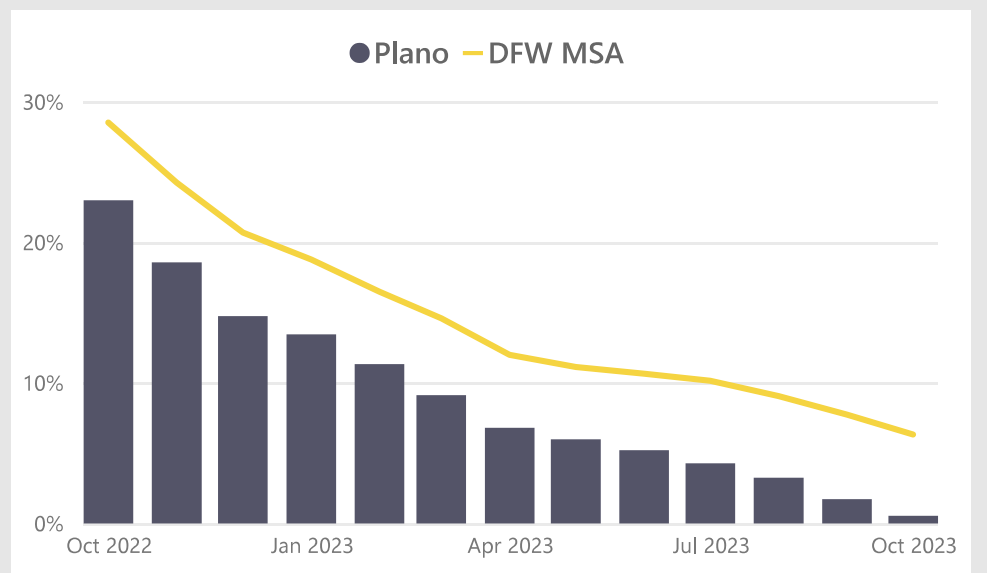
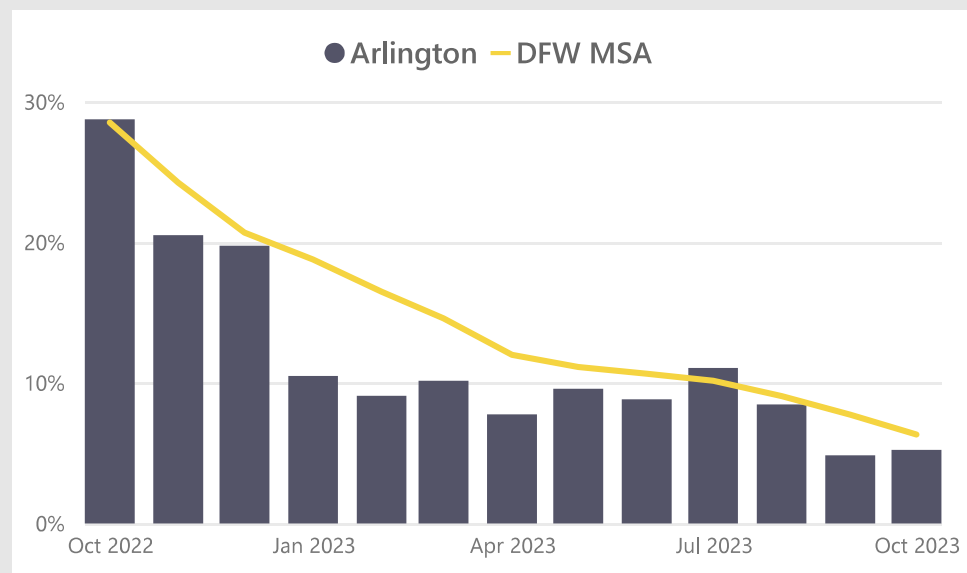


Dallas

\$1,195,019,130
CY-Trailing 12 Month

5.4%
CY-Trailing 12 Month YoY %

\$1,133,886,736
PY-Trailing 12 Month



Fort Worth

\$415,120,122
CY-Trailing 12 Month

8.21%
CY-Trailing 12 Month YoY %

\$383,619,161
PY-Trailing 12 Month

Arlington

\$186,358,154
CY-Trailing 12 Month

5.23%
CY-Trailing 12 Month YoY %

\$177,104,245
PY-Trailing 12 Month

Plano

\$173,526,674
CY-Trailing 12 Month

0.51%
CY-Trailing 12 Month YoY %

\$172,640,001
PY-Trailing 12 Month

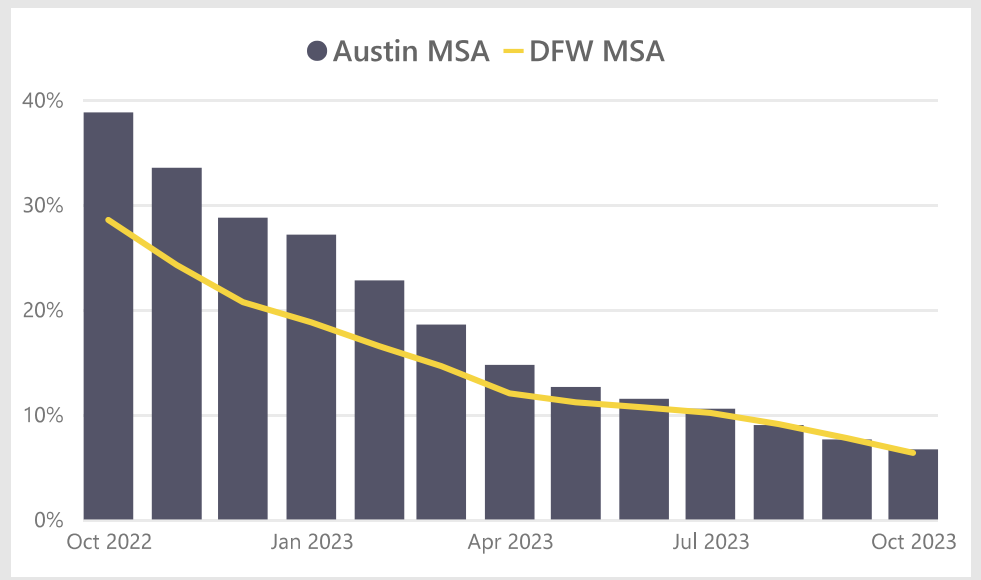
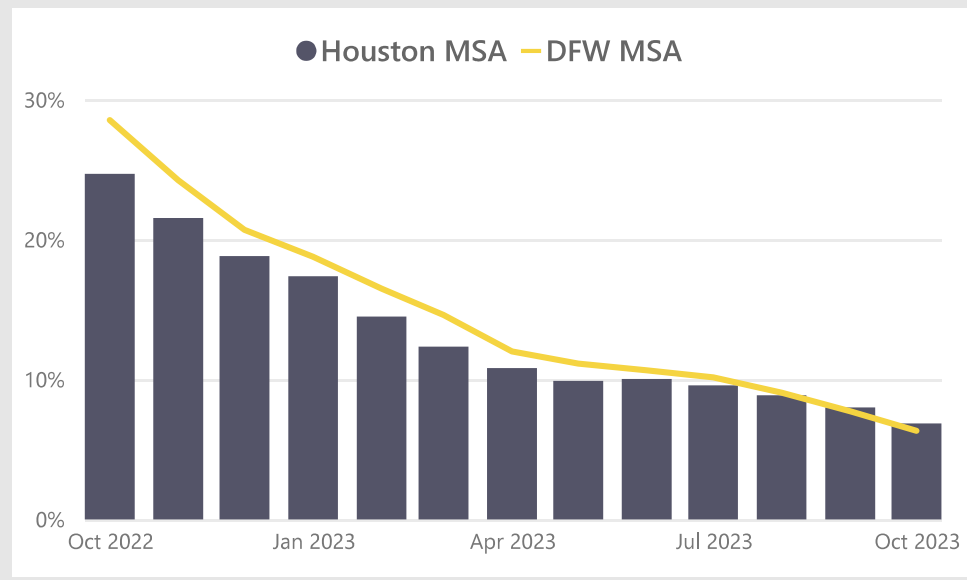
Subject MSA: **Dallas-Fort Worth** |
 MSA - 1: **Houston-The Woodlands-Sugarland** |
 MSA - 2: **Austin-Round Rock-San Marcos** |
 MSA - 3: **San Antonio-New Braunfels** |
 MSA - 4: **El Paso**

Dallas-Fort Worth

\$3,218,167,622
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$3,027,117,489
PY-Trailing 12 Month



Houston-The Woodlands-Sugarland

\$2,464,439,358
CY-Trailing 12 Month

6.8%
CY-Trailing 12 Month YoY %

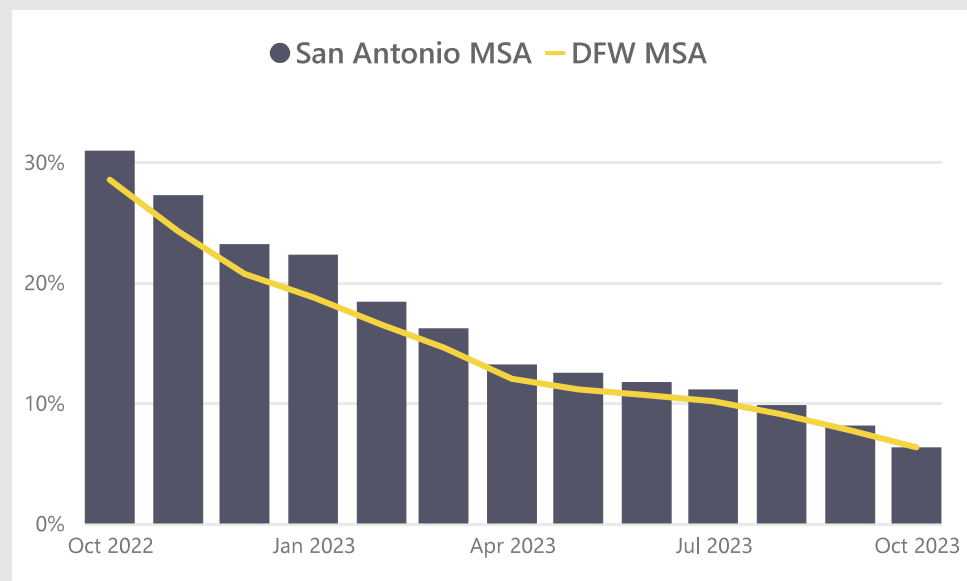
\$2,306,959,784
PY-Trailing 12 Month

Austin-Round Rock-San Marcos

\$1,462,328,210
CY-Trailing 12 Month

6.63%
CY-Trailing 12 Month YoY %

\$1,371,346,272
PY-Trailing 12 Month

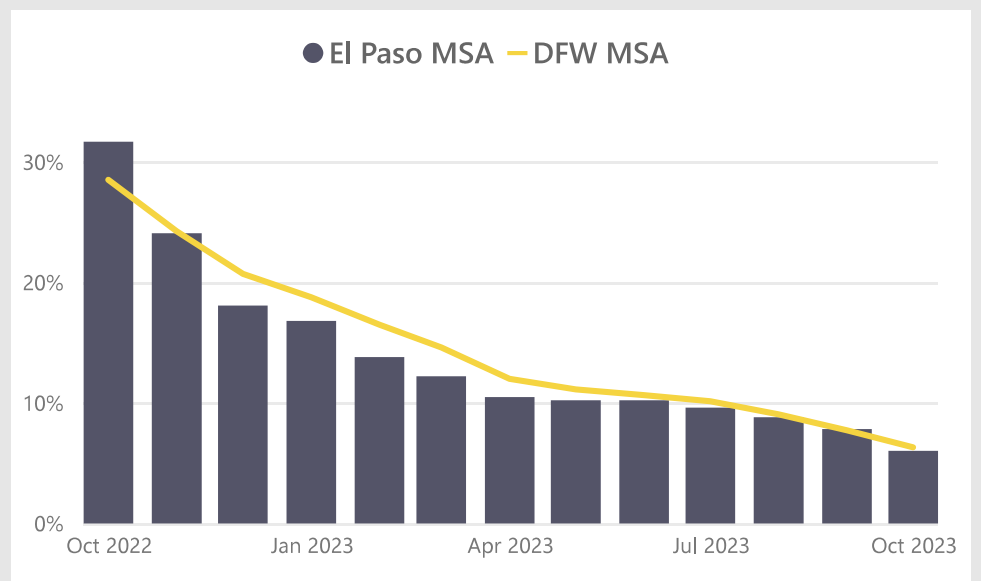


San Antonio-New Braunfels

\$975,103,705
CY-Trailing 12 Month

6.31%
CY-Trailing 12 Month YoY %

\$917,259,091
PY-Trailing 12 Month



El Paso

\$241,342,564
CY-Trailing 12 Month

6.00%
CY-Trailing 12 Month YoY %

\$227,691,795
PY-Trailing 12 Month

MSA

Dallas-Fort Worth

MSA Snapshot

6.3%

City YoY %

\$3,218,167,622

CY-Trailing 12 Month

\$3,027,117,489

PY-Trailing 12 Month

State Snapshot

7%

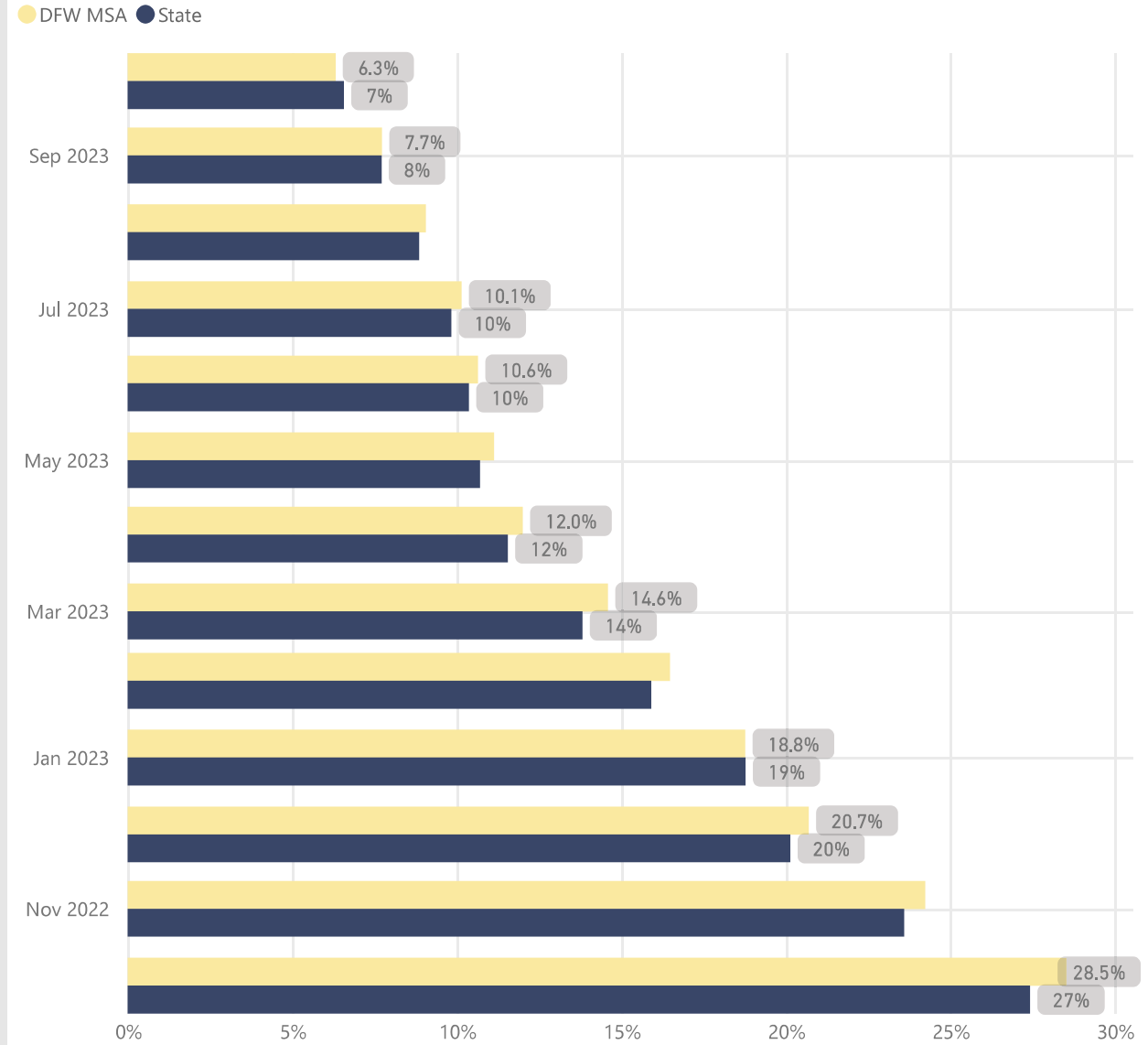
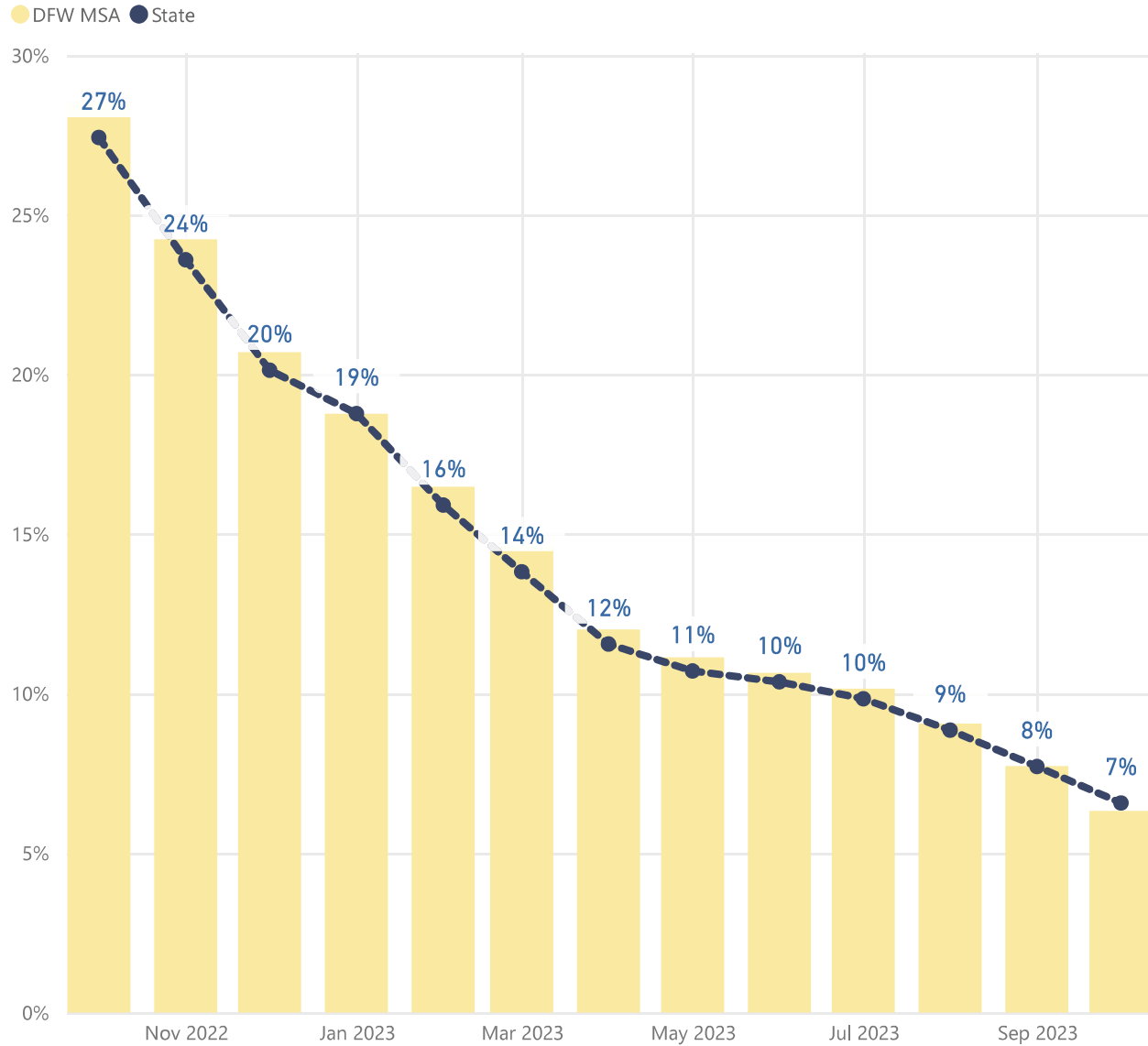
State YoY %

\$10,100,677,301

CY-Trailing 12 Month

\$9,478,270,600

PY-Trailing 12 Month



HOUSTON MSA

TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

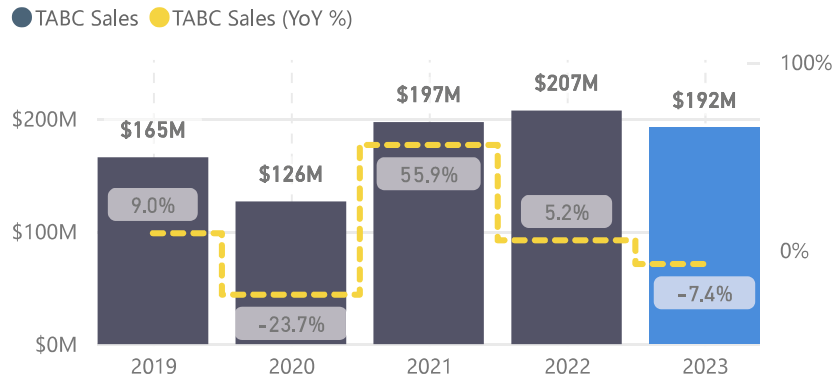
Comparison – Adjacent Cities

Comparison – Region + Top Cities

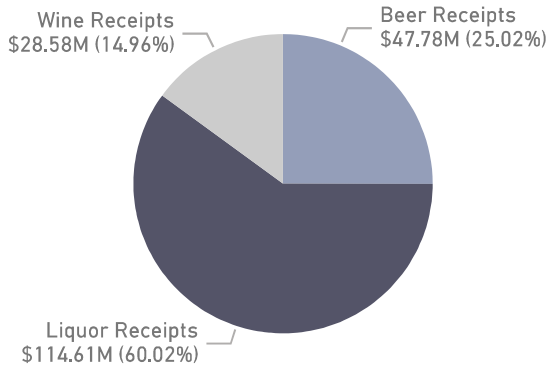
Comparison – State



YoY Oct 2023 Comparison



Oct 2023 Category %



Oct 2023 Receipts

\$114,613,252
Liquor Sales

\$28,577,409
Wine Sales

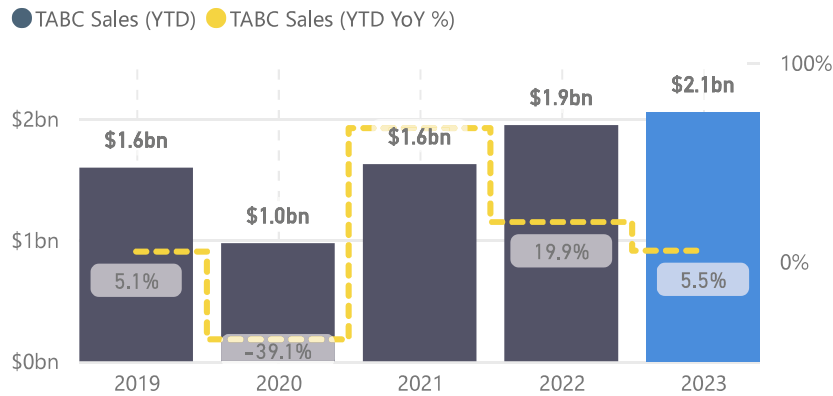
\$47,775,169
Beer Sales

\$191.6M **-7.4%**
Total Receipts Month YoY %

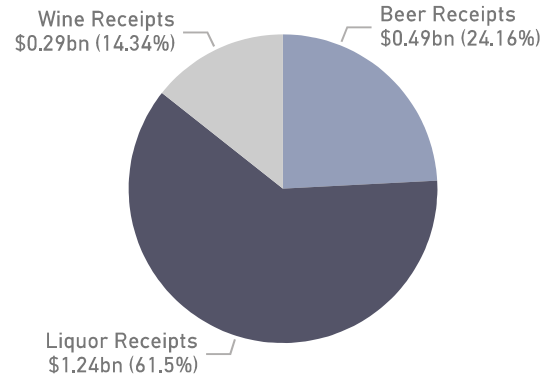
MSA
Houston-The Woodlands-Sugarland

Houston-The Woodlands-Sugarland
3,251 **\$758,056**

YTD Oct 2023 Comparison



YTD Oct 2023 - Category %



YTD Oct 2023 Receipts

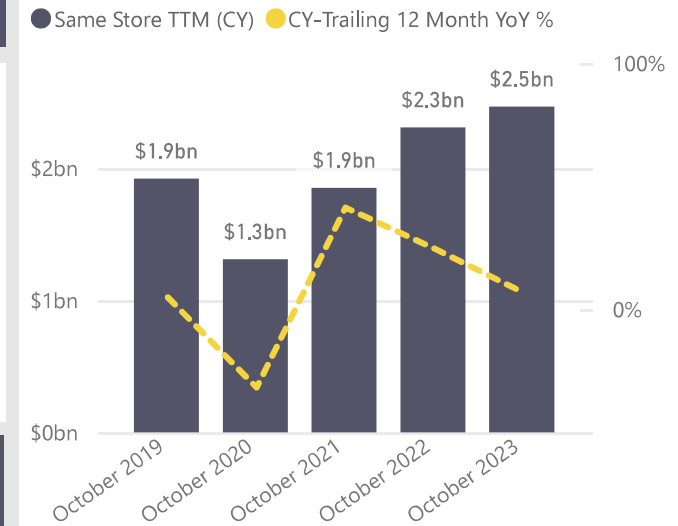
\$1,242,005,125
Liquor Sales

\$289,651,345
Wine Sales

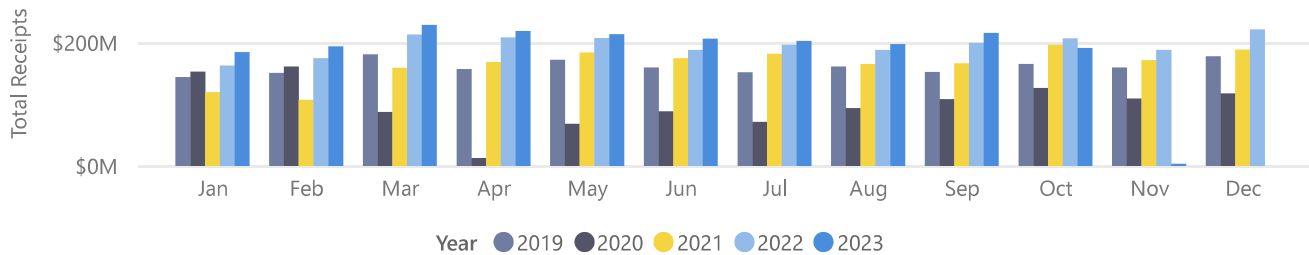
\$487,882,947
Beer Sales

\$2.1bn **5.5%**
Total Receipts YTD YoY %

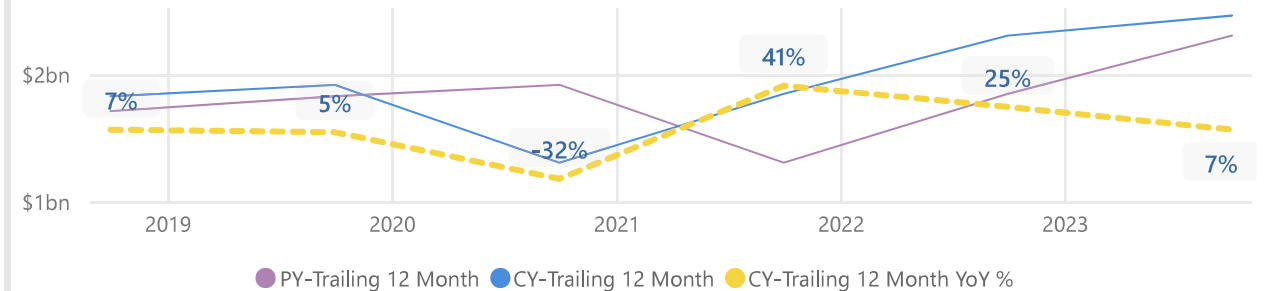
TTM YoY Comparison Oct 2023



YTD MoM + YoY Comparison Oct 2023



TTM YoY % Comparison Oct 2023

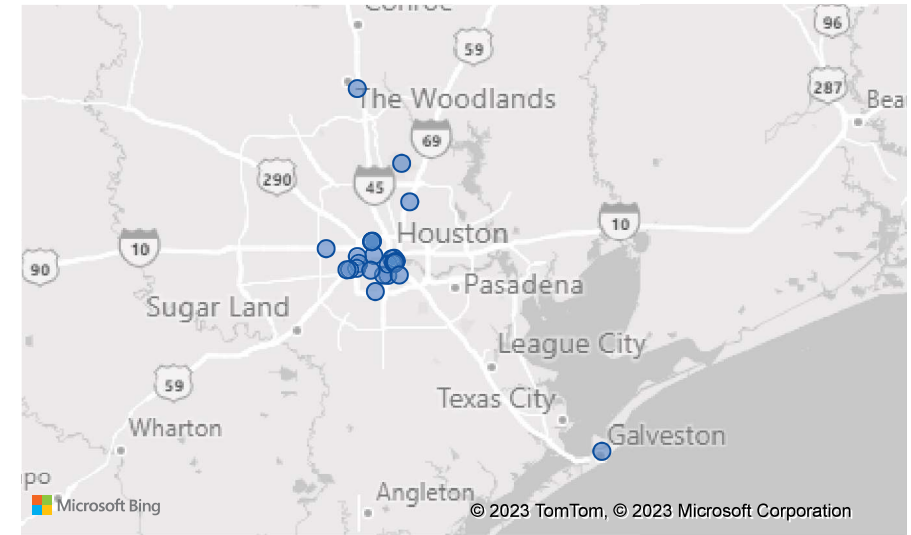


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
Houston	\$21,358,329	9.7%	\$177,451,940	17.1%	\$211,145,027	21%
ARAMARK SPORTS & ENTERTAINMENT SERVI...	\$4,553,769	10.6%	\$30,179,317	20.8%	\$33,648,535	30%
THE POST OAK/MASTRO'S/WILLIE G'S (HOUS...	\$1,426,248	-8.9%	\$14,731,555	-4.2%	\$18,689,340	-1%
LEVY RESTAURANTS AT TOYOTA CENTER (HO...	\$1,409,539	-9.5%	\$12,269,366	4.8%	\$14,725,964	5%
ARAMARK SPORTS & ENTERTAINMENT SER O...	\$1,264,246	118.4%	\$12,702,296	41.9%	\$15,067,418	46%
MARRIOTT MARQUIS HOUSTON (HOUSTON ...	\$973,873	7.0%	\$10,426,520	20.7%	\$12,112,230	21%
KIRBY ICE HOUSE (HOUSTON - 77055 - 1)	\$812,602	-9.3%	\$6,277,445	-2.3%	\$7,636,321	1%
CONEJO MALO (HOUSTON - 77002 - 2)	\$719,417		\$3,381,171		\$3,381,171	
MCINTYRE'S (HOUSTON - 77008 - 1)	\$700,980	-14.0%	\$5,137,192	-25.5%	\$6,149,516	-24%
KIRBY ICE HOUSE (HOUSTON - 77098 - 1)	\$689,623	-17.1%	\$5,303,744	-2.9%	\$6,434,819	1%
KAMP HOUSTON (HOUSTON - 77057 - 1)	\$551,101	-8.8%	\$5,773,914	-17.5%	\$6,537,163	-16%
FOUR SEASON HOTEL HOUSTON (HOUSTON ...	\$529,983	-0.9%	\$4,193,645	19.3%	\$5,102,457	25%
HILTON AMERICAS - HOUSTON (HOUSTON - ...	\$519,910	9.5%	\$6,210,122	35.7%	\$8,001,529	47%
STEAK 48 (HOUSTON - 77027 - 1)	\$518,054	-10.3%	\$5,571,040	-2.5%	\$7,135,913	-0%
CLE GROUP SOCIAL, LLC (HOUSTON - 77008 - ...	\$504,794		\$1,466,870		\$1,466,870	
PAPPAS BROS STEAKHOUSE (HOUSTON - 770...	\$501,577	39.1%	\$4,394,401	7.4%	\$5,443,278	6%
CAMPUS BEVERAGE INC (HOUSTON - 77024 ...	\$472,164	-9.2%	\$3,810,149	23.5%	\$4,831,032	24%
LITTLE WOODROW'S (HOUSTON - 77006 - 1)	\$464,358	-3.1%	\$3,953,574	124.0%	\$5,004,652	
POST SECURITY AREAS OF TERMINAL C NOR...	\$452,576	10.2%	\$4,566,020	13.5%	\$5,445,620	4%
DLS BAYOU CENTER EVENTS LLC (HOUSTON - ...	\$446,998	190.4%	\$2,174,521	118.2%	\$2,529,122	113%
HOTEL ZA ZA (HOUSTON - 77005 - 1)	\$446,353	-22.6%	\$3,493,480	3.0%	\$4,626,865	10%
ESCAPADE 2001 HOUSTON (HOUSTON - 770...	\$439,585	-36.4%	\$4,913,385	3.2%	\$5,819,967	11%
CLUTCH BAR & RESTAURANT (HOUSTON - 77...	\$434,187	-22.0%	\$3,780,130	-12.4%	\$4,519,743	-1%
5015 BACKYARD PATIO & BAR (HOUSTON - 7...	\$431,227	-24.3%	\$4,408,973	-15.1%	\$5,114,075	-15%
MOONSHINE DECK (HOUSTON - 77008 - 1)	\$430,307	-23.3%	\$4,243,833	-1.0%	\$5,046,919	2%
UNIVERSITY FOOD SERVICES (TDECU STADIU...	\$430,036	823.1%	\$1,494,134	354.2%	\$1,755,830	327%
IRON COWBOY LOUNGE & EATERY (HOUSTO...	\$424,601	70.3%	\$4,351,884	1,115.2%	\$5,013,545	
JOEY UPTOWN (HOUSTON - 77056 - 1)	\$405,154	0.6%	\$4,095,194	-0.8%	\$4,907,390	-1%
OJOS LOCOS SPORTS CANTINA (HOUSTON - ...	\$405,067	-4.4%	\$4,148,065	168.2%	\$4,997,743	
The Woodlands	\$783,518	-37.7%	\$6,533,594	364.1%	\$8,043,671	
KIRBY ICE HOUSE WOODLANDS (THE WOOD...	\$783,518	-37.7%	\$6,533,594	364.1%	\$8,043,671	
Tomball	\$421,158	-10.1%	\$3,447,536	-14.5%	\$4,264,643	-13%
LITTLE WOODROW'S (TOMBALL - 77375 - 1)	\$421,158	-10.1%	\$3,447,536	-14.5%	\$4,264,643	-13%
Total	\$22,563,005	6.5%	\$187,433,070	19.4%	\$223,453,341	23%

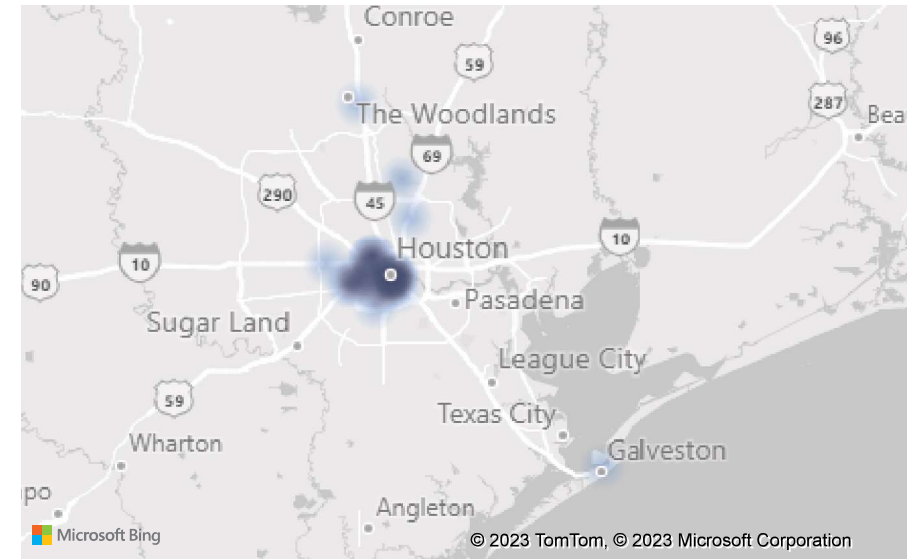
MSA

Houston-The Woodlands-Sugarland

Location Map



Heat Map



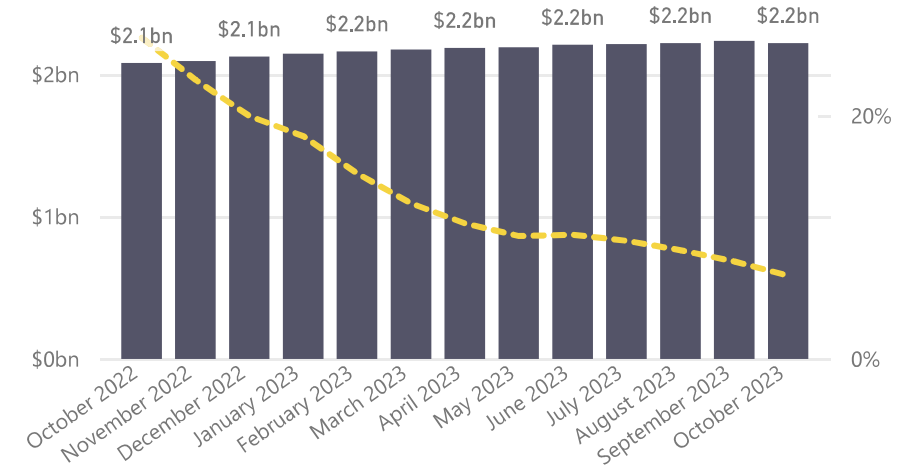
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
Houston-The Woo...	\$172,367,248	-7.6%	\$1,846,124,723	247.2%	\$2,217,568,610	\$2,075,993,046	7%
Houston	\$123,655,269	-8.2%	\$1,313,862,970	343.0%	\$1,581,914,325	\$1,483,018,020	7%
The Woodlands	\$6,715,790	-5.7%	\$67,101,171	27.0%	\$81,208,087	\$68,838,236	18%
Katy	\$6,603,447	-4.0%	\$73,682,374	124.9%	\$87,957,973	\$83,498,626	5%
Spring	\$5,796,703	-5.7%	\$62,418,138	26.3%	\$74,841,697	\$72,993,636	3%
Galveston	\$5,699,477	-4.8%	\$67,812,079	69.4%	\$78,599,701	\$71,723,967	10%
Humble	\$3,466,827	-10.7%	\$37,804,428	28.7%	\$45,160,914	\$43,591,046	4%
Sugar Land	\$3,237,342	-16.9%	\$37,073,366	432.8%	\$44,753,299	\$43,022,539	4%
Webster	\$2,912,576	-3.4%	\$31,339,800	3.9%	\$37,836,281	\$36,716,166	3%
Tomball	\$2,503,831	-2.7%	\$25,052,297	33.2%	\$30,139,663	\$29,193,073	3%
Conroe	\$2,223,206	-0.6%	\$25,450,402	105.2%	\$30,526,822	\$28,870,724	6%
Pearland	\$2,156,075	-5.1%	\$23,961,020	18.0%	\$28,577,599	\$27,444,886	4%
Friendswood	\$1,951,029	-7.8%	\$21,918,180	91.7%	\$26,941,767	\$25,800,257	4%
Montgomery	\$1,870,128	-10.7%	\$20,834,622	8.3%	\$24,228,590	\$22,989,264	5%
Richmond	\$1,788,736	4.1%	\$18,927,714	158.5%	\$22,506,848	\$18,036,245	25%
Pasadena	\$1,786,812	0.6%	\$18,886,162	71.3%	\$22,375,044	\$20,256,361	10%
Total	\$172,367,248	-7.6%	\$1,846,124,723	247.2%	\$2,217,568,610	\$2,075,993,046	7%

MSA

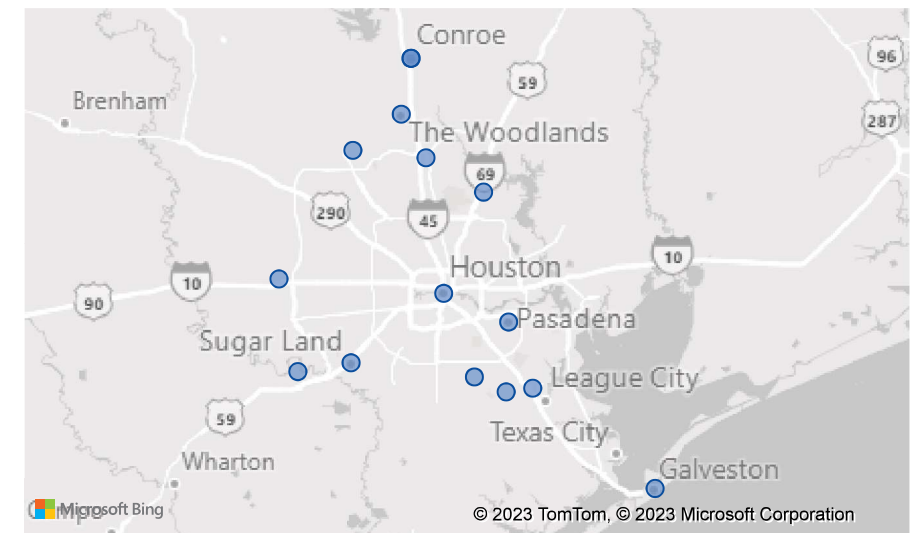
Houston-The Woodlands-Sugarland

Top 15 - YoY Comparison

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



Location Map



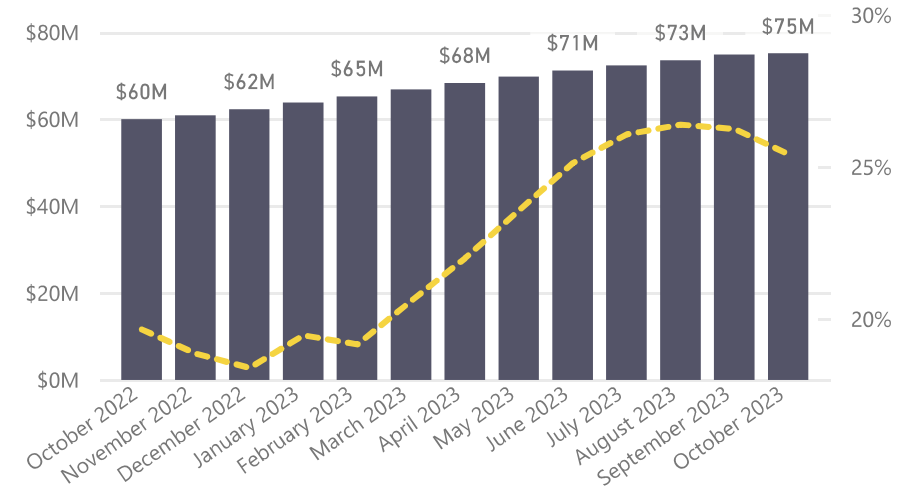
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
Houston-The Woo...	\$5,866,337	5.1%	\$63,856,966	100.8%	\$75,116,173	\$59,894,751	25%
Brazoria	\$34,118	-40.3%	\$598,176	-16.3%	\$712,787	\$336,418	112%
Channelview	\$72,501	22.4%	\$1,069,669	-5.7%	\$1,181,527	\$762,204	55%
Deer Park	\$203,170	130.7%	\$1,511,035	17.8%	\$1,655,023	\$1,197,554	38%
Liberty	\$155,984	-4.5%	\$1,872,349	126.1%	\$2,198,484	\$1,591,384	38%
Sealy	\$115,141	-1.1%	\$1,214,045	59.1%	\$1,445,141	\$1,057,335	37%
Atascocita	\$96,204	-37.4%	\$1,074,669	160.8%	\$1,280,548	\$937,322	37%
West University ...	\$128,652	79.5%	\$918,053	-0.9%	\$1,095,860	\$813,554	35%
Hempstead	\$120,586	-7.6%	\$1,415,366	63.7%	\$1,643,839	\$1,263,608	30%
Bellaire	\$278,676	3.7%	\$2,991,846	40.2%	\$3,566,386	\$2,810,187	27%
Jamaica Beach	\$22,799	-62.1%	\$516,867	47.9%	\$602,923	\$479,982	26%
Richmond	\$1,788,736	4.1%	\$18,927,714	158.5%	\$22,506,848	\$18,036,245	25%
Stafford	\$1,546,695	8.3%	\$17,110,518	50.2%	\$20,004,795	\$16,397,410	22%
Alvin	\$390,170	25.1%	\$3,929,773	19.8%	\$4,579,088	\$3,755,037	22%
Fulshear	\$351,899	-20.1%	\$4,473,618	279.2%	\$5,342,413	\$4,392,406	22%
Missouri City	\$561,006	9.0%	\$6,233,268	121.1%	\$7,300,511	\$6,064,105	20%
Total	\$5,866,337	5.1%	\$63,856,966	100.8%	\$75,116,173	\$59,894,751	25%

MSA

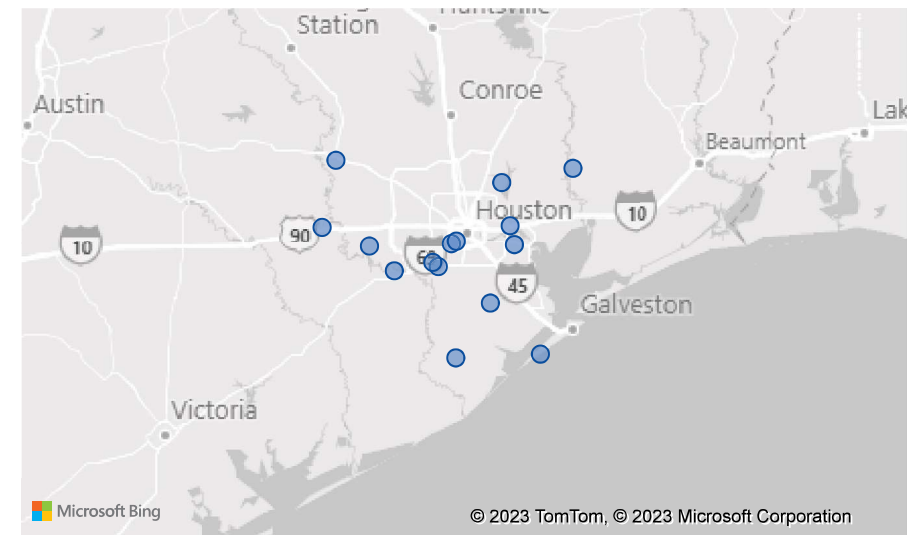
Houston-The Woodlands-Sugarland

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

\$2,464,439,358
CY-Trailing 12 Month

6.8%
CY-Trailing 12 Month YoY %

\$2,306,959,784
PY-Trailing 12 Month

Houston

\$1,581,914,325
CY-Trailing 12 Month

6.7%
CY-Trailing 12 Month YoY %

\$1,483,018,020
PY-Trailing 12 Month

The Woodlands

\$81,208,087
CY-Trailing 12 Month

17.97%
CY-Trailing 12 Month YoY %

\$68,838,236
PY-Trailing 12 Month

Sugar Land

\$44,753,299
CY-Trailing 12 Month

4.02%
CY-Trailing 12 Month YoY %

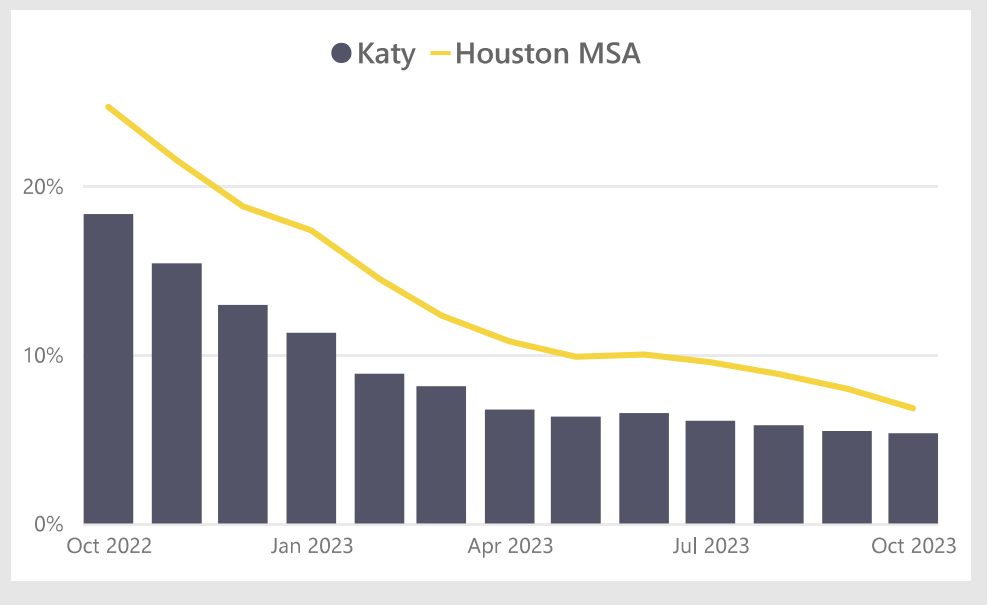
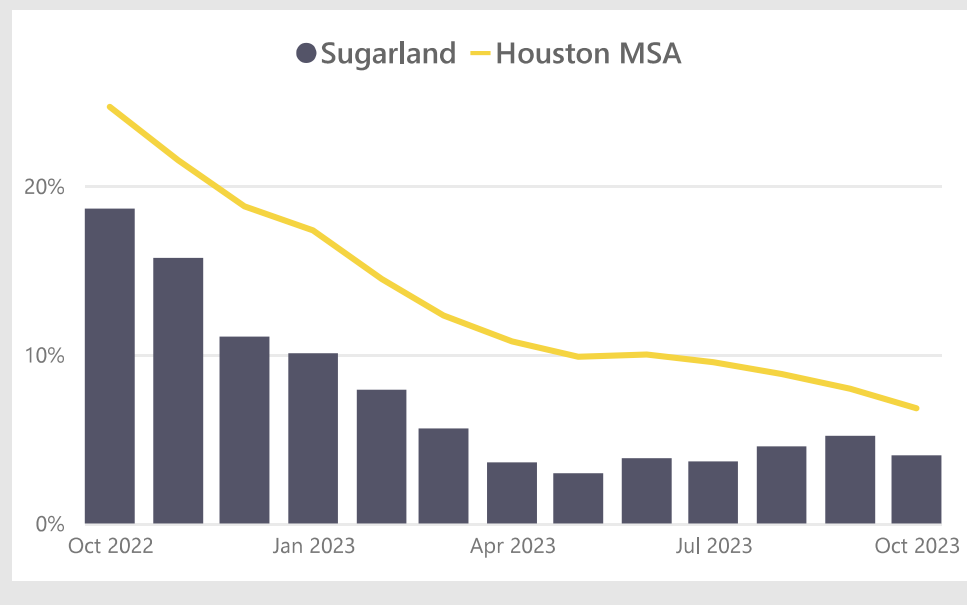
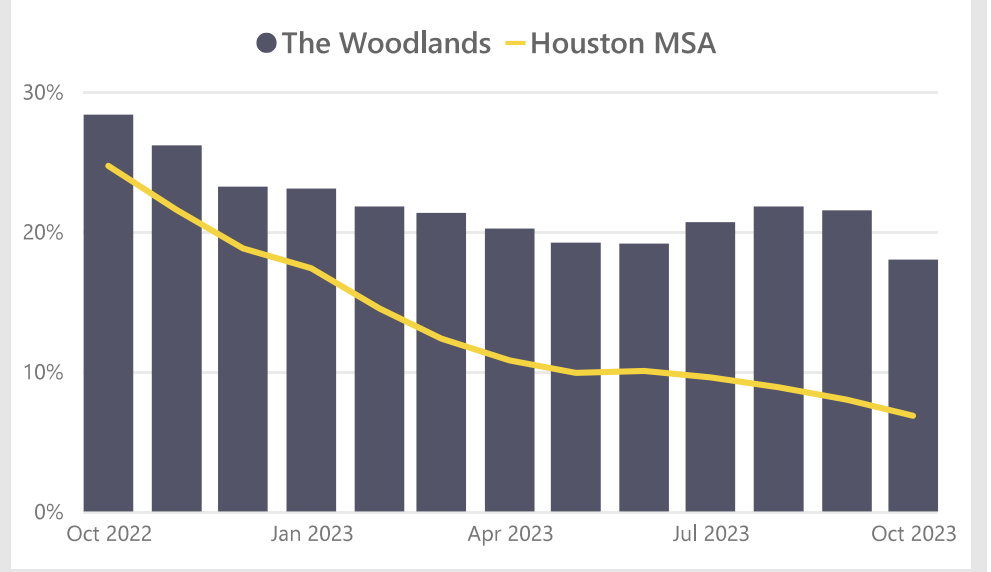
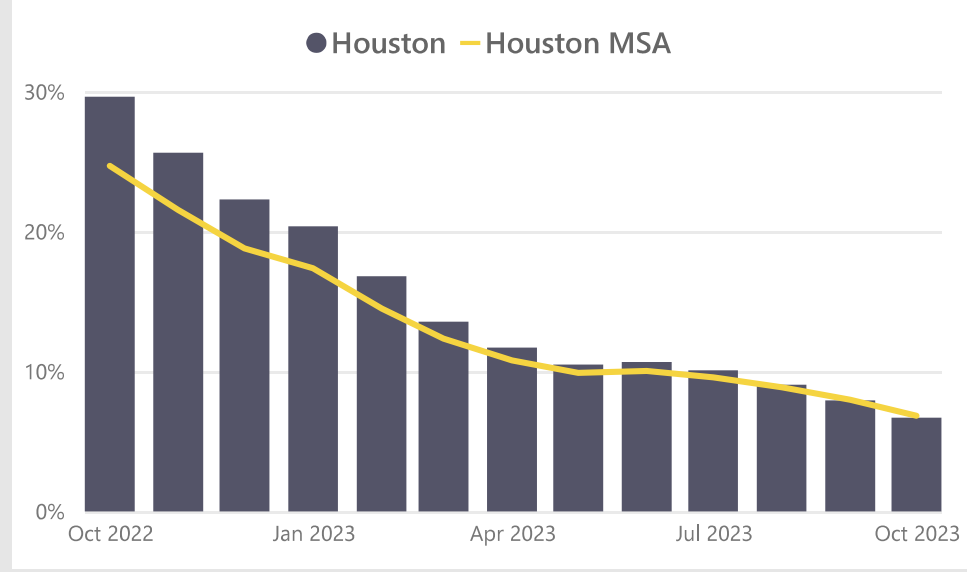
\$43,022,539
PY-Trailing 12 Month

Katy

\$87,957,973
CY-Trailing 12 Month

5.34%
CY-Trailing 12 Month YoY %

\$83,498,626
PY-Trailing 12 Month



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

Houston-The Woodlands-Sugarland

\$2,464,439,358
CY-Trailing 12 Month

6.8%
CY-Trailing 12 Month YoY %

\$2,306,959,784
PY-Trailing 12 Month

Dallas-Fort Worth

\$3,218,167,622
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$3,027,117,489
PY-Trailing 12 Month

Austin-Round Rock-San Marcos

\$1,462,328,210
CY-Trailing 12 Month

6.63%
CY-Trailing 12 Month YoY %

\$1,371,346,272
PY-Trailing 12 Month

San Antonio-New Braunfels

\$975,103,705
CY-Trailing 12 Month

6.31%
CY-Trailing 12 Month YoY %

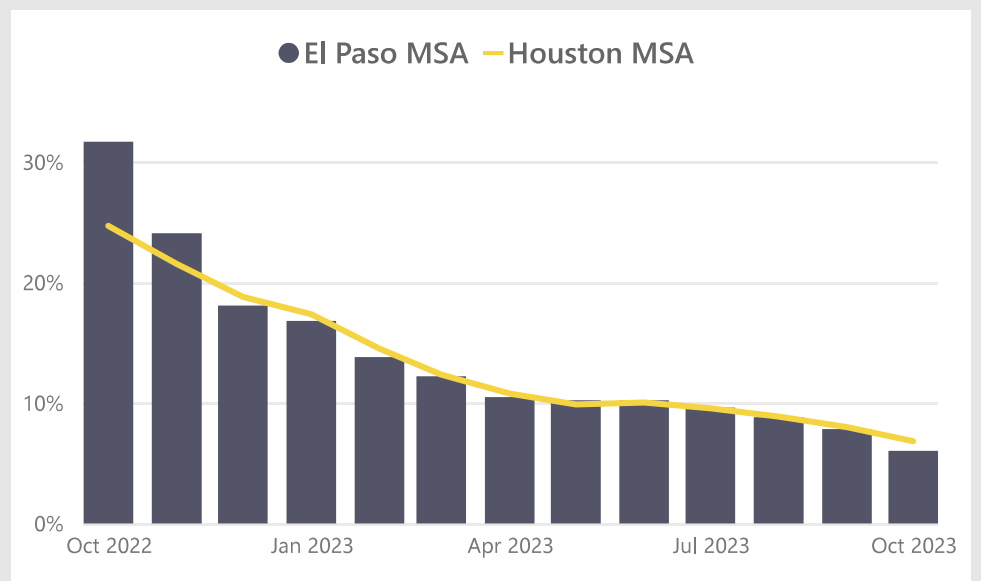
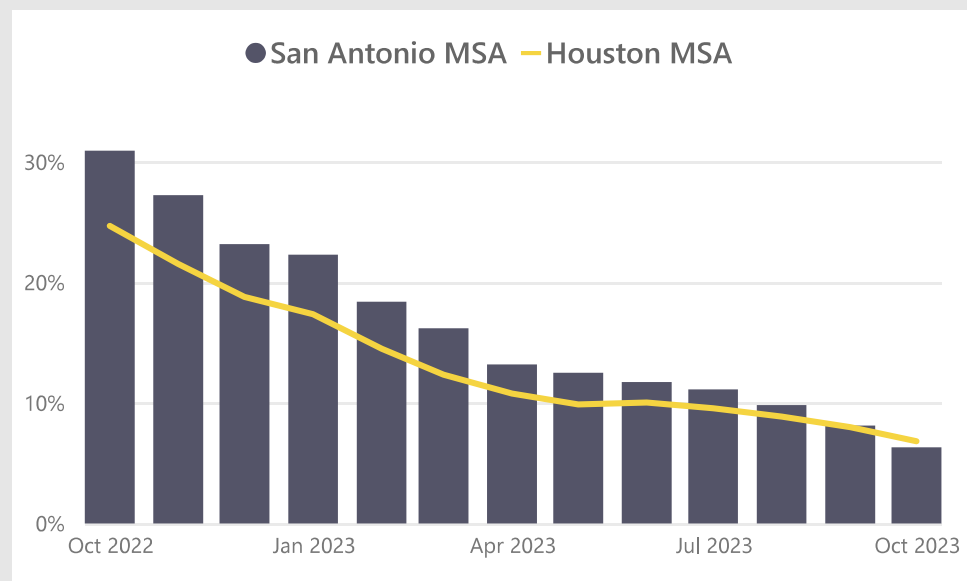
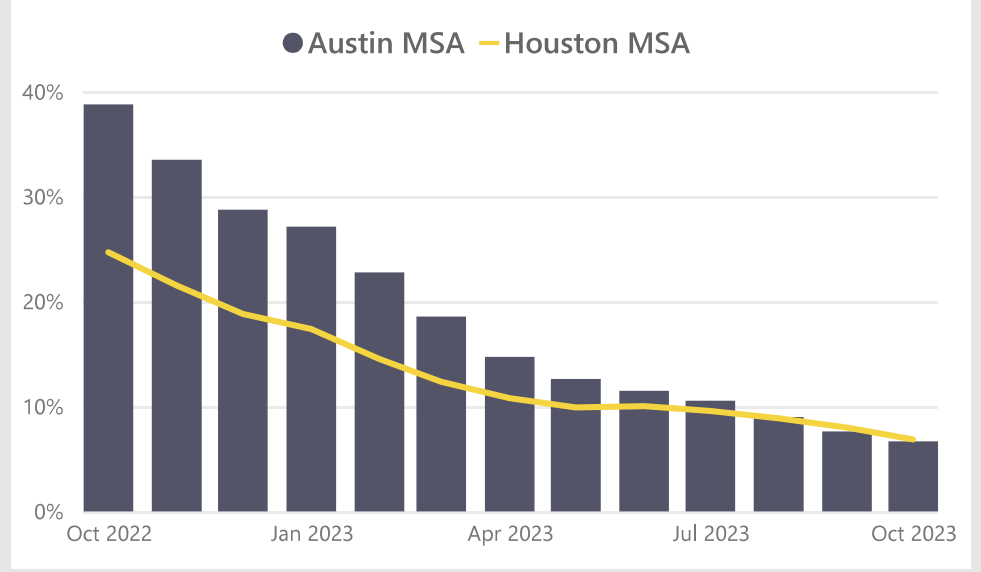
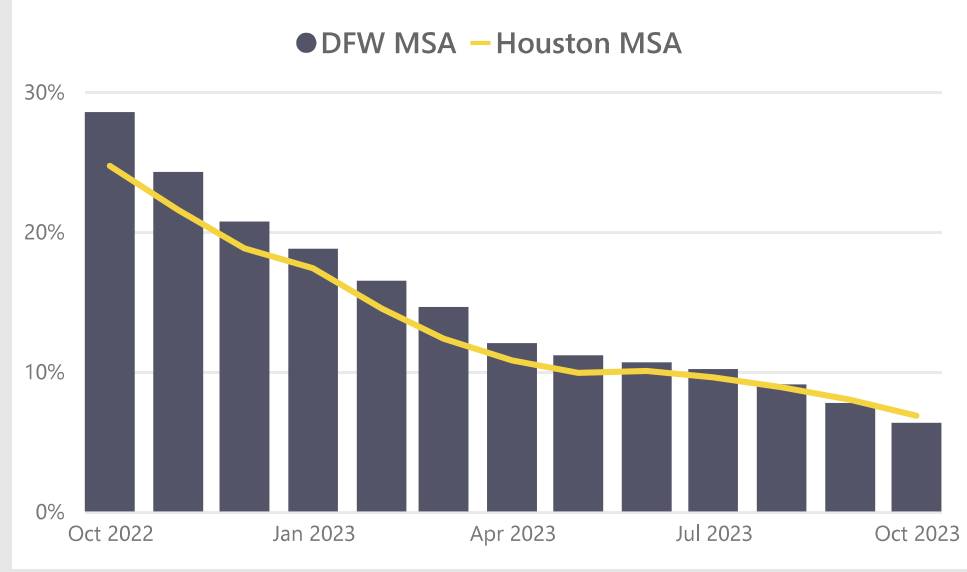
\$917,259,091
PY-Trailing 12 Month

El Paso

\$241,342,564
CY-Trailing 12 Month

6.00%
CY-Trailing 12 Month YoY %

\$227,691,795
PY-Trailing 12 Month



MSA

Houston-The Woodlands-Sugarland

MSA Snapshot

6.8%
City YoY %

\$2,464,439,358
CY-Trailing 12 Month

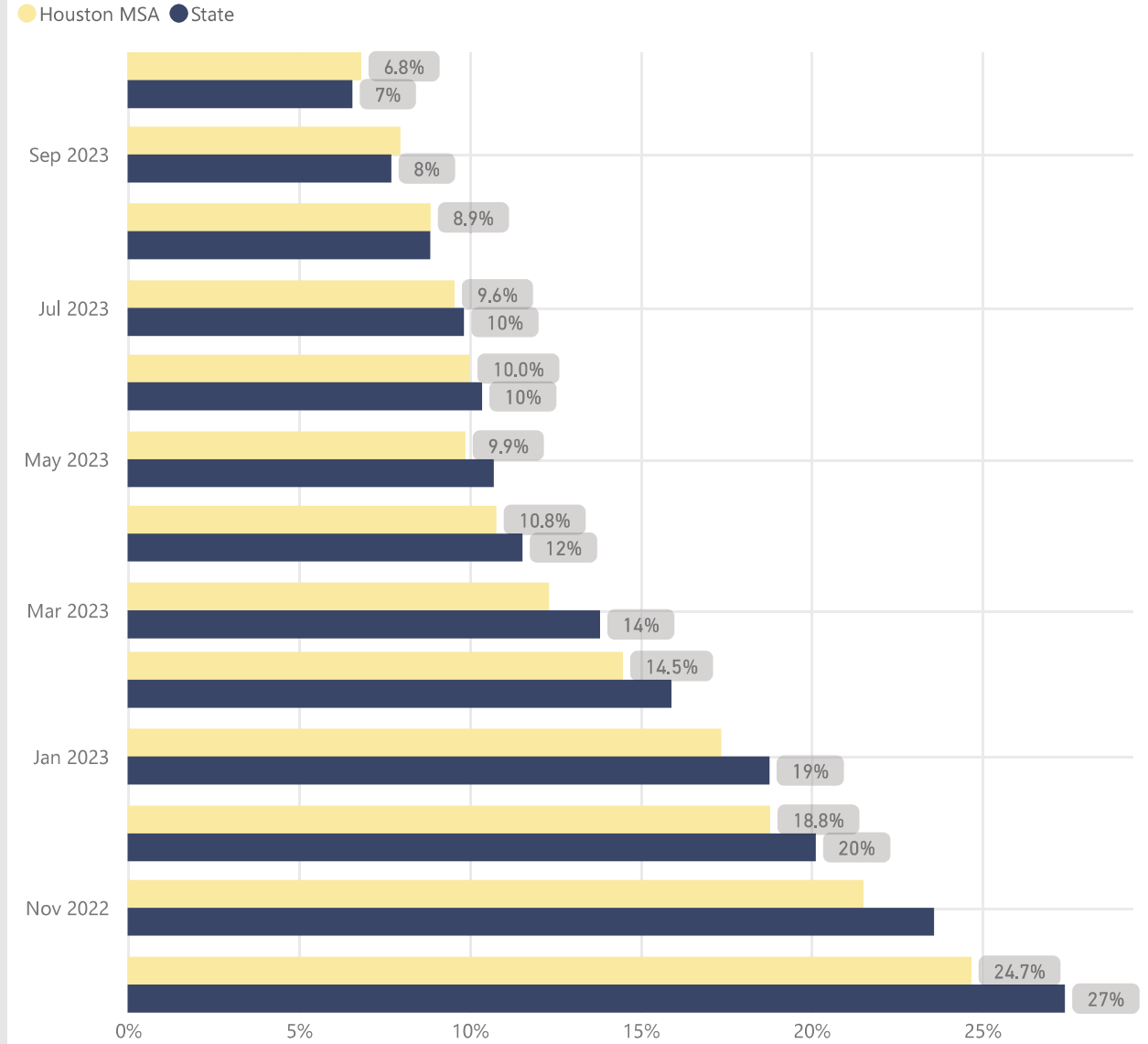
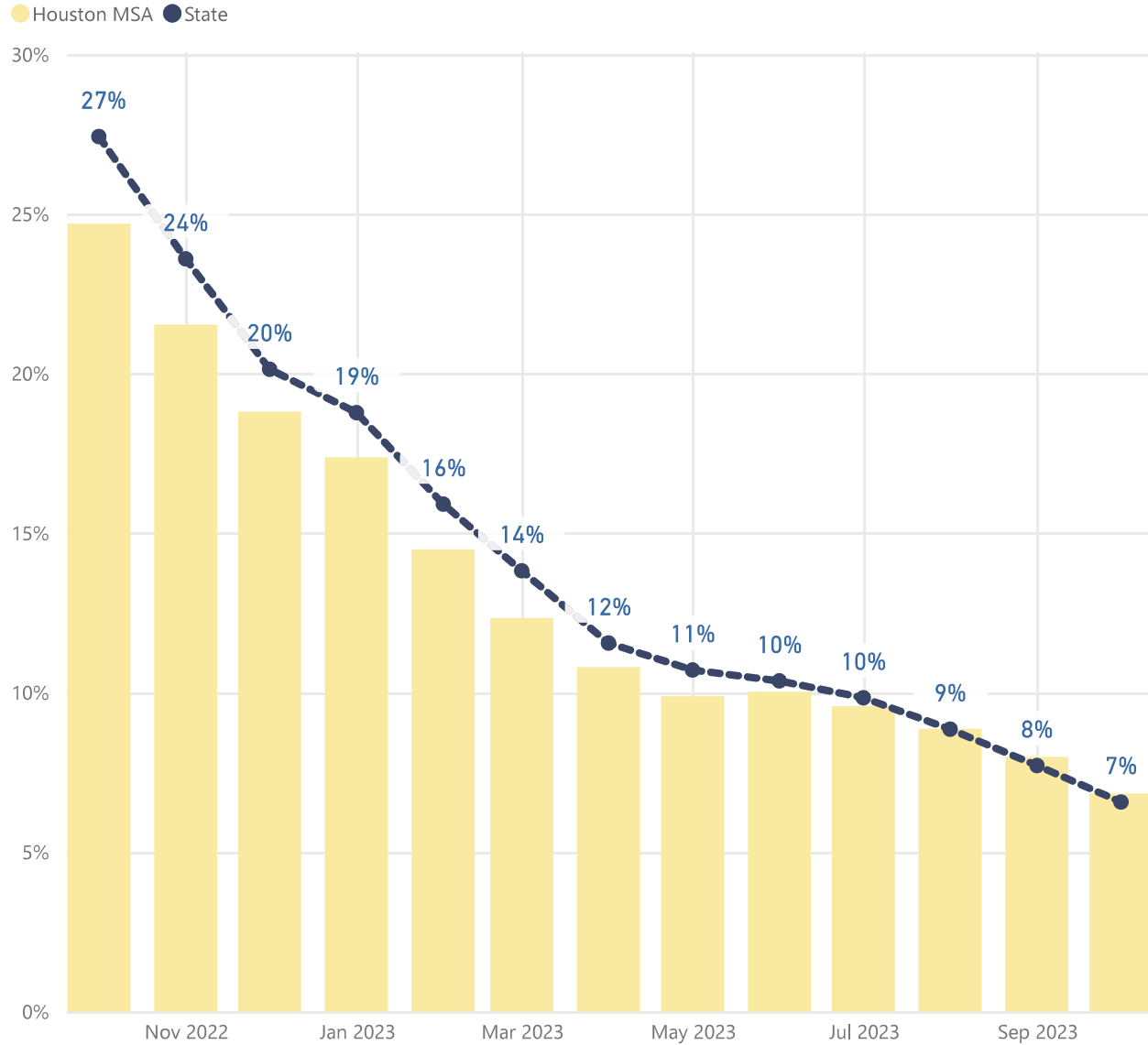
\$2,306,959,784
PY-Trailing 12 Month

State Snapshot

7%
State YoY %

\$10,100,677,301
CY-Trailing 12 Month

\$9,478,270,600
PY-Trailing 12 Month



AUSTIN MSA

TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

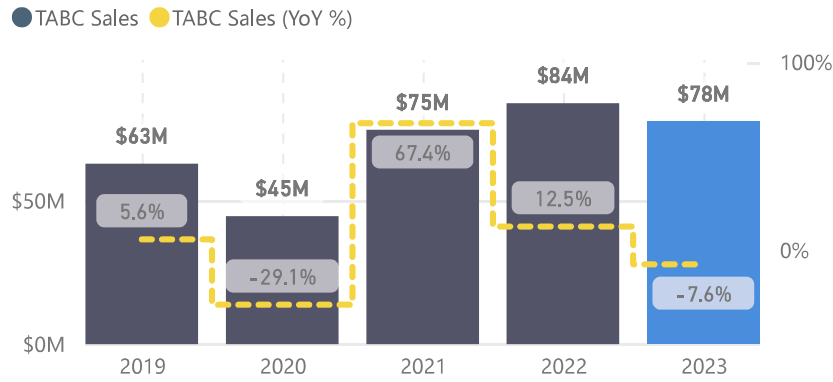
Comparison – Adjacent Cities

Comparison – Region + Top Cities

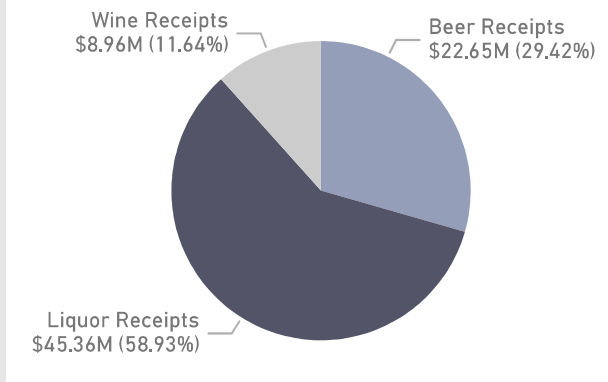
Comparison – State



YoY Oct 2023 Comparison



Oct 2023 Category %



Oct 2023 Receipts

\$45,362,097
Liquor Sales

\$8,963,497
Wine Sales

\$22,647,886
Beer Sales

\$77.5M Total Receipts

-7.6% Month YoY %

MSA

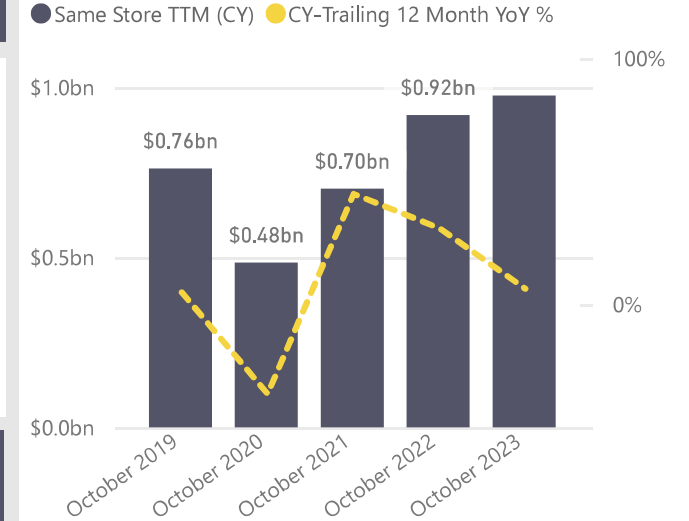
San Antonio-New Braunfels

San Antonio-New Braunfels

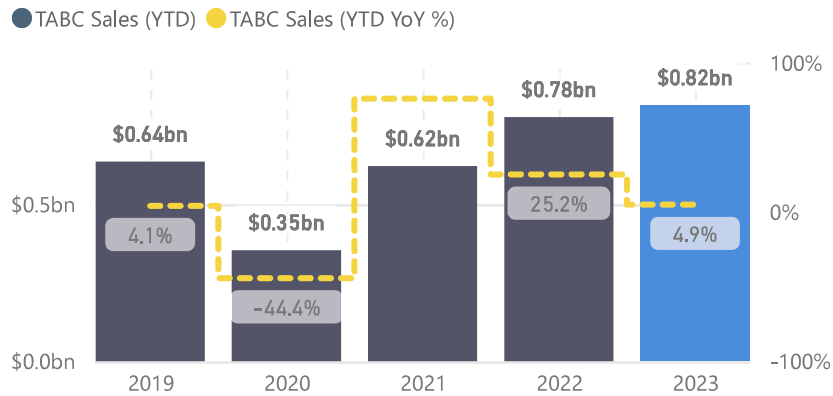
1,287 Locations Reporting > \$0

\$757,656 TTM Per Location

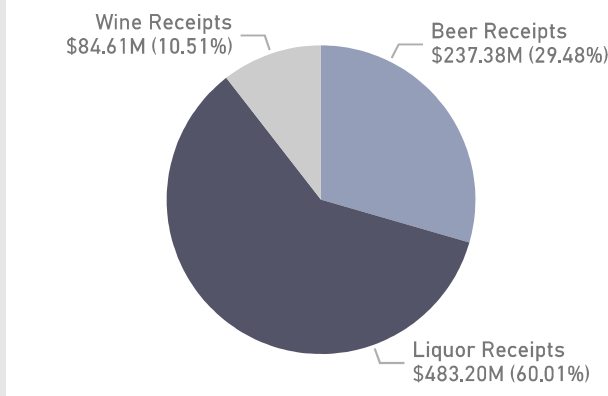
TTM YoY Comparison Oct 2023



YTD Oct 2023 Comparison



YTD Oct 2023 - Category %



YTD Oct 2023 Receipts

\$483,198,151
Liquor Sales

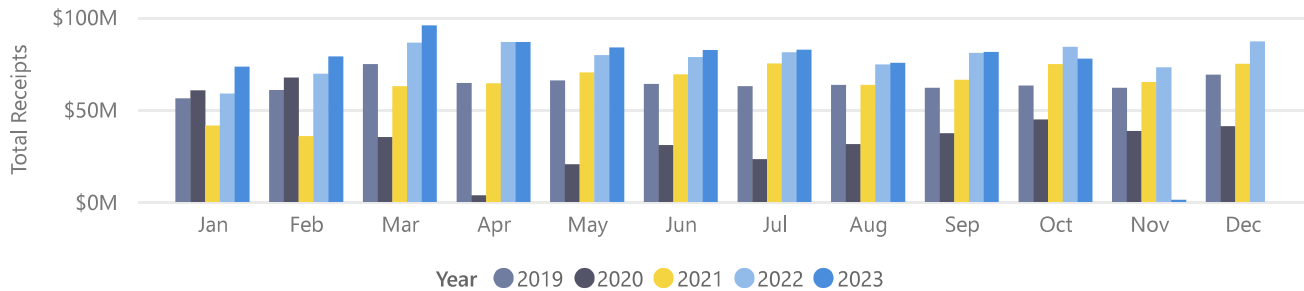
\$84,611,563
Wine Sales

\$237,378,719
Beer Sales

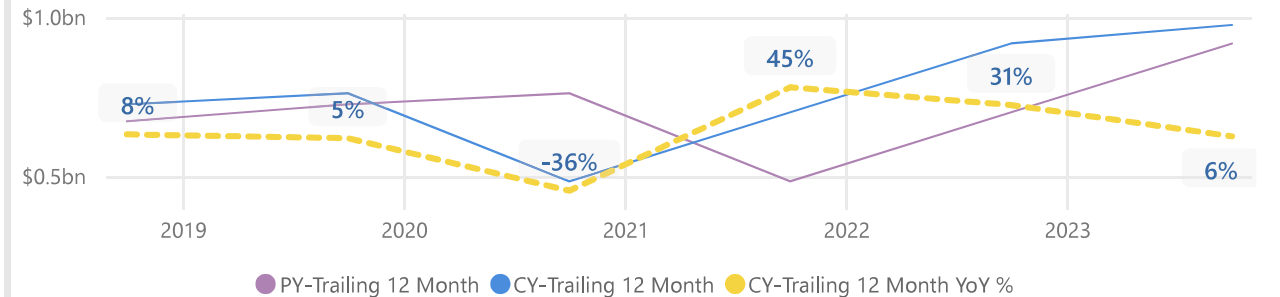
\$815.5M Total Receipts

4.9% YTD YoY %

YTD MoM + YoY Comparison Oct 2023



TTM YoY % Comparison Oct 2023

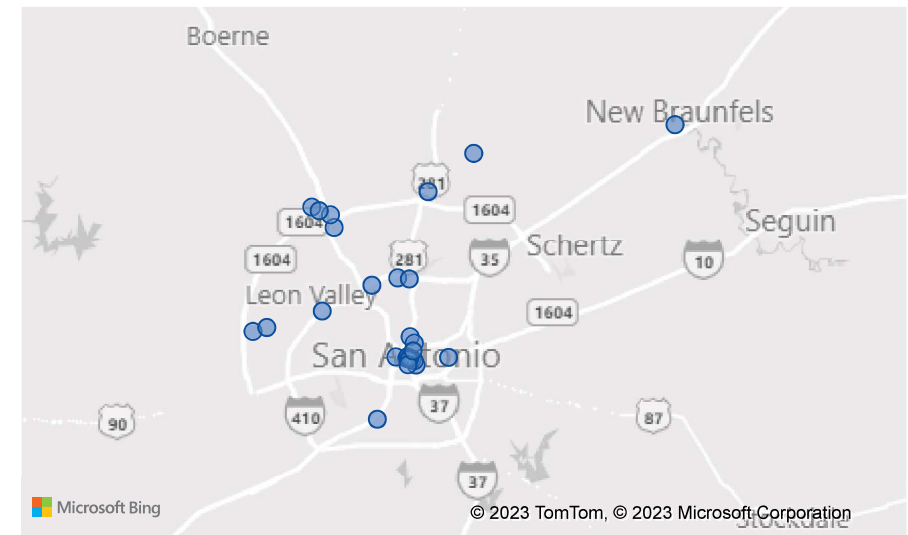


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
San Antonio	\$13,577,732	14.9%	\$109,513,330	12.0%	\$129,645,967	13%
HOSPITALITY INTERNATIONAL, INC. (SAN AN...	\$2,118,966	6.8%	\$17,748,312	4.4%	\$20,082,789	6%
ARAMARK SPORTS AND ENTERTAINMENT SE...	\$1,983,551		\$2,754,034		\$2,754,034	
LA CANTERA RESORT AND SPA (SAN ANTONI...	\$815,171	-37.0%	\$8,476,843	-11.9%	\$9,948,273	-10%
HRHC, LLC (SAN ANTONIO - 78251 - 1)	\$608,745	42.8%	\$4,366,132	-0.3%	\$5,021,759	-2%
HOTEL EMMA (SAN ANTONIO - 78215 - 1)	\$600,971	-9.2%	\$5,283,755	-7.0%	\$6,731,446	-4%
SIX FLAGS FIESTA TEXAS (SAN ANTONIO - 78...	\$514,067	81.2%	\$2,210,520	15.3%	\$2,419,248	7%
SEAWORLD SAN ANTONIO (SAN ANTONIO - ...	\$471,090	-20.4%	\$3,795,191	-13.9%	\$4,078,247	-15%
MCINTYRE'S CENTURY HEIGHTS (SAN ANTO...	\$451,405		\$1,661,918		\$1,661,918	
HILTON PALACIO DEL RIO (SAN ANTONIO - 7...	\$324,913	-8.7%	\$2,860,094	4.6%	\$3,498,535	10%
THE ANGRY ELEPHANT/ROO PUB (SAN ANTO...	\$308,903	6.1%	\$2,691,504	-4.2%	\$3,244,610	-5%
BRASS MONKEY (SAN ANTONIO - 78212 - 2)	\$306,609	4.8%	\$2,759,584	9.1%	\$3,172,381	5%
MICHELINO'S LONE STAR CAFE CAFE OLE AG...	\$303,670	-8.1%	\$3,154,864	-6.9%	\$3,759,609	-10%
ALAMODOME (SAN ANTONIO - 78203 - 1)	\$302,811	-52.4%	\$5,483,087	47.1%	\$7,729,270	53%
TOPGOLF USA SAN ANTONIO (SAN ANTONI...	\$299,636	-5.0%	\$3,109,486	-6.0%	\$3,776,095	-5%
OJOS LOCOS SPORTS CANTINA (SAN ANTON...	\$294,876	2.5%	\$3,105,348	70.6%	\$3,700,907	
MD BEVCO, INC. (SAN ANTONIO - 78205 - 1)	\$294,445	14.6%	\$2,686,498	9.4%	\$3,139,221	7%
ROSARIO'S (SAN ANTONIO - 78205 - 4)	\$292,308		\$2,974,039		\$2,974,409	
1902 (SAN ANTONIO - 78205 - 1)	\$289,822	-11.2%	\$2,375,994	-13.0%	\$3,066,017	-4%
BENTLEY'S BEER GARDEN (SAN ANTONIO - 7...	\$288,794	-22.3%	\$3,447,124	44.5%	\$3,887,052	37%
HOWEL AT THE MOON (SAN ANTONIO - 782...	\$288,453	-20.0%	\$3,342,750	-6.8%	\$4,048,698	-3%
BE KIND & REWIND, LLC (SAN ANTONIO - 78...	\$283,359	66.6%	\$2,792,596	1,541.5%	\$3,673,698	
HOSPITALITY INTERNATIONAL, INC. (SAN AN...	\$282,294	-43.8%	\$3,731,993	12.8%	\$4,481,288	23%
TWIN PEAKS (SAN ANTONIO - 78216 - 1)	\$275,779	-5.6%	\$2,895,717	-5.9%	\$3,498,613	-5%
SUGARS (SAN ANTONIO - 78230 - 1)	\$270,850	-25.4%	\$2,985,850	-18.6%	\$3,699,805	-16%
WLS BEVERAGE COMPANY-CANOPY BY HILT...	\$270,668	-13.7%	\$2,397,747	-2.1%	\$2,860,140	-1%
IRON CACTUS (SAN ANTONIO - 78205 - 2)	\$270,374	-1.5%	\$2,556,829	7.5%	\$3,026,927	8%
CHICKEN N PICKLE (SAN ANTONIO - 78249 - 1)	\$259,938	-20.7%	\$2,834,115	-14.5%	\$3,689,223	-11%
BOHANAN'S PRIME STEAK AND SEAFOOD (S...	\$253,272	6.8%	\$2,308,029	30.6%	\$2,762,839	33%
OJOS LOCOS SPORTS CANTINA (SAN ANTON...	\$251,992	-4.4%	\$2,723,377	-14.6%	\$3,258,916	-15%
New Braunfels	\$312,334	222.2%	\$3,588,439	3,601.6%	\$4,245,343	
THE POUR HAUS (NEW BRAUNFELS - 78130 - ...	\$312,334	222.2%	\$3,588,439	3,601.6%	\$4,245,343	
Total	\$13,890,066	16.6%	\$113,101,769	15.5%	\$133,891,310	17%

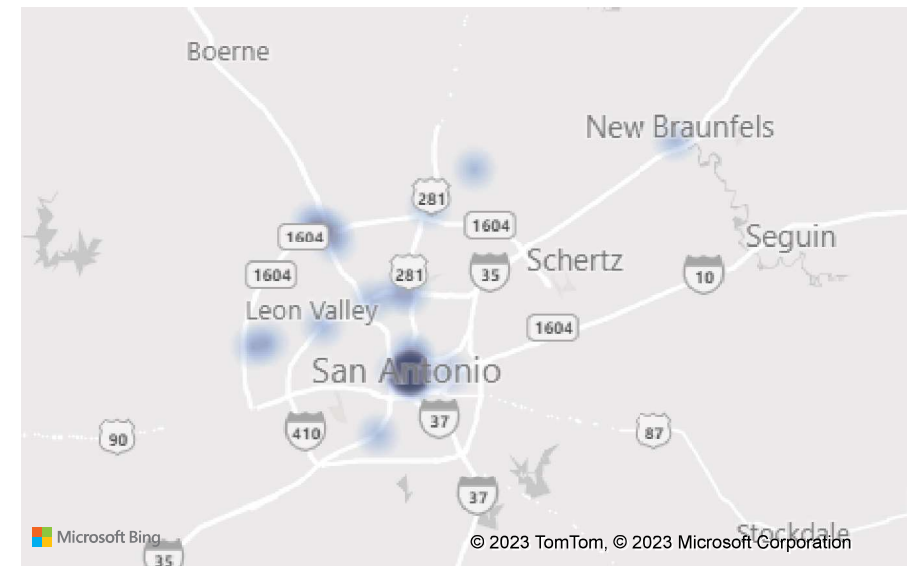
MSA

San Antonio-New Braunfels

Location Map



Heat Map



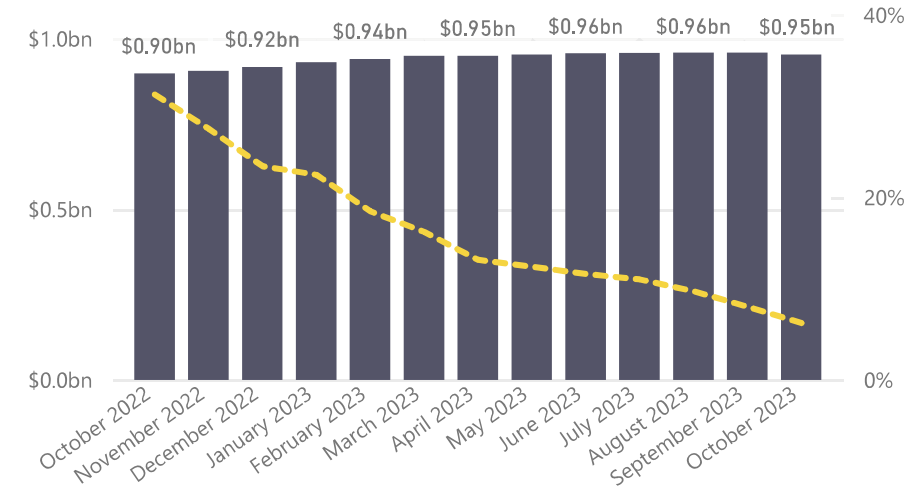
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
<input type="checkbox"/> San Antonio-New ...	\$75,783,285	-7.4%	\$796,530,811	84.0%	\$952,626,283	\$896,850,239	6%
San Antonio	\$64,611,218	-6.6%	\$677,754,000	83.0%	\$811,380,442	\$766,352,208	6%
New Braunfels	\$4,758,256	-13.5%	\$53,739,886	173.1%	\$63,541,769	\$59,430,884	7%
Boerne	\$1,303,902	37.1%	\$9,662,919	75.5%	\$11,417,787	\$9,682,298	18%
Helotes	\$719,249	-15.8%	\$7,259,107	26.3%	\$8,851,023	\$7,820,968	13%
Live Oak	\$610,259	-44.6%	\$6,556,363	30.9%	\$7,915,336	\$5,462,656	45%
Spring Branch	\$565,141	-21.9%	\$6,579,410	4.8%	\$7,652,660	\$6,834,480	12%
Seguin	\$507,262	-7.3%	\$5,546,784	9.4%	\$6,587,969	\$6,111,819	8%
Selma	\$486,499	-4.2%	\$5,442,680	84.1%	\$6,424,950	\$6,419,761	0%
Schertz	\$435,717	-20.3%	\$5,154,507	9.1%	\$6,171,760	\$6,494,881	-5%
Alamo Heights	\$405,507	-8.1%	\$3,471,072	-11.7%	\$4,528,844	\$4,933,857	-8%
Universal City	\$361,132	-5.0%	\$3,934,577	14.0%	\$4,698,662	\$4,664,126	1%
Canyon Lake	\$313,826	-13.8%	\$3,270,465	-8.6%	\$3,769,716	\$4,107,875	-8%
Bandera	\$269,868	9.4%	\$2,947,663	83.0%	\$3,456,963	\$2,124,724	63%
Cibolo	\$261,370	-19.9%	\$3,332,193	-6.4%	\$3,870,379	\$4,044,723	-4%
Shavano Park	\$174,079	-15.9%	\$1,879,185	0.5%	\$2,358,023	\$2,364,979	-0%
Total	\$75,783,285	-7.4%	\$796,530,811	84.0%	\$952,626,283	\$896,850,239	6%

MSA

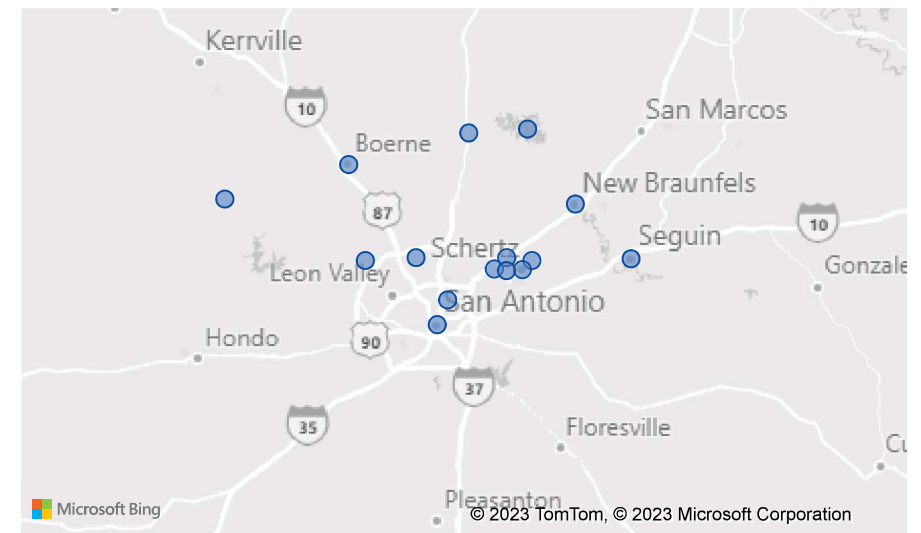
San Antonio-New Braunfels

Top 15 - YoY Comparison

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



Location Map



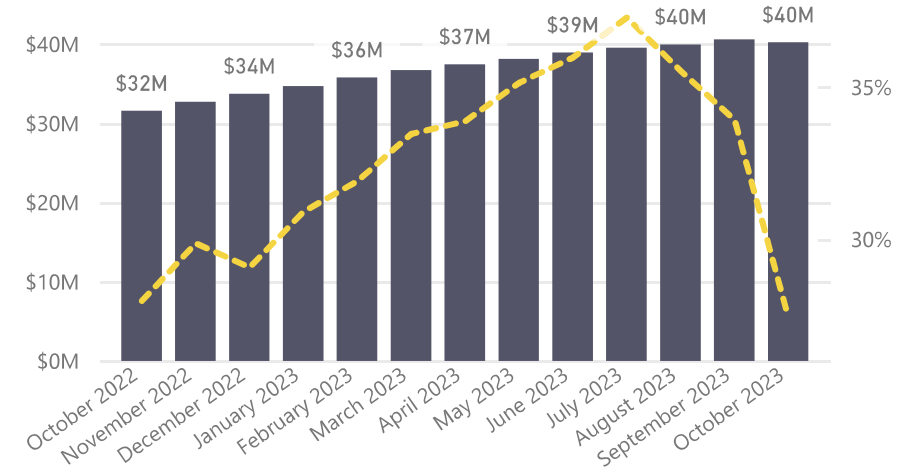
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
San Antonio-New ...	\$3,587,042	-9.1%	\$33,596,172	68.1%	\$40,185,551	\$31,541,305	27%
Lytle	\$59,027	31.9%	\$528,832	53.3%	\$612,091	\$337,463	81%
Comfort	\$72,014	-5.6%	\$656,052	333.4%	\$760,435	\$424,476	79%
Bandera	\$269,868	9.4%	\$2,947,663	83.0%	\$3,456,963	\$2,124,724	63%
Devine	\$17,471	-69.8%	\$405,918	-6.6%	\$498,219	\$321,082	55%
Medina	\$9,959	2.6%	\$98,224	27.9%	\$115,914	\$76,792	51%
Live Oak	\$610,259	-44.6%	\$6,556,363	30.9%	\$7,915,336	\$5,462,656	45%
Castle Hills	\$155,291	-5.5%	\$1,568,032	16.1%	\$1,866,992	\$1,375,355	36%
Floresville	\$89,559	-27.5%	\$915,684	87.7%	\$1,114,802	\$875,557	27%
Balcones Heights	\$18,932	31.5%	\$211,836	24.4%	\$246,859	\$196,670	26%
Bulverde	\$95,183	-21.6%	\$1,091,513	44.9%	\$1,337,139	\$1,109,611	21%
China Grove	\$56,615	7.7%	\$547,950	16.2%	\$638,679	\$540,919	18%
Boerne	\$1,303,902	37.1%	\$9,662,919	75.5%	\$11,417,787	\$9,682,298	18%
Hondo	\$45,724	-15.0%	\$434,721	-33.7%	\$501,511	\$437,506	15%
Helotes	\$719,249	-15.8%	\$7,259,107	26.3%	\$8,851,023	\$7,820,968	13%
Kirby	\$63,989	-10.9%	\$711,358	6.4%	\$851,801	\$755,228	13%
Total	\$3,587,042	-9.1%	\$33,596,172	68.1%	\$40,185,551	\$31,541,305	27%

MSA

San Antonio-New Braunfels

Top 15 - YoY Comparison

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



Location Map



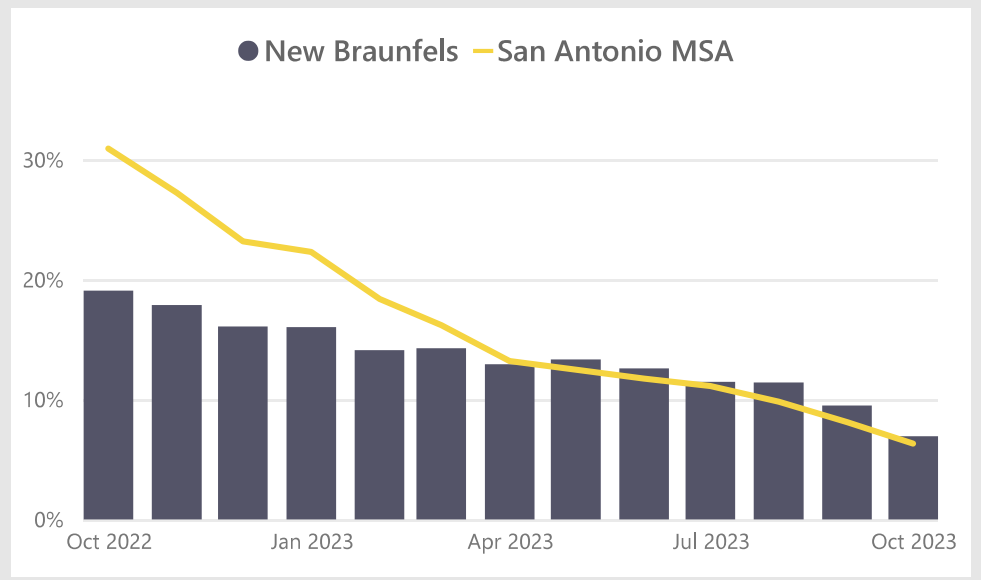
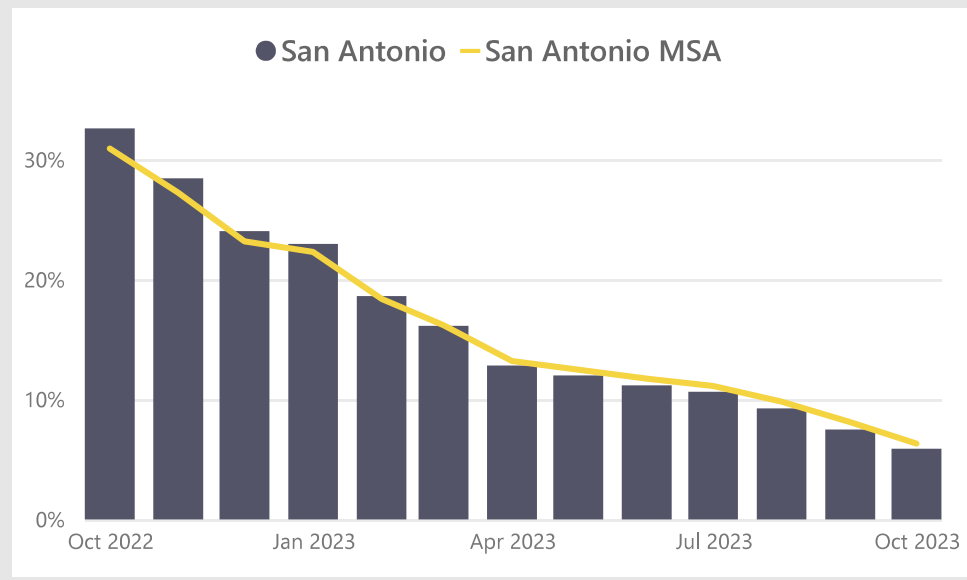
Subject MSA: **San Antonio-New Braunfels** |
 City - 1: **San Antonio-New Braunfels (Region) + ...** |
 City - 2: **San Antonio-New Braunfels (Region) + ...** |
 City - 3: **San Antonio-New Braunfels (Region) + ...** |
 City - 4: **San Antonio-New Braunfels (Region) + ...**

San Antonio-New Braunfels

\$975,103,705
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$917,259,091
PY-Trailing 12 Month



San Antonio

\$811,380,442
CY-Trailing 12 Month

5.9%
CY-Trailing 12 Month YoY %

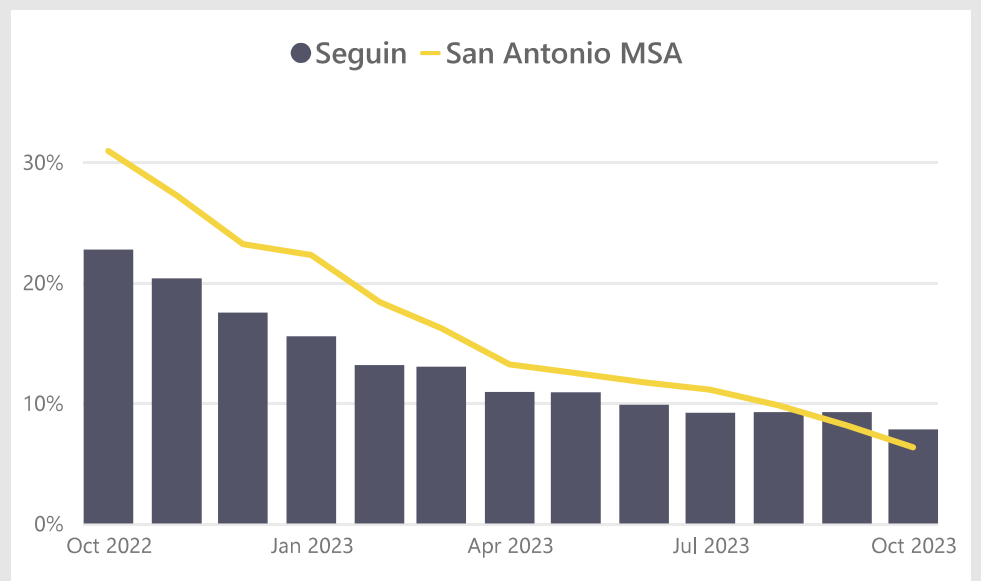
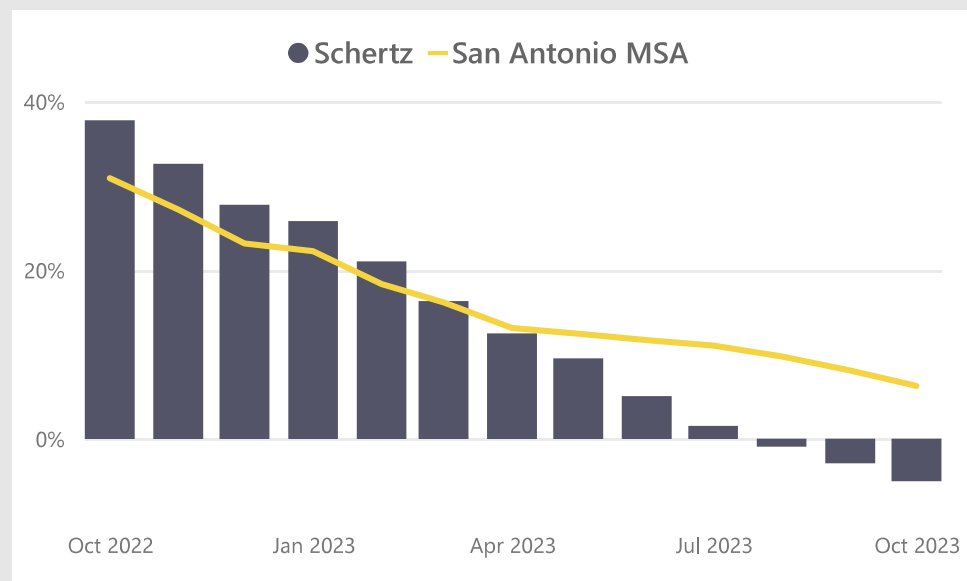
\$766,352,208
PY-Trailing 12 Month

New Braunfels

\$63,541,769
CY-Trailing 12 Month

6.92%
CY-Trailing 12 Month YoY %

\$59,430,884
PY-Trailing 12 Month



Schertz

\$6,171,760
CY-Trailing 12 Month

-4.98%
CY-Trailing 12 Month YoY %

\$6,494,881
PY-Trailing 12 Month

Seguin

\$6,587,969
CY-Trailing 12 Month

7.79%
CY-Trailing 12 Month YoY %

\$6,111,819
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

\$975,103,705
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$917,259,091
PY-Trailing 12 Month

Dallas-Fort Worth

\$3,218,167,622
CY-Trailing 12 Month

6.3%
CY-Trailing 12 Month YoY %

\$3,027,117,489
PY-Trailing 12 Month

Austin-Round Rock-San Marcos

\$1,462,328,210
CY-Trailing 12 Month

6.63%
CY-Trailing 12 Month YoY %

\$1,371,346,272
PY-Trailing 12 Month

Houston-The Woodlands-Sugarland

\$2,464,439,358
CY-Trailing 12 Month

6.83%
CY-Trailing 12 Month YoY %

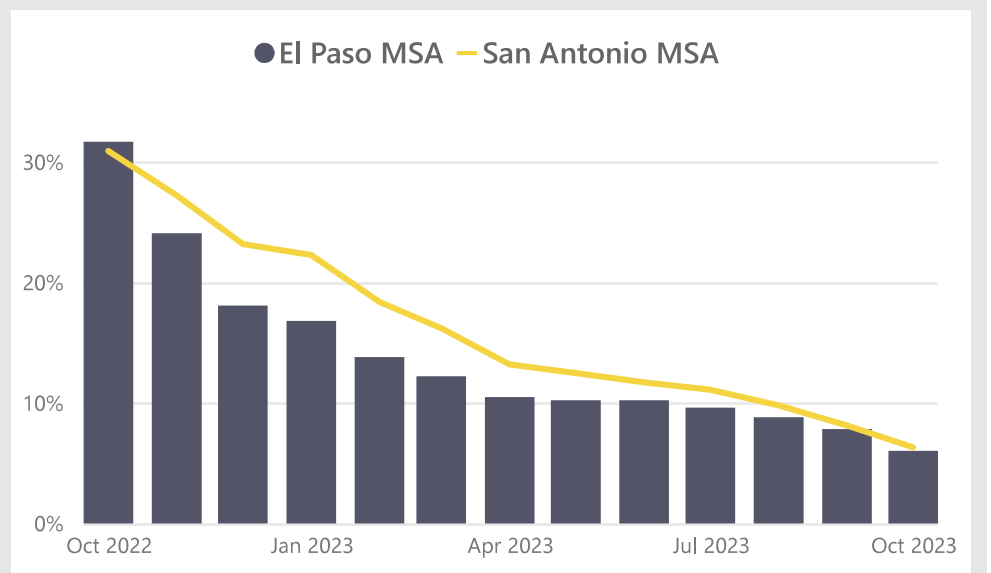
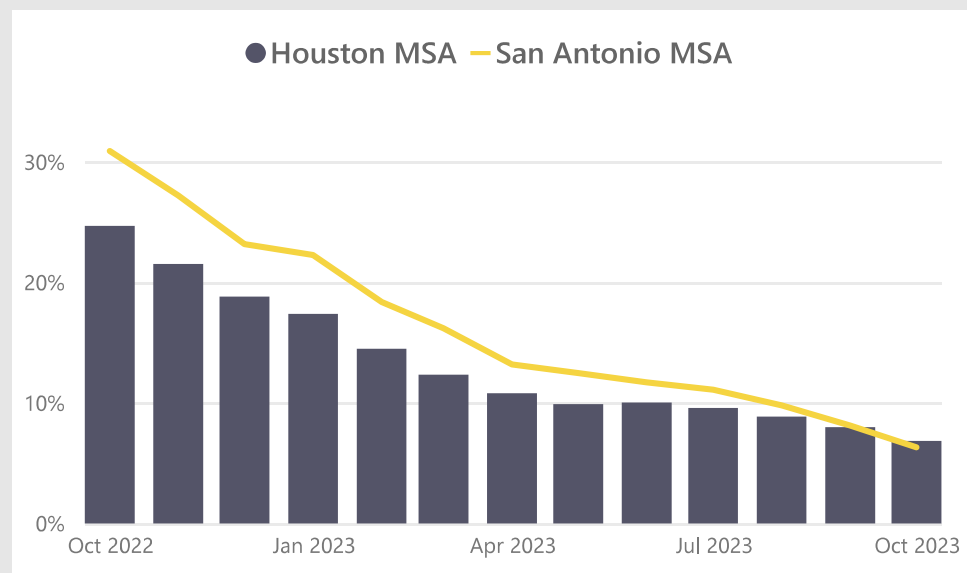
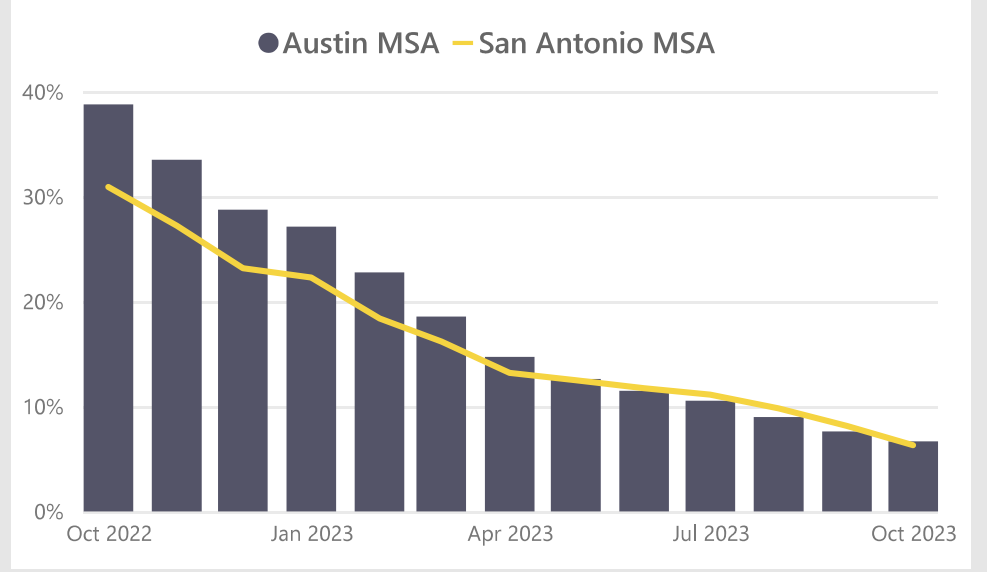
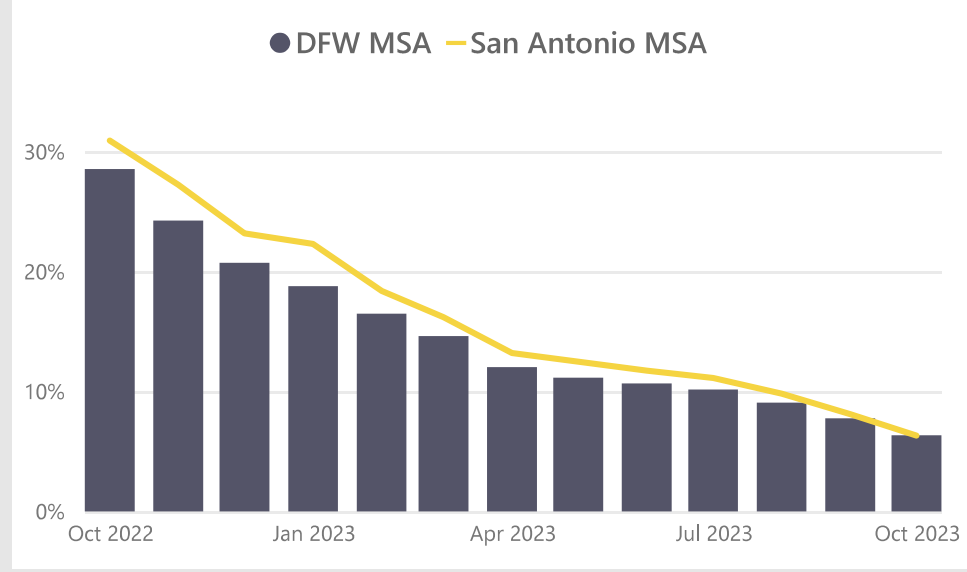
\$2,306,959,784
PY-Trailing 12 Month

El Paso

\$241,342,564
CY-Trailing 12 Month

6.00%
CY-Trailing 12 Month YoY %

\$227,691,795
PY-Trailing 12 Month



MSA

San Antonio-New Braunfels

MSA Snapshot

6.3%

City YoY %

\$975,103,705

CY-Trailing 12 Month

\$917,259,091

PY-Trailing 12 Month

State Snapshot

7%

State YoY %

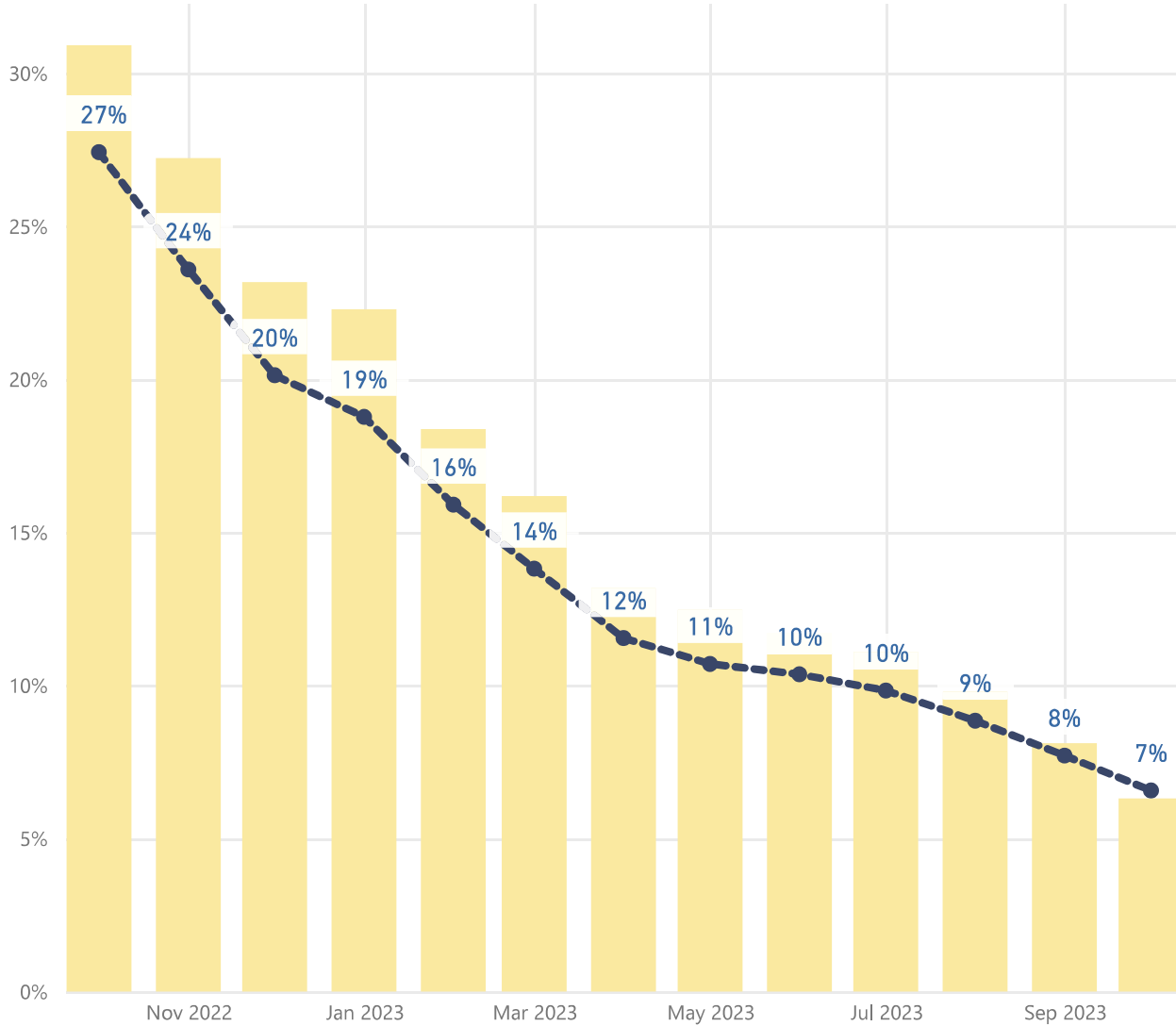
\$10,100,677,301

CY-Trailing 12 Month

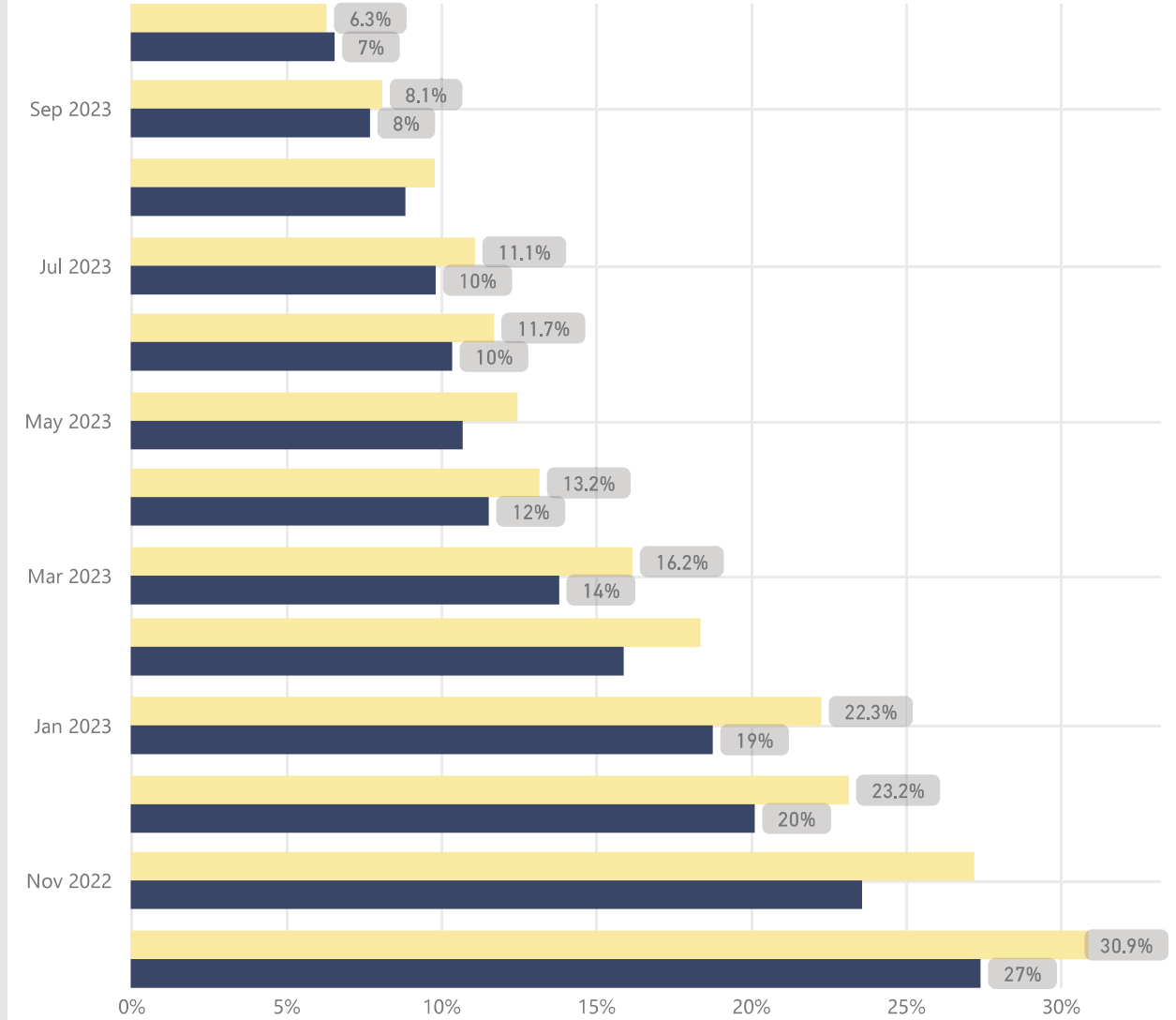
\$9,478,270,600

PY-Trailing 12 Month

San Antonio MSA ● State



San Antonio MSA ● State



SAN ANTONIO MSA

TABC Sales Summary

Top 30 Locations – Current Month Sales

Top 15 Cities – TTM Volume

Top 15 Cities – TTM % Increase

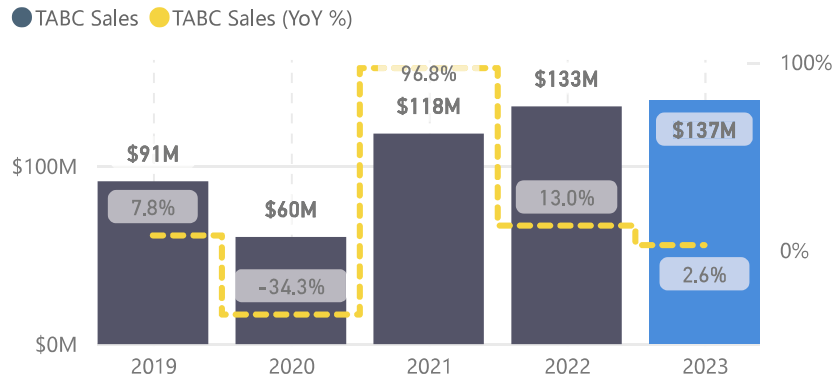
Comparison – Adjacent Cities

Comparison – Region + Top Cities

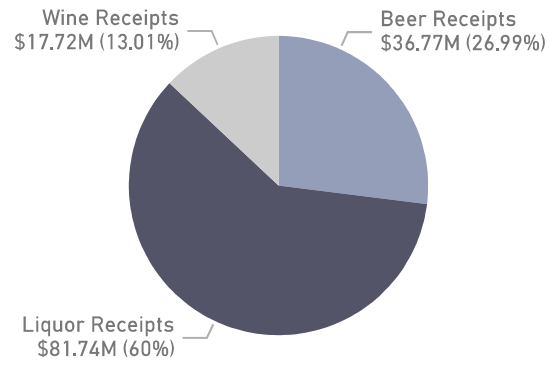
Comparison – State



YoY Oct 2023 Comparison



Oct 2023 Category %



Oct 2023 Receipts

\$81,739,008
Liquor Sales

\$17,717,990
Wine Sales

\$36,768,532
Beer Sales

\$136.7M **2.6%**
Total Receipts Month YoY %

MSA

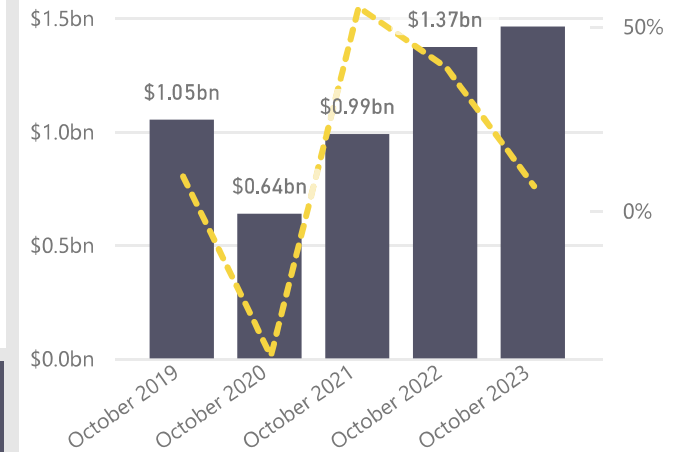
Austin-Round Rock-San Marcos

Austin-Round Rock-San Marcos

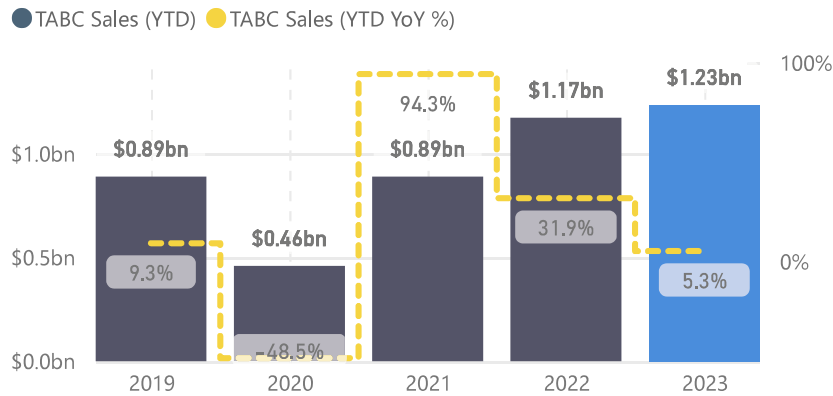
1,546 **\$945,879**
Locations Reporting > \$0 TTM Per Location

TTM YoY Comparison Oct 2023

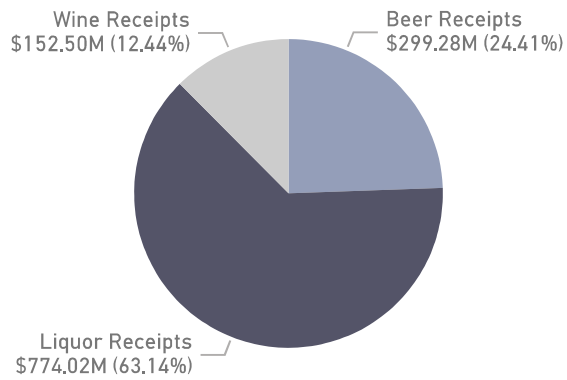
● Same Store TTM (CY) ● CY-Trailing 12 Month YoY %



YTD Oct 2023 Comparison



YTD Oct 2023 - Category %



YTD Oct 2023 Receipts

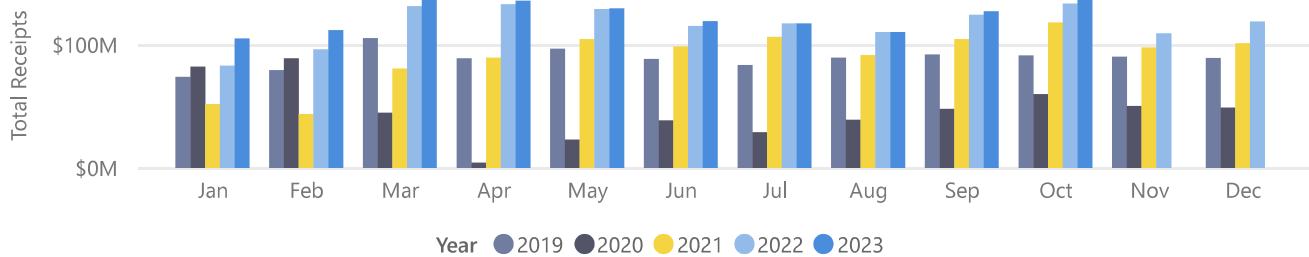
\$774,017,239
Liquor Sales

\$152,502,633
Wine Sales

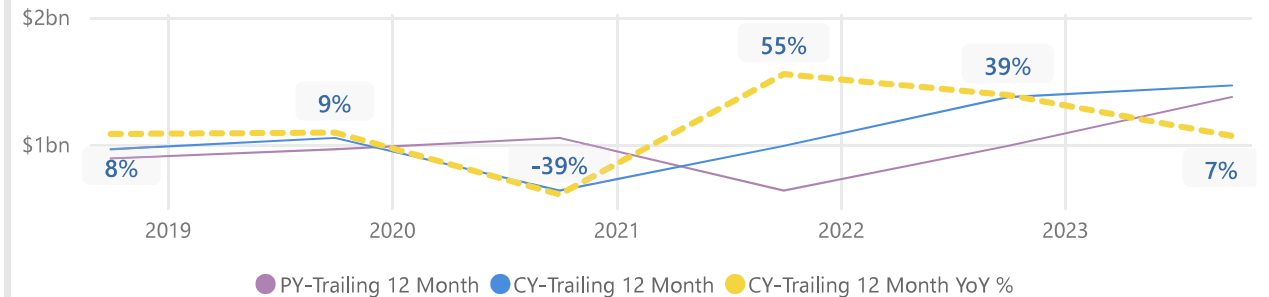
\$299,277,444
Beer Sales

\$1.2bn **5.3%**
Total Receipts YTD YoY %

YTD MoM + YoY Comparison Oct 2023



TTM YoY % Comparison Oct 2023

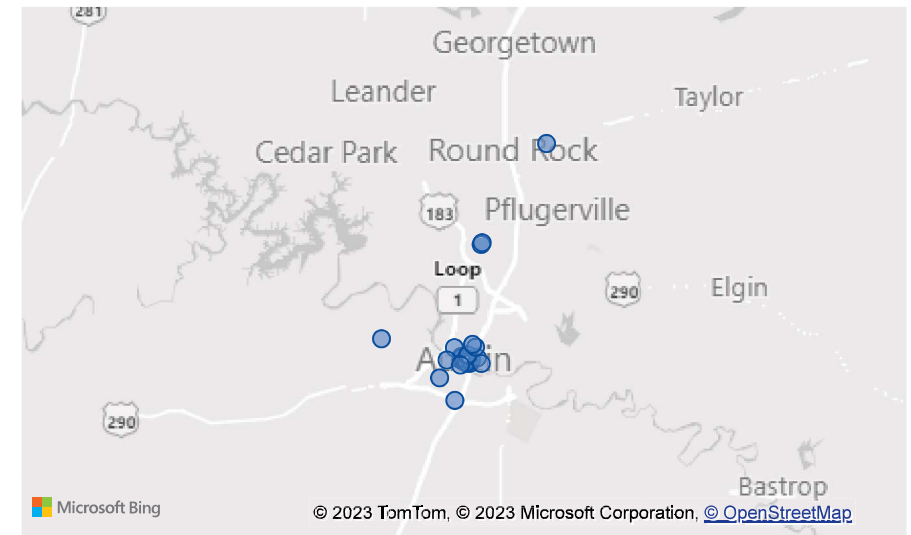


City	TABC Sales (Current Month)	TABC Sales YoY %	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales YoY % (TTM)
Austin	\$32,572,548	71.0%	\$158,873,724	25.5%	\$184,444,957	28%
ACL MUSIC FESTIVAL/PLATINUM LOUNGE (A...	\$14,783,293	2,674.7%	\$14,783,293	2,674.7%	\$14,783,293	
WLS BEVERAGE CO (AUSTIN - 78701 - 37)	\$1,925,682	17.2%	\$14,831,580	21.5%	\$17,577,014	26%
MOODY CENTER AT UNIVERSITY OF TEXAS (A...	\$1,811,807	-43.0%	\$14,954,947	34.6%	\$17,495,980	
OMNI BARTON CREEK RESORT & SPA (AUSTI...	\$1,131,323	27.1%	\$7,590,613	11.3%	\$9,062,791	9%
PROPER HOTEL (AUSTIN - 78701 - 1)	\$858,507	10.2%	\$7,886,643	24.0%	\$9,283,368	25%
FAIRMONT AUSTIN HOTEL (AUSTIN - 78701 - ...	\$831,850	-18.3%	\$8,751,998	-9.3%	\$10,119,173	-7%
SPECTRUM CATERING, CONCESSIONS AND E...	\$716,958	941.9%	\$1,403,795	154.6%	\$1,667,103	116%
WLS BEVERAGE COMPANY (AUSTIN - 78701 - ...	\$645,884	-17.1%	\$6,462,196	-1.6%	\$7,525,141	1%
ABA AUSTIN (AUSTIN - 78704 - 1)	\$631,204	2.4%	\$4,927,217	17.4%	\$5,634,454	16%
MATT'S EL RANCHO, INC. (AUSTIN - 78704 - 3)	\$614,566	-4.5%	\$6,607,726	7.3%	\$7,870,730	10%
BUFORD'S (AUSTIN - 78701 - 1)	\$543,335	-23.4%	\$5,039,467	32.3%	\$6,022,011	37%
SAN JACINTO BEVERAGE COMPANY LLC (AUS...	\$531,131	-15.7%	\$4,285,700	-3.0%	\$5,459,121	6%
3TEN THEATER & ACL LIVE AT MOODY THEAT...	\$517,717		\$4,859,225		\$4,859,225	
JEFFREY'S RESTAURANT & BAR/JOSEPHINE H...	\$514,874	13.8%	\$3,965,821	4.2%	\$4,779,900	4%
ROSE ROOM/ 77 DEGREES (AUSTIN - 78758 - ...	\$503,318	-32.7%	\$5,367,055	-25.8%	\$6,375,085	-25%
ASYLUM CC, LLC (AUSTIN - 78701 - 1)	\$475,285		\$3,595,442		\$3,595,442	
OJOS LOCOS SPORTS CANTINA (AUSTIN - 78...	\$473,938	10.4%	\$4,694,212	11.2%	\$5,562,567	11%
SALC. INC.(HILTON HOTEL) (AUSTIN - 78701 - ...	\$471,077	15.4%	\$3,411,541	8.7%	\$4,222,181	14%
SOHO HOUSE AUSTIN (AUSTIN - 78704 - 1)	\$452,405	-21.3%	\$3,979,928	-2.4%	\$4,660,498	3%
CATERING BY ROSEMARY INC (AUSTIN - 7871...	\$443,682	-5.8%	\$1,079,121	8.7%	\$1,296,541	18%
MAYFAIR (AUSTIN - 78701 - 1)	\$441,685	-51.1%	\$3,029,960	-13.7%	\$3,916,680	12%
BLIND PIG PUB / PIG PEN (AUSTIN - 78701 - 1)	\$423,637	-17.4%	\$3,032,961	-15.5%	\$3,457,600	-14%
CULINARY DROPOUT (AUSTIN - 78758 - 1)	\$421,951	-1.4%	\$3,696,413	-0.6%	\$4,408,184	1%
DH BEVERAGE LLC (AUSTIN - 78701 - 2)	\$408,858	13.8%	\$3,248,445	17.9%	\$4,147,918	21%
THE ORIGINAL HOFFBRAU INC DBA THE HOF...	\$407,326	-10.4%	\$3,402,498	6.0%	\$3,995,844	7%
THE PALAZIO (AUSTIN - 78704 - 1)	\$404,303	-29.0%	\$3,589,278	-16.2%	\$4,352,926	-13%
NICKEL CITY (AUSTIN - 78702 - 1)	\$402,890	49.6%	\$2,336,021	11.4%	\$2,968,520	13%
WHISLER'S (AUSTIN - 78702 - 1)	\$392,850	-13.8%	\$4,062,689	-5.2%	\$4,785,987	-4%
MALA VIDA (AUSTIN - 78701 - 1)	\$391,212	-25.7%	\$3,997,939	20.8%	\$4,559,680	31%
Round Rock	\$843,262	-12.3%	\$11,390,029	9.2%	\$13,332,271	9%
KALAHARI RESORT (ROUND ROCK - 78665 - 1)	\$843,262	-12.3%	\$11,390,029	9.2%	\$13,332,271	9%
Total	\$33,415,810	67.0%	\$170,263,753	24.2%	\$197,777,228	26%

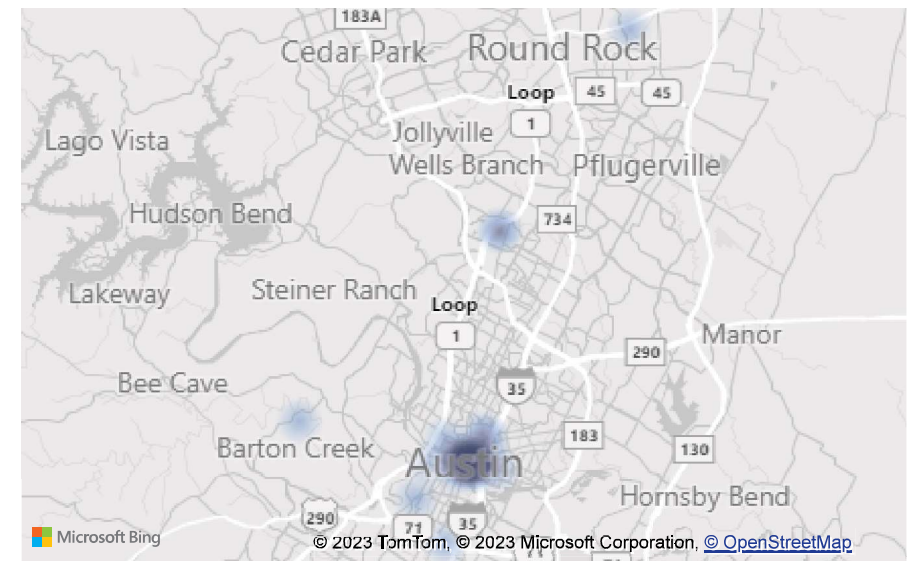
MSA

Austin-Round Rock-San Marcos

Location Map



Heat Map



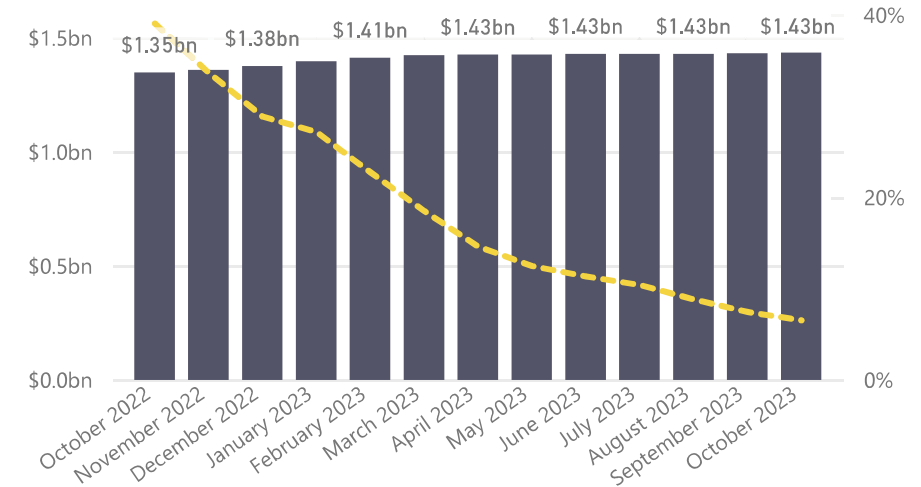
Region	TABC Sales (Current Month)	TABC Sales YoY% (Current Month)	TABC Sales (YTD)	TABC Sales YoY % (YTD)	TABC Sales (TTM)	TABC Sales - PY (TTM)	TABC Sales YoY% (TTM)
Austin-Round Roc...	\$134,546,575	2.8%	\$1,210,633,645	72.0%	\$1,434,583,861	\$1,346,890,668	7%
Austin	\$113,278,865	3.4%	\$990,621,407	76.8%	\$1,173,930,984	\$1,106,736,743	6%
Round Rock	\$5,377,242	-4.8%	\$58,860,476	42.7%	\$69,780,008	\$63,246,811	10%
San Marcos	\$3,493,868	-2.1%	\$34,832,233	30.2%	\$41,136,303	\$39,163,136	5%
Cedar Park	\$2,591,400	1.8%	\$26,387,176	15.8%	\$31,463,090	\$29,706,204	6%
Georgetown	\$1,985,564	0.7%	\$20,139,725	83.5%	\$24,162,632	\$22,614,016	7%
Dripping Springs	\$1,187,621	27.2%	\$8,533,525	95.8%	\$10,065,033	\$9,889,114	2%
Pflugerville	\$1,185,846	-7.6%	\$14,965,070	10.7%	\$17,581,555	\$15,537,056	13%
Buda	\$1,017,986	4.9%	\$10,135,725	33.0%	\$11,811,920	\$9,710,167	22%
Lakeway	\$946,103	-5.3%	\$10,435,864	290.0%	\$12,376,510	\$12,559,061	-1%
Bee Cave	\$733,293	-12.6%	\$7,752,298	97.9%	\$9,486,270	\$9,403,313	1%
Kyle	\$691,280	6.6%	\$7,165,865	57.4%	\$8,364,576	\$7,346,292	14%
Bastrop	\$633,098	-3.4%	\$6,346,939	9.0%	\$7,557,662	\$7,010,666	8%
Leander	\$596,725	16.4%	\$5,501,193	2.5%	\$6,404,134	\$5,989,805	7%
Wimberley	\$522,046	-2.8%	\$5,582,129	250.8%	\$6,505,911	\$5,205,659	25%
Liberty Hill	\$305,638	11.7%	\$3,374,020	129.4%	\$3,957,273	\$2,772,625	43%
Total	\$134,546,575	2.8%	\$1,210,633,645	72.0%	\$1,434,583,861	\$1,346,890,668	7%

MSA

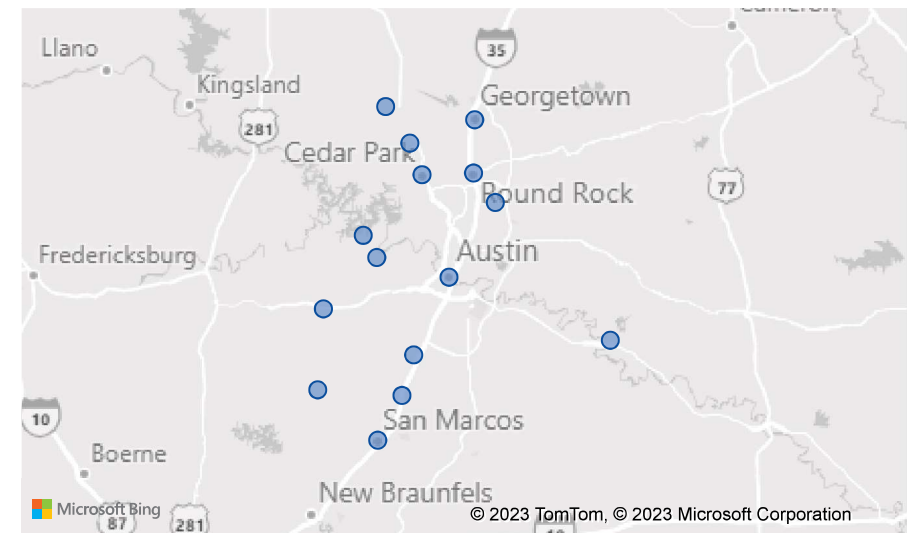
Austin-Round Rock-San Marcos

Top 15 - YoY Comparison

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



Location Map



Top 15 Cities - TTM % Increase | Oct 2023

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"/> Austin-Round Roc...	\$10,281,950	-2.7%	\$112,338,442	191.7%	\$132,400,511	\$115,632,103	159%
Granger	\$32,429	246.2%	\$246,903		\$277,244	\$159,739	74%
Liberty Hill	\$305,638	11.7%	\$3,374,020	129.4%	\$3,957,273	\$2,772,625	43%
Jonestown	\$136,951	-13.0%	\$1,573,200	46.6%	\$1,828,959	\$1,348,304	36%
Manor	\$190,108	-9.4%	\$2,087,128	8.8%	\$2,453,508	\$1,885,305	30%
Florence	\$21,964	-70.4%	\$802,840	-16.5%	\$902,532	\$698,384	29%
Wimberley	\$522,046	-2.8%	\$5,582,129	250.8%	\$6,505,911	\$5,205,659	25%
Jarrell	\$123,222	7.6%	\$1,231,365	18.0%	\$1,418,899	\$1,158,525	22%
Buda	\$1,017,986	4.9%	\$10,135,725	33.0%	\$11,811,920	\$9,710,167	22%
Rollingwood	\$23,435	-15.2%	\$275,281	21.9%	\$339,392	\$284,611	19%
Taylor	\$206,556	36.8%	\$1,630,792	120.2%	\$1,880,563	\$1,596,338	18%

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

\$1,462,328,210 **6.6%**
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$1,371,346,272
 PY-Trailing 12 Month

Austin

\$1,173,930,984 **6.1%**
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$1,106,736,743
 PY-Trailing 12 Month

Round Rock

\$69,780,008 **10.33%**
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$63,246,811
 PY-Trailing 12 Month

Cedar Park

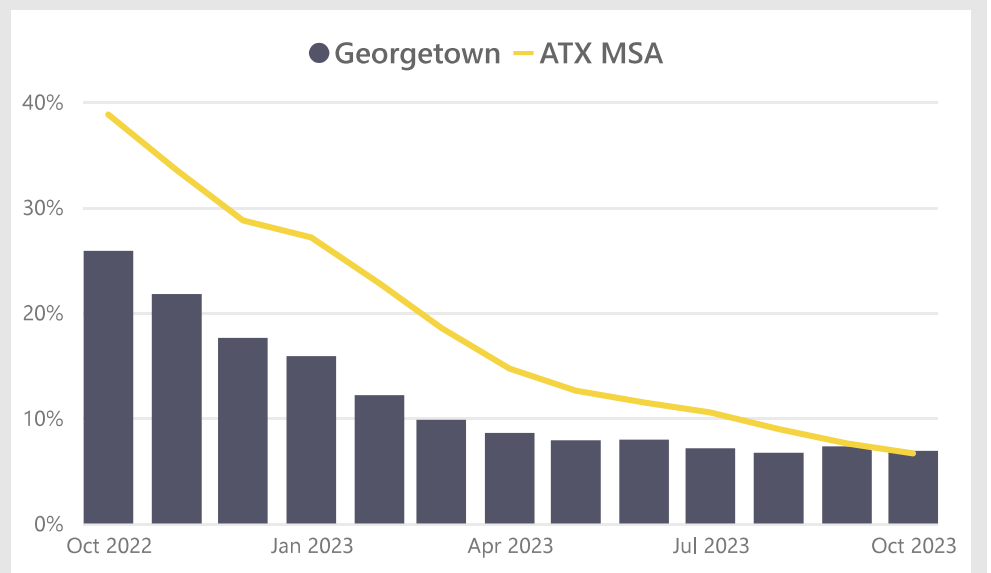
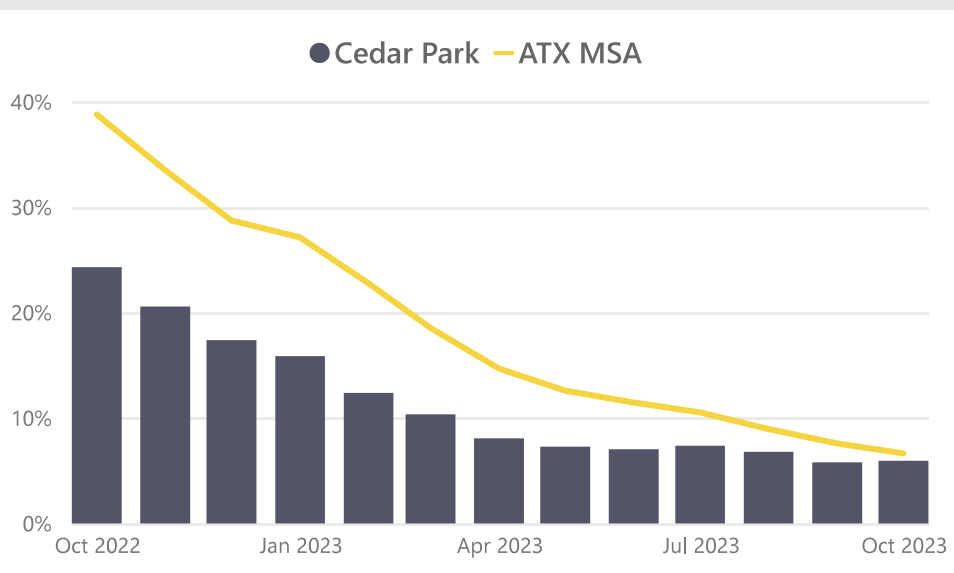
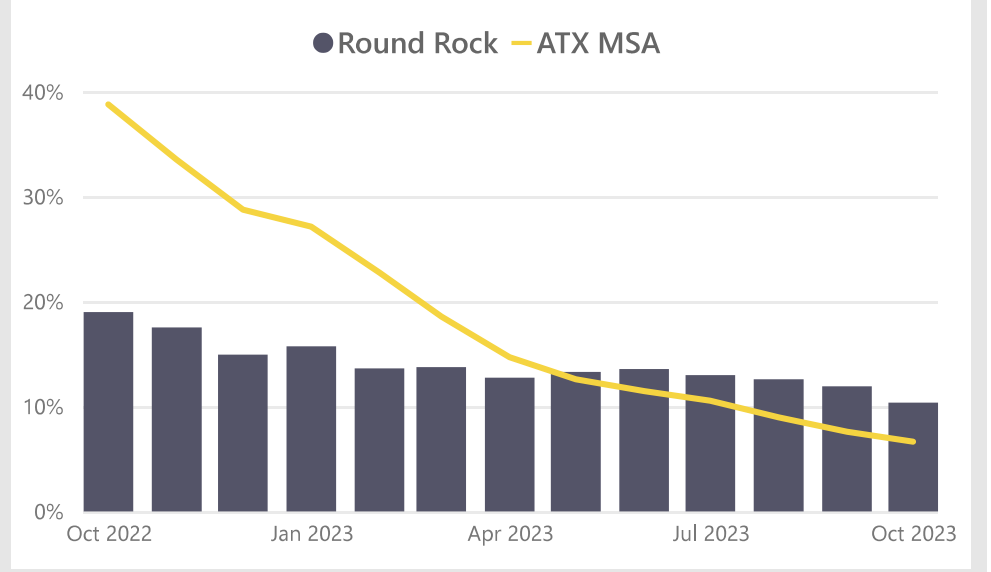
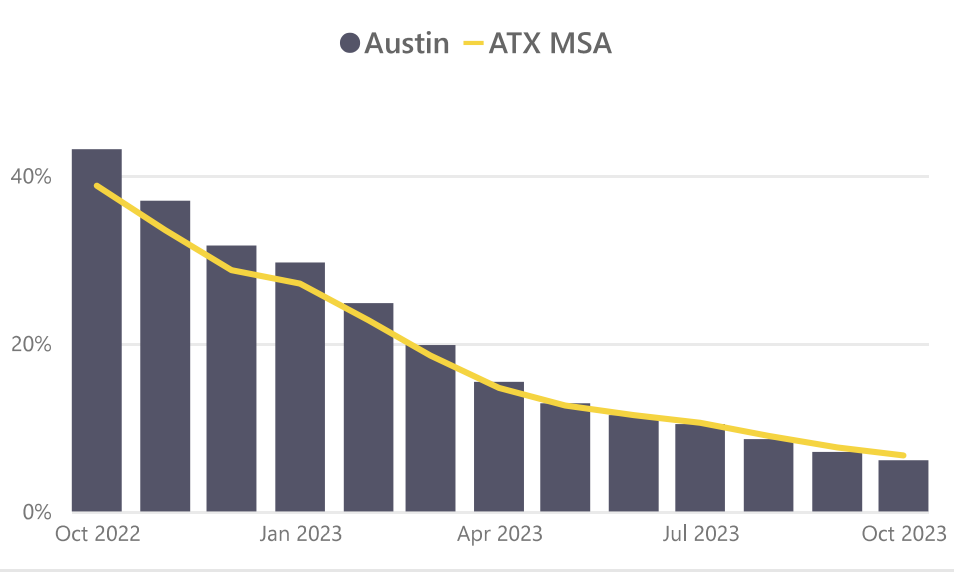
\$31,463,090 **5.91%**
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$29,706,204
 PY-Trailing 12 Month

Georgetown

\$24,162,632 **6.85%**
 CY-Trailing 12 Month CY-Trailing 12 Month YoY %

\$22,614,016
 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

\$1,462,328,210
CY-Trailing 12 Month

6.6%
CY-Trailing 12 Month YoY %

\$1,371,346,272
PY-Trailing 12 Month

Houston-The Woodlands-Sugarland

\$2,464,439,358
CY-Trailing 12 Month

6.8%
CY-Trailing 12 Month YoY %

\$2,306,959,784
PY-Trailing 12 Month

Dallas-Fort Worth

\$3,218,167,622
CY-Trailing 12 Month

6.31%
CY-Trailing 12 Month YoY %

\$3,027,117,489
PY-Trailing 12 Month

San Antonio-New Braunfels

\$975,103,705
CY-Trailing 12 Month

6.31%
CY-Trailing 12 Month YoY %

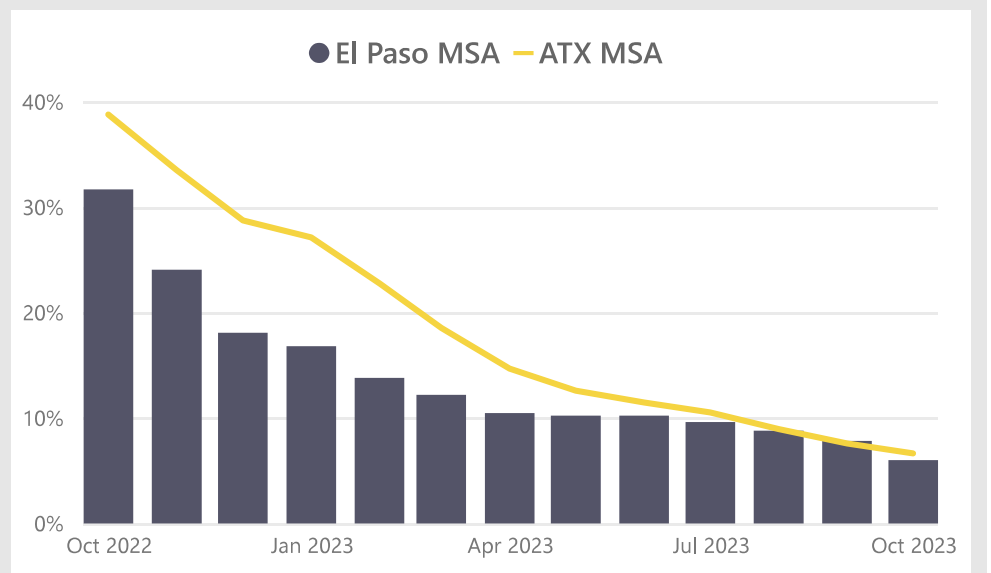
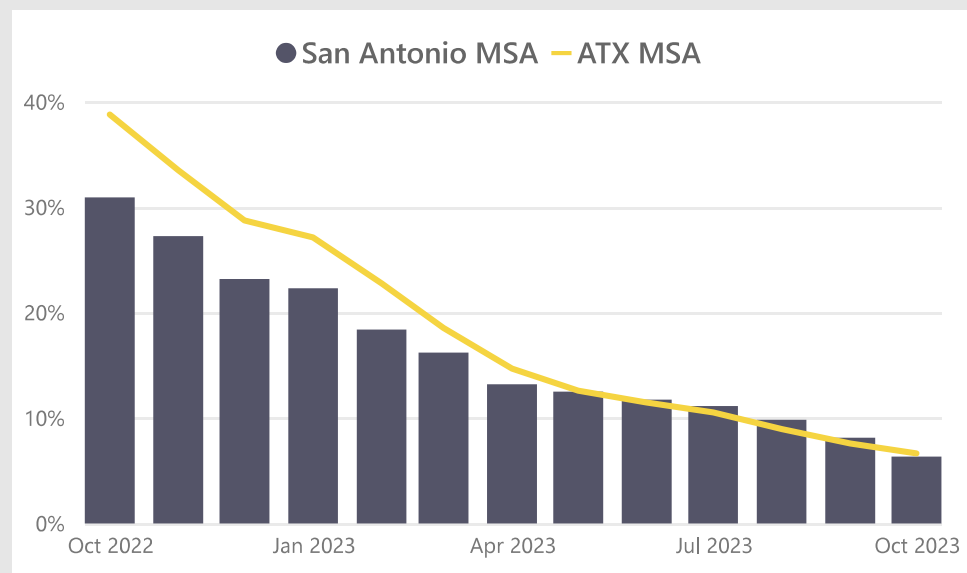
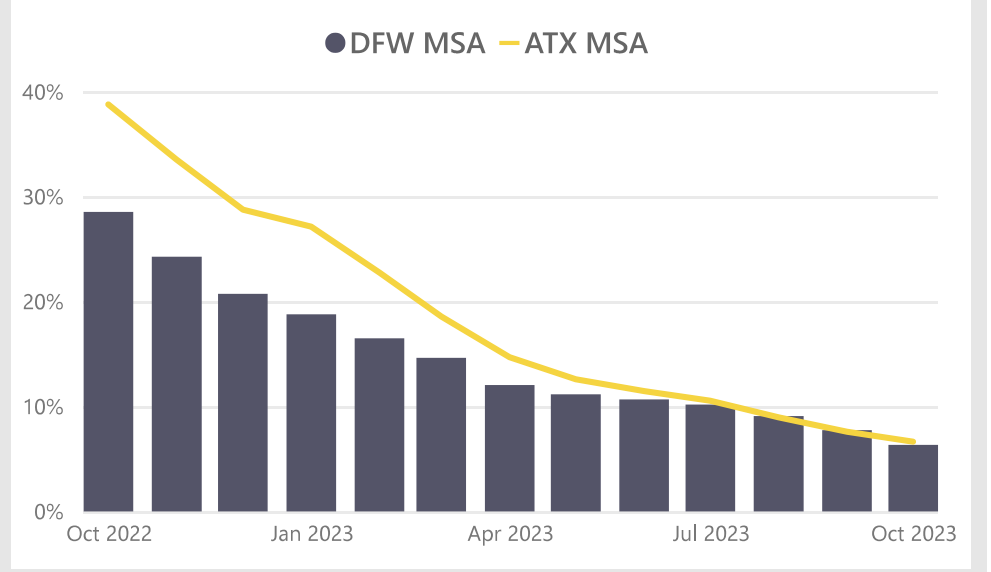
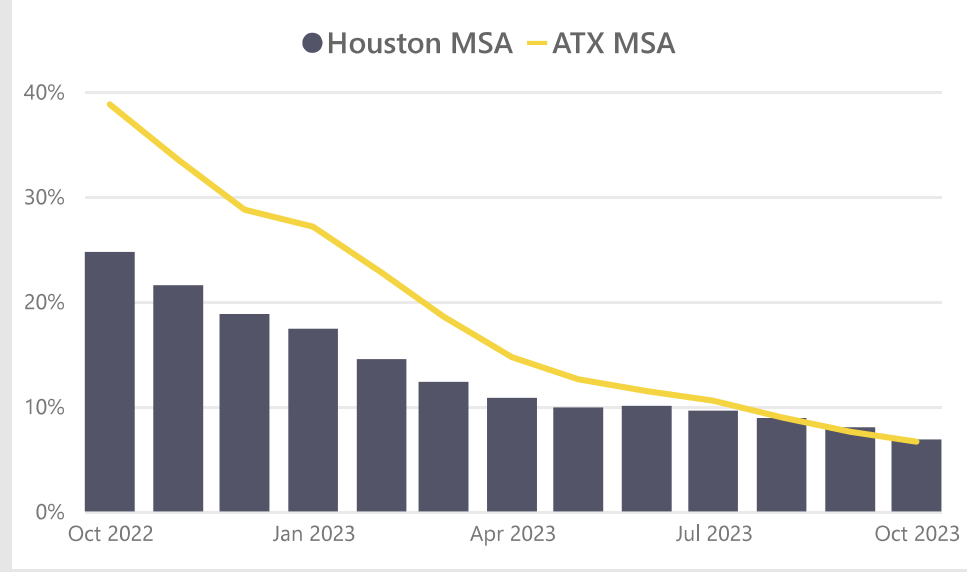
\$917,259,091
PY-Trailing 12 Month

El Paso

\$241,342,564
CY-Trailing 12 Month

6.00%
CY-Trailing 12 Month YoY %

\$227,691,795
PY-Trailing 12 Month



MSA

Austin-Round Rock-San Marcos

MSA Snapshot

6.6%

City YoY %

\$1,462,328,210

CY-Trailing 12 Month

\$1,371,346,272

PY-Trailing 12 Month

State Snapshot

7%

State YoY %

\$10,100,677,301

CY-Trailing 12 Month

\$9,478,270,600

PY-Trailing 12 Month

