

March 25, 2025

An Early Read on St. Patrick's Day

ON-PREMISE SNAPSHOT. BeerBoard provided a look at spirits performance in the channel for the holiday weekend, between Friday March 14 to Monday March 17.

The top styles by volume share for the weekend were: bourbon/whiskey at 26% share, tequila/mezcal at 17.1%, and vodka at 17% share.

And the top brands, also by volume share, were: Tito's, Jameson, and Patron Silver.