

ST. PATRICK'S DAY



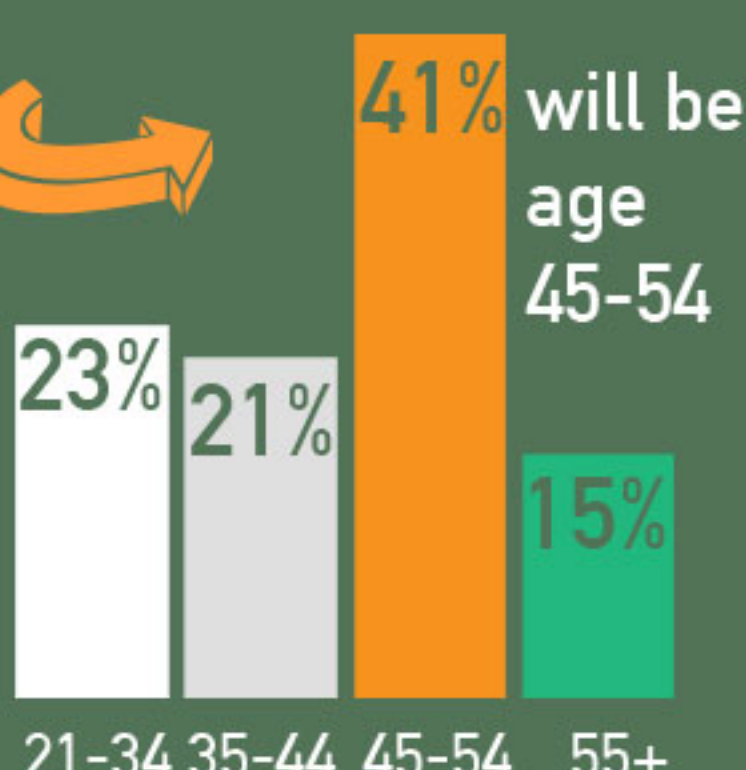
GUINNESS



30%

of St. Patrick's Day revelers will enjoy Guinness this year

Guinness gets its thick, creamy head from the nitrogen that's mixed in when it's poured.



BAILEYS



34%

of people will enjoy Baileys on St. Patrick's Day



62% of which will be female



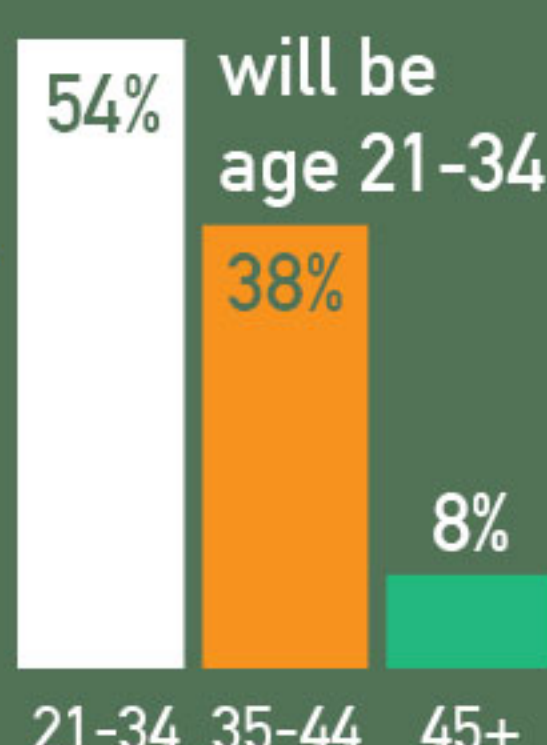
Baileys consumption is likely to be highest in Illinois this year.

JAMESON



13%

of people will choose Jameson on St. Paddy's



The word 'whiskey' comes from the Gaelic 'uisce beatha', meaning 'water of life.'

10% will be from Mass.



GREEN BEER



23%

of people will drink green beer on St. Patrick's Day



Green beer likely originated in Boston or NYC where there is a high percentage of people with Irish heritage.

Green beer drinkers show a 50/50 gender split