

CCA TIER SYSTEM

Markets

Tier 1

Dominican Republic
Costa Rica
Panama
Puerto Rico

Tier 2

Guatemala
El Salvador
Jamaica
Trinidad

Tier 3

Antigua
Bahamas
Barbados
French Islands*
Guyana
Haiti
Honduras
San Andres
St. Martin
Suriname
USVI

Tier 4

Anguilla
Aruba
Bermuda
Bonaire
British Virgin I.
Cayman
Curacao
Dominic
French Guiana
Grenada
Montserrat
Nicaragua
St. Barth
St. Kitts
St. Lucia
St. Vincent
Turks & Caicos

Variables

- NSV
- Gross Margin
- Partnership:
- RTC
- S&OP
- Diageo Way of Distributor Mmgt (DWDM)
- Capabilities
- Processes

*French Islands in Tier 3 includes Groupe Fimar only
CCA – M&E POLICY – Last Update: July 2021

