



FLAVORED VODKA

trends statistics market drivers



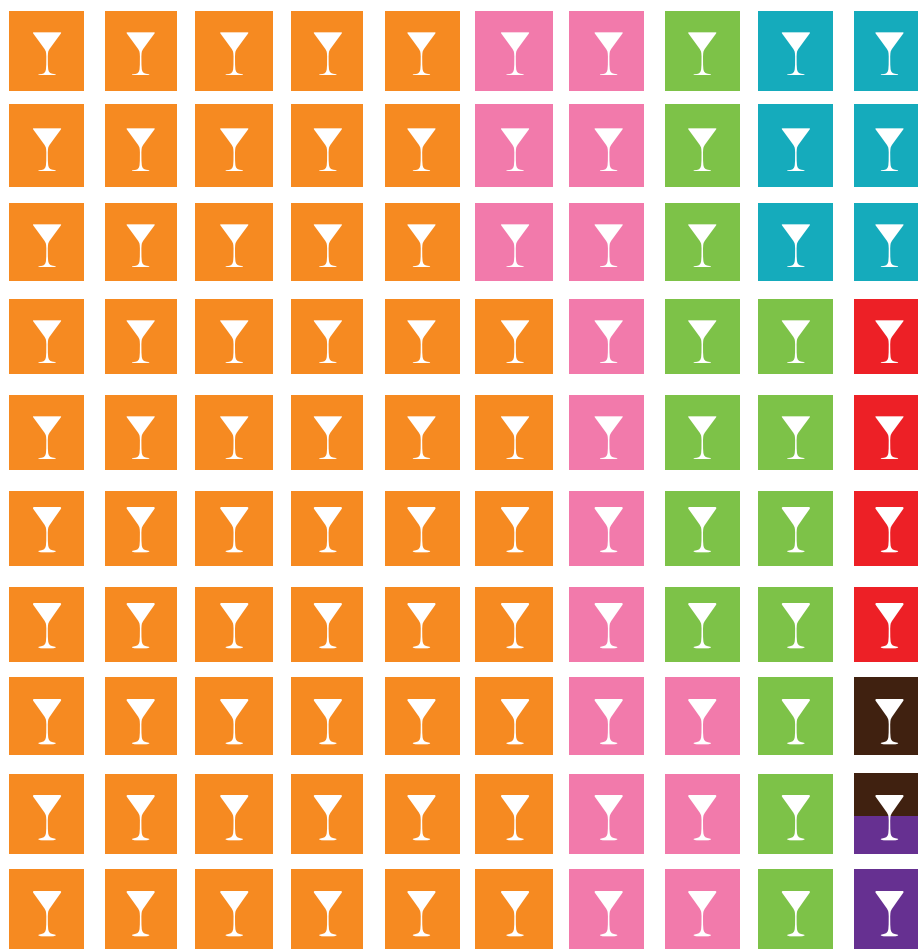
TOP VODKA FLAVORS: 2011-2012



VODKA FLAVOR ANALYSIS BY FLAVOR TYPE



Fruit Candy/Soft drink Spice/herb Liquor/alcohol



Desserts

Tea/coffee

Nuts/seeds/grains

FASTEST GROWING VODKA BRAND



324.5

percent growth
in volume

ALL VODKAS 2011

FLAVORED

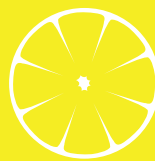


POPULARITY

Nearly a quarter
of all vodkas
consumed in 2011
was flavored.

VOLUME

Three quarters
of all new vodkas launched in
2011 were flavored,
the most popular being
citrus, raspberry and
whipped cream.



ALL VODKAS



MARKET DRIVERS

COCKTAIL COUTURE

The constant creation of new types of cocktails also drives the spirits business.

If a bartender creates a hot drink and the word spreads, the spirits supplier is in for some robust years of growth.



FRESH & INDIVIDUALLY PREPARED



Given rise to high-end, labor-intensive beverages whose prices can hit \$20 or more in some markets.

MIXOLOGISTS & CHEFS

At many restaurants, the fruit mixtures used at the bar are also key ingredients in sorbets and pastries.





BITTERS, TONICS ETC.

Mixologists are finding new uses for classic ingredients like ginger beer, tonics, and sodas.

Cordials and liqueurs also have renewed importance as ingredients.

MIXOLOGISTS & CHEFS

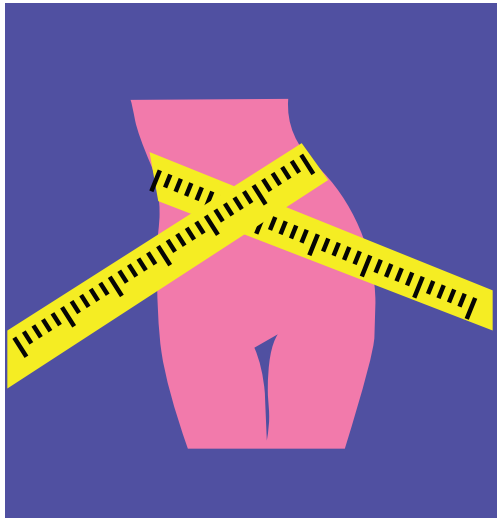
Classic cocktails from various eras dating back to pre-Prohibition days are en vogue.



HOME CONSUMPTION

Liquor chains, spirits suppliers, cocktail websites, and mobile apps also offer a plethora of recipes as well as advice on everything from stocking the home bar to zesting lemons and mulling fruit.

LIGHT VODKAS



Light Vodka introduces the concept of calorie control to flavored vodkas.

LOW CALORIE

Light Vodka contains less calories and has less alcohol by volume



CALLING ALL FEMALE CONSUMERS

Women tend to be more concerned about calorie control and management than men, and this launch is squarely aimed at women.

SEEKING INCREMENTAL VOLUME SALES

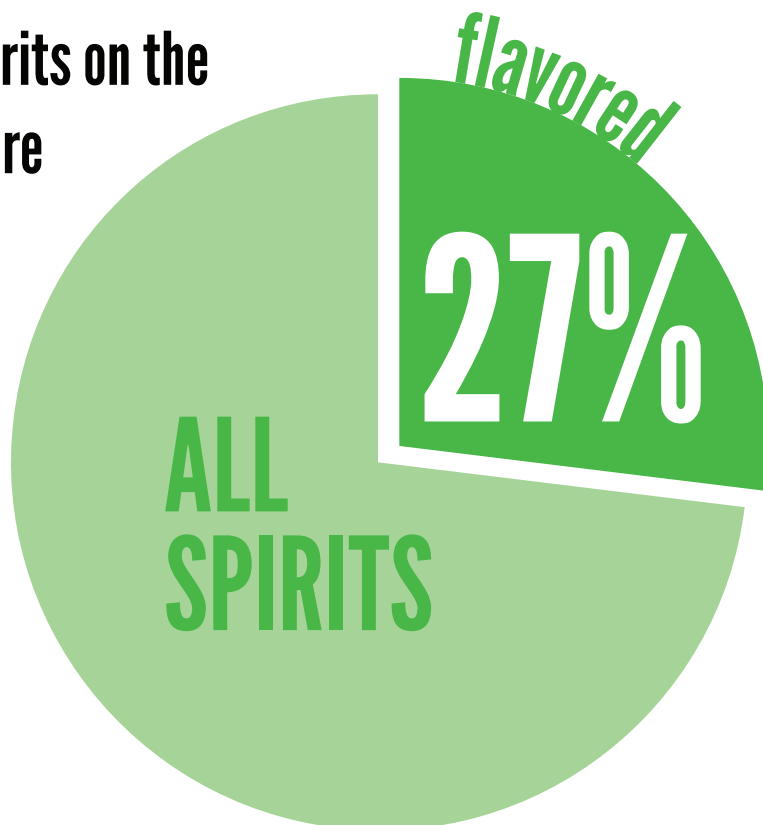
Brand also has significant sales potential on-premise, as flavor source for “light cocktails” including Cosmo and Martini variants.

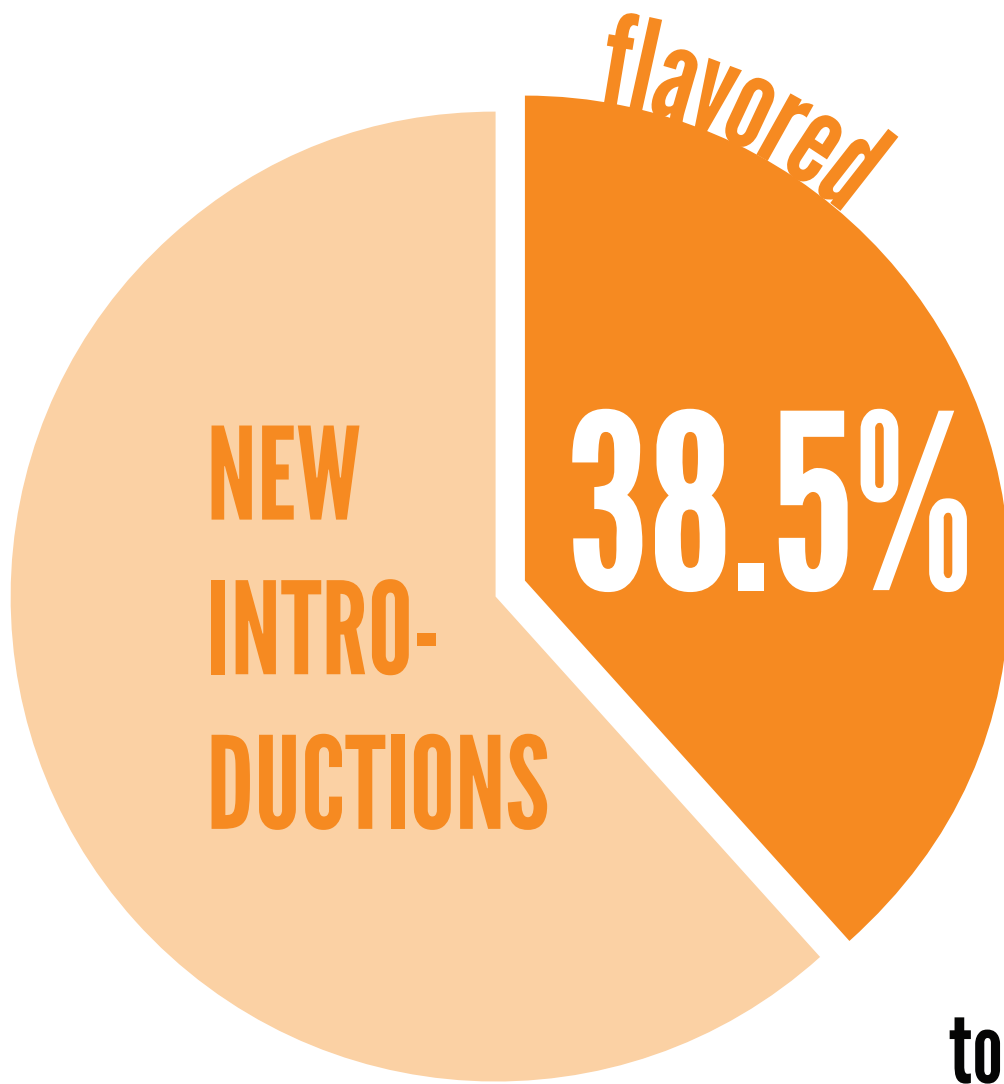
Dessert flavor vodka launches have been able to increase volume for vodka brands.



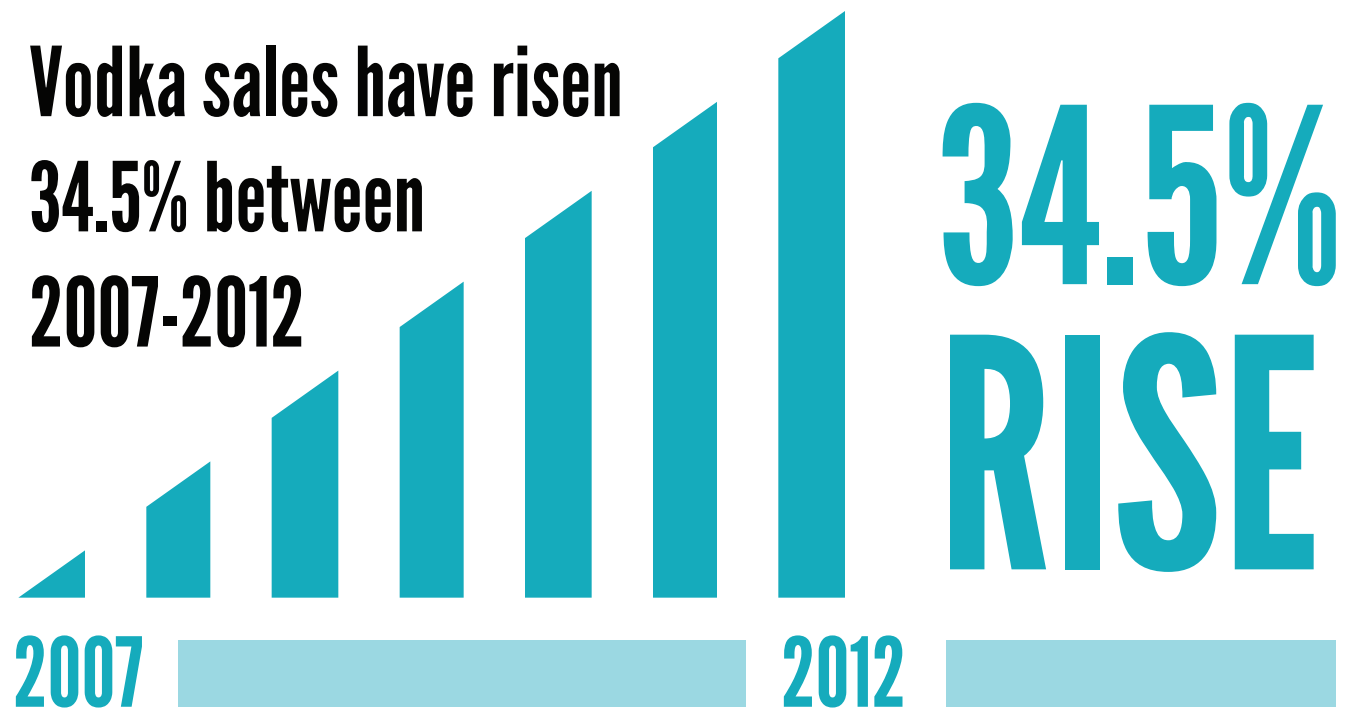
MARKET TRENDS

27% of spirits on the market were flavored spirits in 2012





new introductions of flavored vodkas accounted for 38.5% of all the flavored spirits to hit the market

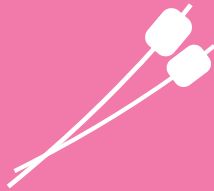


AN EXPLOSION OF FLAVORES

Popcorn



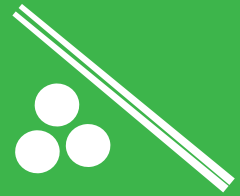
Marshmallow



Froot Loops



Wasabi



Smoked Salmon



Bubble Gum



Cupcake



Hemp Seed



Pumpkin Pie



Donut



PB&Jelly



Electricity



Bacon



Wedding Cake



Purple



Scorpion



MOST FREQUENT DRINKERS: MILLENNIALS

AGE 18-24



average consumption



4.78

vodka drinks a month

produced by

symrise 
always inspiring more...