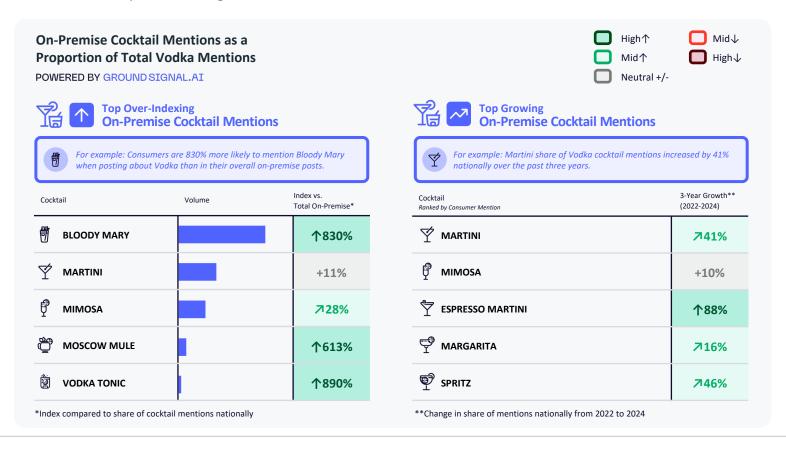


VODKA INSIGHTS

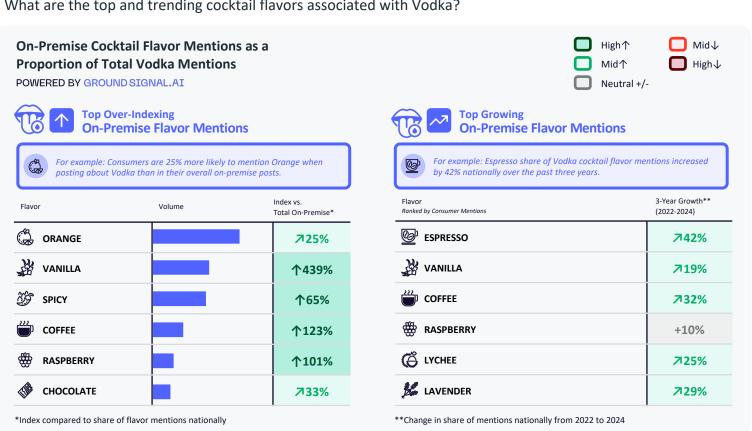
NATIONAL



What are the top and trending cocktails associated with Vodka?

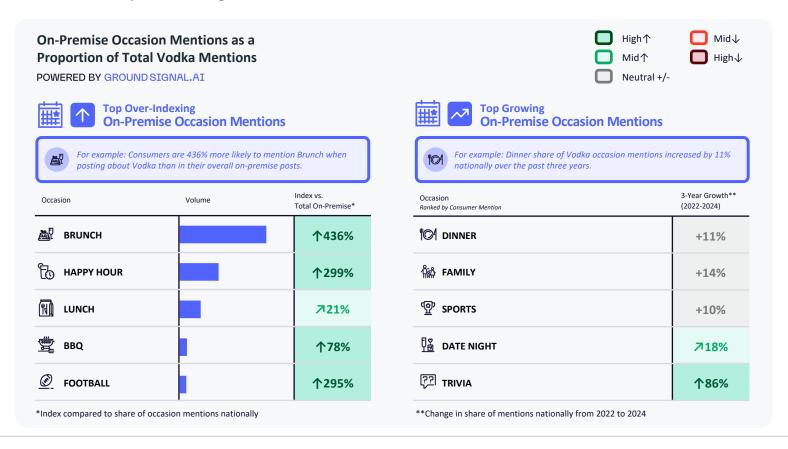


What are the top and trending cocktail flavors associated with Vodka?

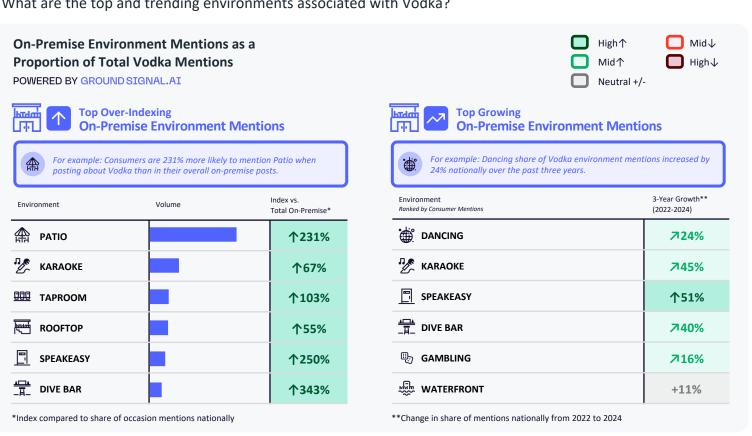




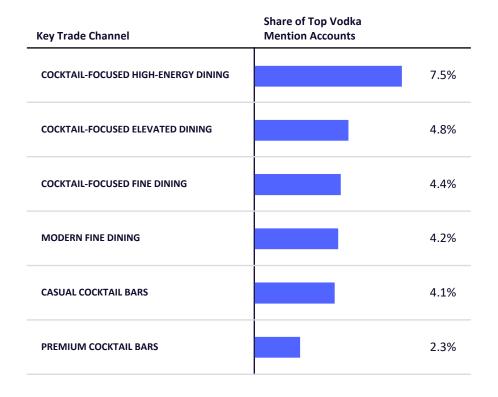
What are the top and trending occasions associated with Vodka?



What are the top and trending environments associated with Vodka?



Which Key Trade Channels (KTCs) are most likely to feature top Vodka mention accounts?



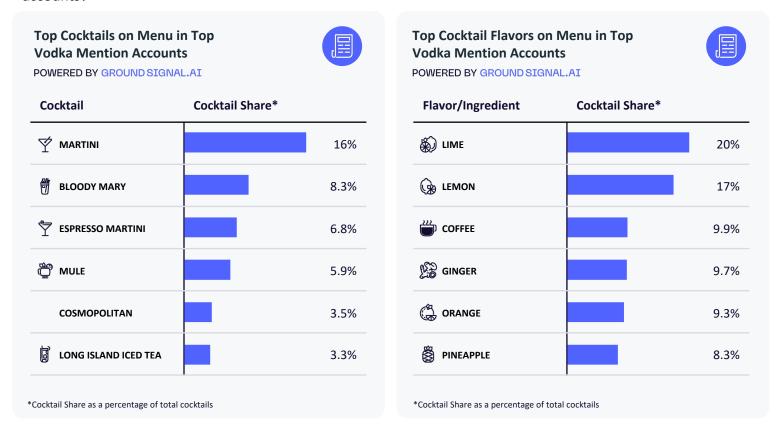


Which KTCs have driven Vodka depletions in top Vodka mention accounts nationally?





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Vodka mention accounts?



How are Vodka price tiers performing in terms of sales velocity in top Vodka mention accounts?

